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## **ALW Acquires Fellow Northern California-Based Lighting Manufacturer, Neidhardt**

### ***Acquisition Expands ALW Product Portfolio to Include Full Spectrum of Architectural-Grade Luminaires***

OAKLAND, CA (January 9, 2017) — [Architectural Lighting Works \(ALW\)](#) — a privately owned, international manufacturer of high-performance, commercial luminaires — announces the acquisition of [Neidhardt, Inc.](#) Neidhardt is a full-service lighting manufacturer founded in 1992 and based in Redwood City, CA.

The Neidhardt acquisition will complement and build upon ALW's broad portfolio of primarily linear architectural LED luminaires with the addition of Neidhardt's line of primarily decorative architectural LED luminaires.

"The addition of the Neidhardt brand and product line strengthens and enhances ALW's market offering and broadens our target audiences within the architectural and design communities," says ALW CEO Shira Steinbeck.

"By combining ALW's volume manufacturing capability with Neidhardt's modern palette of design details, specifiers can now illuminate entire projects with all the 'architectural lighting works' all from one company," says Steinbeck. "Ambient to accent. Angular to artistic. Archetypal to atypical. Now our customers have a wide panorama of quality lighting choices."

Frank Neidhardt, founder and heretofore CEO of Neidhardt, joins ALW as vice president of product design and development.

"I've been a product designer all my life and in my new role as VP of product design at ALW, I'll now have the opportunity to fully focus on creating marketplace value through innovative design," says Neidhardt. "I am excited to expand on the synergies of the two brands to create imaginative new luminaires to fulfill the needs of both the high-performance and decorative lighting markets."

With the acquisition, ALW will assume management of Neidhardt's 20,000 square foot Redwood City manufacturing factory further expanding ALW's West Coast operations where it also has facilities in Oakland and Hayward, California, and Ensenada, Mexico.

Neidhardt will maintain its separate brand name, web presence and workforce for the immediate future. Sales and customer service for both brands will be handled by ALW.

All Neidhardt products — including the popular [RDP06 family of rings](#), the [RDP07 configurable lines-of-light](#) and the [tubular RDP 04 series](#) — can now be discovered and browsed on the ALW website ([alwusa.com/neidhardt](http://alwusa.com/neidhardt)) in addition to the Neidhardt site ([neidhardtinc.com](http://neidhardtinc.com)).

## **About ALW**

Since the company's founding in 2006, Architectural Lighting Works (ALW) has been delivering highly modifiable and configurable luminaires built with quality craftsmanship at competitive prices.

Luminaires are designed with elegant, balanced shapes and strong, understated lines. ALW's designs are tailor-made to exact project requirements in California and Mexico for the North American market. Additional factories in Great Britain, China and India serve the international marketplace.

ALW's luminaires are utilized in architectural applications across the globe including installations for such notable enterprises as Microsoft, Volkswagen, Tesla, Verizon, TGI Fridays, Lord & Taylor and Whole Foods.

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