

# TALK.

OUR LIGHT MAKES YOU READ



# Indian Summer

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# Intro

With the summer heat waves behind us and the days getting shorter again, we are slowly moving towards this year's equinox; the day on which day- and nighttime are equally long. The perfect equilibrium! The combination of this balance and the start of a new season – autumn – made us ponder. A new season typically brings a wind of change, but how can we evolve, yet maintain our 'equilibrium', our strengths, all the while?

First of all, we are constantly innovating our products by evaluating what works and what can be improved. The world of architecture and design keeps evolving. As true light addicts, 'Our light makes you shine' is a credo we live by, and we want the future to shine just as bright! We are therefore proud to present some sneak peeks of our newest products that allow a smooth transition between the seasons. We help you make the most of the Indian summer by designing functional yet stylish fixtures to enjoy those October evenings outside just that little bit longer. Getting too chilly after all? No worries, you can have the same look and feel inside: we create total concepts through architectural consistency so the fine line between in- and outdoor living becomes almost invisible.

Secondly, a wind of change is blowing through the company itself. TAL has carried out a number of structural changes we would like to inform you about. Since May, our new General Manager has been mapping out the strengths and weaknesses of the company in order to lift TAL to a higher level. Eager to get to know him?

**Let's talk!**





# Interview

**Michiel Dewaele** is one of the newest members of the TAL family. Since May 1st, he's taken up the role of General Manager and he's incredibly excited to dive in.

*Time to get to know him a little bit better!*

## Can you tell us a bit more about your professional track up to now?

I think my career path will immediately show that I have quite a broad range of interests. I have a degree in Industrial Engineering Electronics. After obtaining this degree, I went on to study Economics and Business Administration at the University of Ghent and a few years later, I also took a Management course at Vlerick. I have gained important professional insights while working for Recticel - first as a lead engineer, and later on as a management trainee and department head. Afterwards, as head of operations at Renson, I helped set up a new production site, amongst other things. After successfully implementing this transition, I felt like it was time for a new chapter at TAL.

## What stood out to you during your first months at TAL?

Changing jobs after about ten years with the same company is always a scary thing to do, as it brings some uncertainty along with it: what will the company and the people be like? Will the job content bring me the fulfillment I'm seeking? Luckily, during my first visits to TAL, I was immediately reassured. The drive of the team is something that really stands out: everyone is extremely helpful and eager to keep improving the company and its products. The broad and qualitative product portfolio is an important strength, next to the drive to keep on innovating.

However, I can also see that there is a need for structure, stability and corporate identity. There are a lot of decisions that need to be made, and I'm planning to shape a clear path towards the future. TAL is a lot smaller than the previous companies I have worked for, so the tasks I will be carrying out will be way more diverse and all-round, which will be challenging and refreshing at the same time. But I'm looking forward to it!

**This clearly shows  
the perfect  
synergy between TAL  
and Lithoss.**

## What will be your influence on the TAL roadmap?

My main goal is to highlight TAL's strengths. We are a Belgium based designing and manufacturing brand of top quality lighting systems. We offer unique, aesthetic and innovative solutions for any setting or environment. Giving our customers peace of mind by guaranteeing reliable delivery times is also something we hold very dear. All of these qualities make us stand out from the rest. And that should be our main objective; we don't want to be one in a dozen and take part in the cutthroat red ocean competition. We want to make a difference through differentiation and personalization - both when it comes to our products as to our relationship with our customers. Our FLORETTE is a nice example of this 'personal touch' we aim for with our products; you'll get to know her a few pages further down in this magazine. As for our customers, I find it very important to maintain close contact with them, in order to stay informed about the latest trends and market needs. More so, I will regularly ask them for their input, so that together, we can continue writing this success story.

## Do you already have a favorite TAL product?

Hard to choose because I already have quite a few favorites, but if I really have to make a decision, I would go for the MICROSCOOP. The design is elegant and subtle, yet it's an eye catcher at the same time. I also love how this fixture was seamlessly integrated into a light switch to create a clean look and feel.

To me, this clearly shows the perfect synergy between TAL and LITHOSS.



## Apart from being a fellow light addict, what are your other hobbies and interests?

People who are close to me will immediately tell you that I'm someone who's always busy and seeking new thrills: I can't sit still and I'm always in search of ways to channel my energy. Practicing sports is one way of doing that. I frequently go for a run and I've also picked up the passion for judo through my son. I think it's a sport that perfectly fits my character of always going the extra mile, not quitting and looking for physical and mental growth and development.

Tackling new challenges and creating an impact and additional value on people's lives is another way of channeling my energy. I really like to lift family, friends and colleagues to a higher level, which is why they jokingly call me a 'people pleaser'. But that's a plus for everyone, I guess (laughs).

**Thanks for the interview, Michiel! We're glad to have you on board and we can't wait to grow further with you. Best of luck!**



# New Eyecatcher

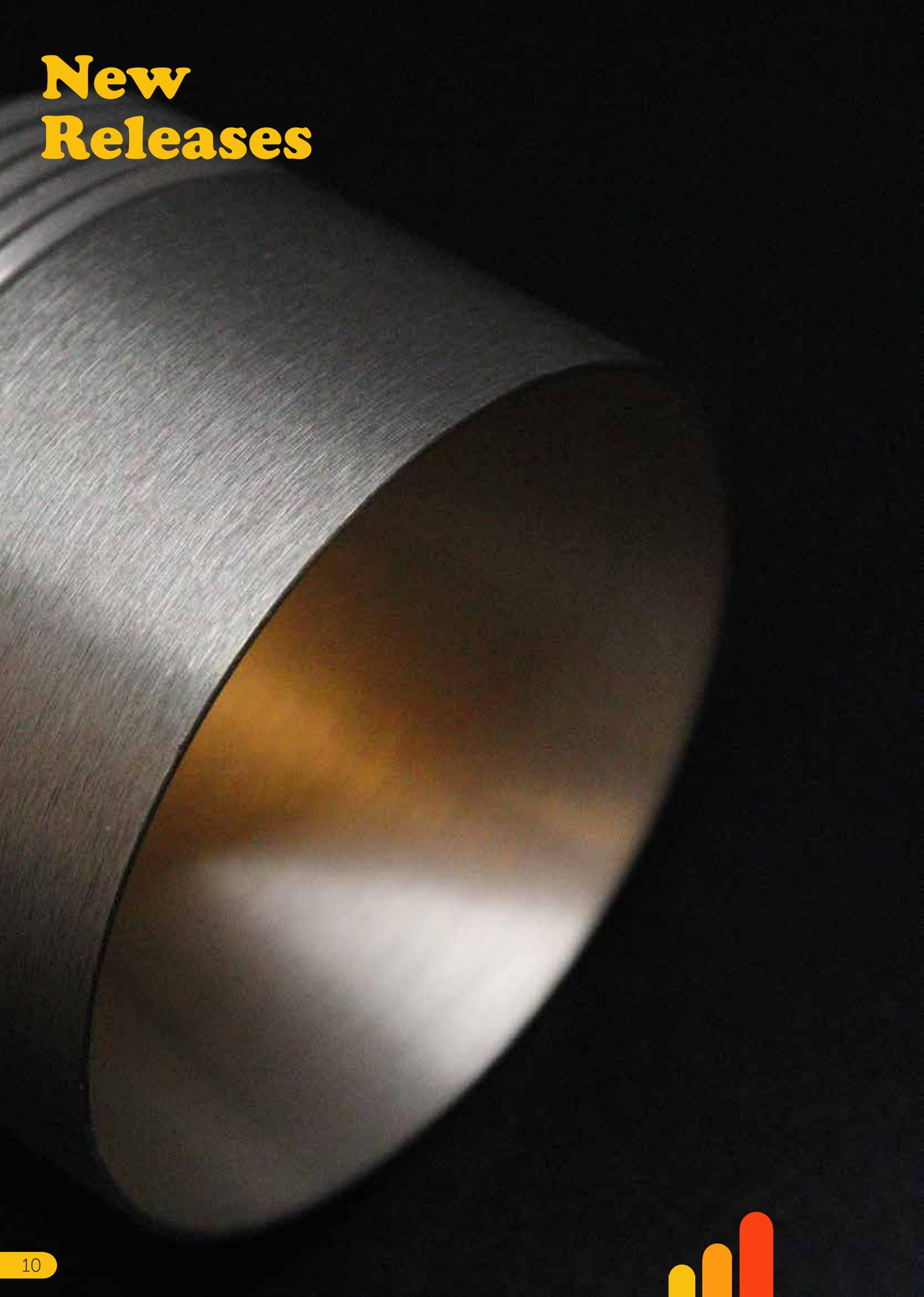


# FLORETTE

*Top-notch Belgian design.  
Endless personalization options.  
Sustainable materials.  
Funky yet elegant all the while.  
A flower that lasts a lifetime.  
That's our Florette in a nutshell.  
Make sure to check multiple  
possibilities in our brochure!*



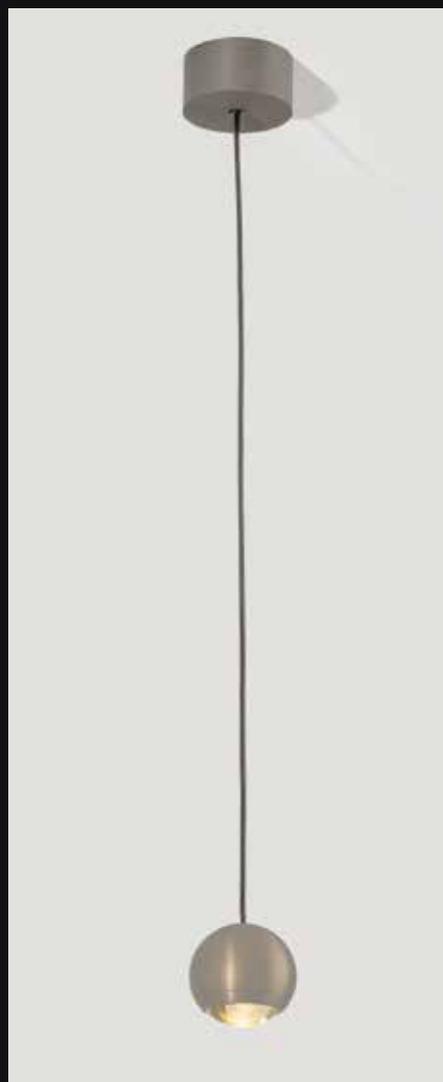
# New Releases



# BRUSHED ANODICS

*At TAL, design is an inseparable part of our DNA. That is why we are constantly on the lookout for new design trends and architectural needs. Lately, we've been noticing an increased demand for anodics, which is why we have decided to extend our product range with three new anodised VERSIONS: gold, titanium and bronze. In order to meet our quality standards, we have changed the alloy of our fixtures. Each and every single one of them is completely BRUSHED and fully anodised. This is the case for all of our products, even the ones that consist of different aesthetic components, such as the Berrier, since we refuse to make concessions when it comes to quality and looks.*

*Now available.*



# CEDRUS BRUSHED BRONZE ANTIQUE

*Next to Textured White and Black, Brushed Bronze Antique is now also one of the standard colors within the Lithoss collection, therefore we extended our Cedrus range with this finish too.*

*This high-end Brushed Bronze finish allows you to combine both brands. Bring added value to your interior by creating unity through the same look and feel. A match made in heaven.*

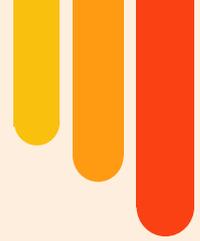


*Available: November 2023*

## New Color

**Again.  
This shows the  
perfect synergy  
between TAL and  
LITHOSS.**

# BERRIER JUNIOR WALL

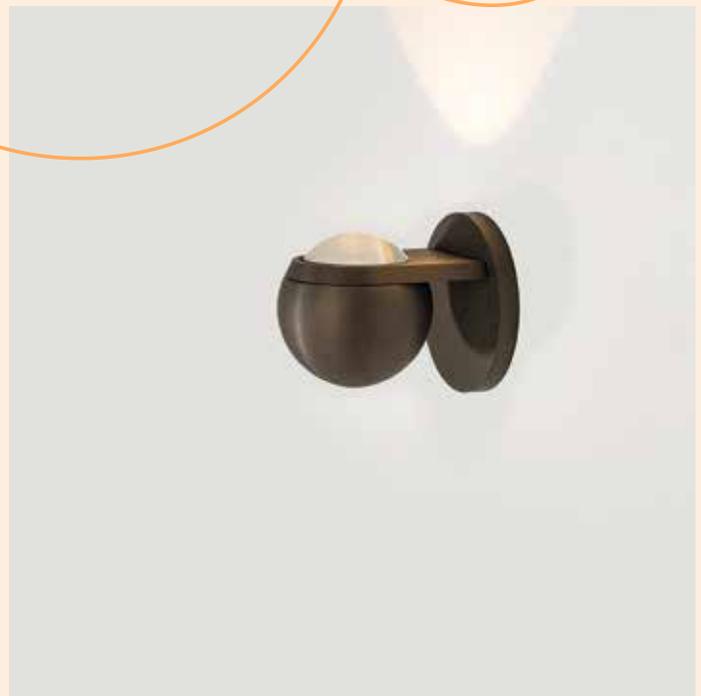
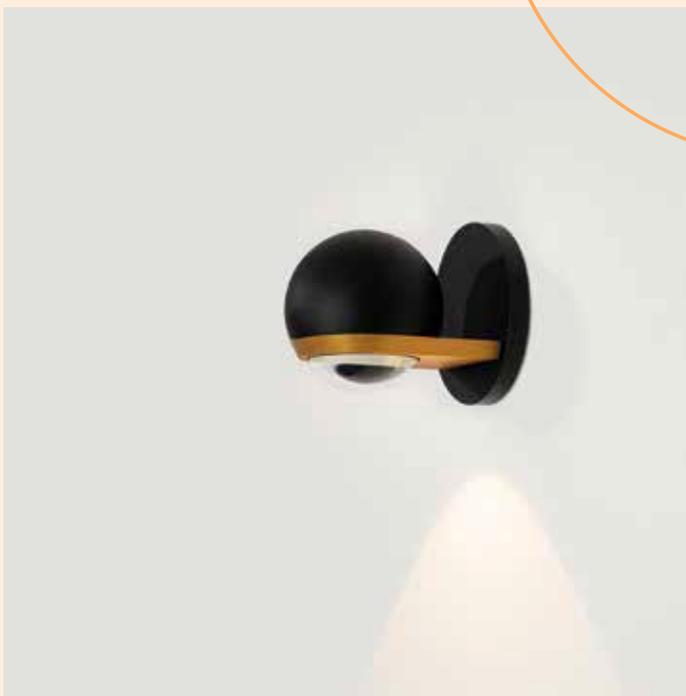


*The story of our signature product Berrier continues. After our well known Berrier and Berrier Junior Suspension series, the wall version has now emerged. This version fits on a standard 68mm wall box, which is excellent to connect the converter. The convex glass lens throws a perfect parabolic shadow on the surface and while designing, we focused on the easy maintenance of the lens.*

*Now available.*

*Hungry for more?*

*The OUTDOOR version of this signature product is next in line!*



# FONDA ROUND

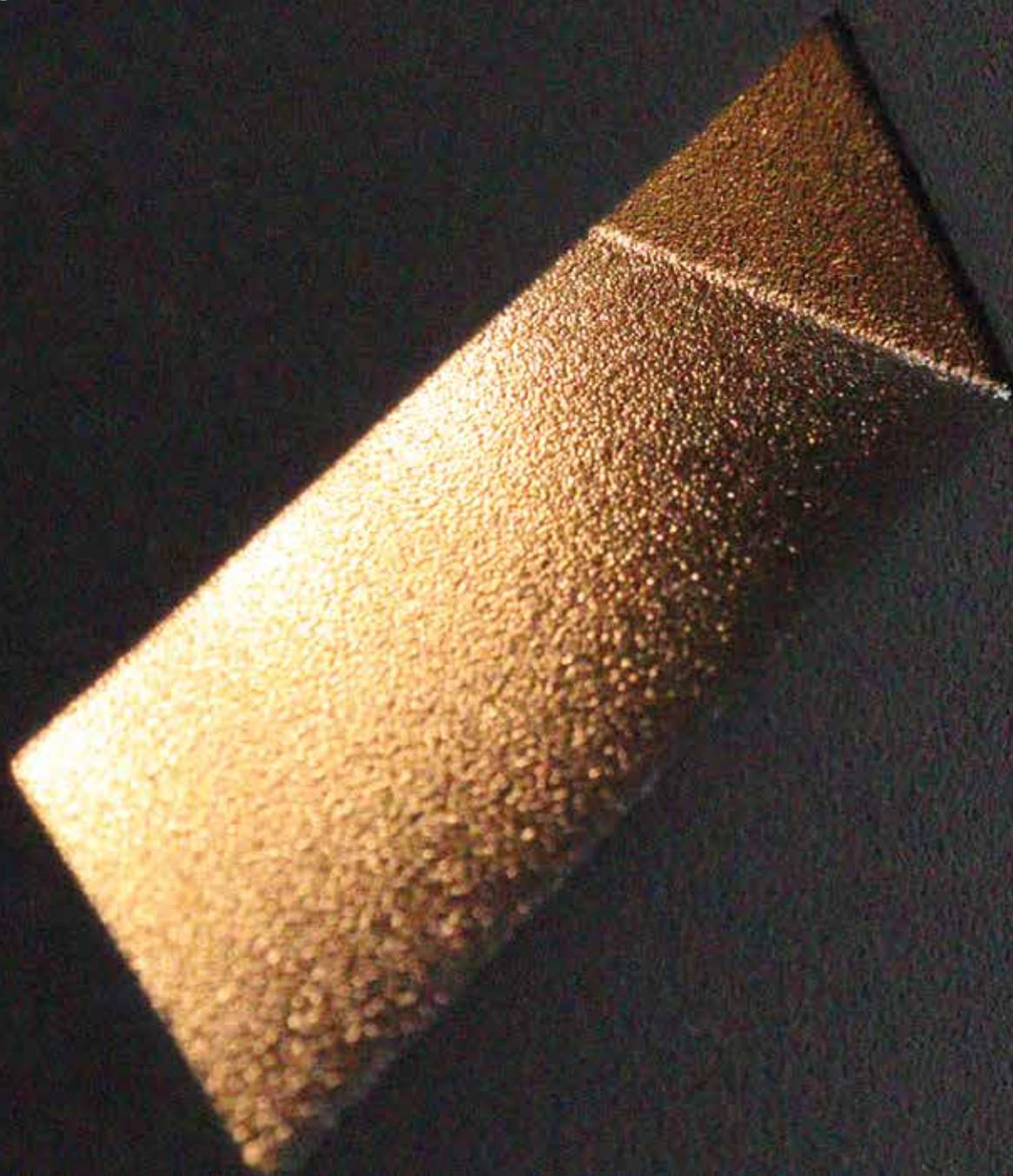
*Remember our Fonda Square?*

*With Fonda Round, we have now created a sequel to the famous square classic. This sleek and simple, yet sophisticated wall-mounted luminaire offers a perfect and safe solution for indirect stairwell or hallway lighting.*

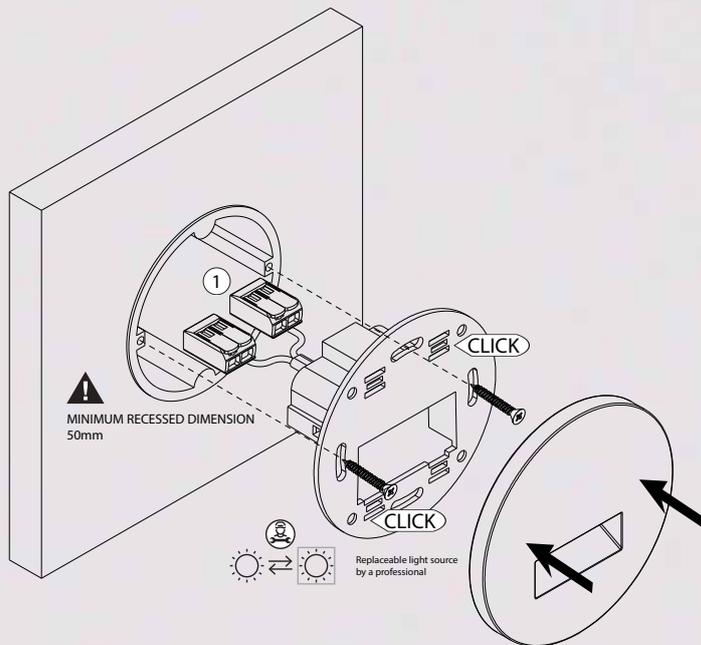
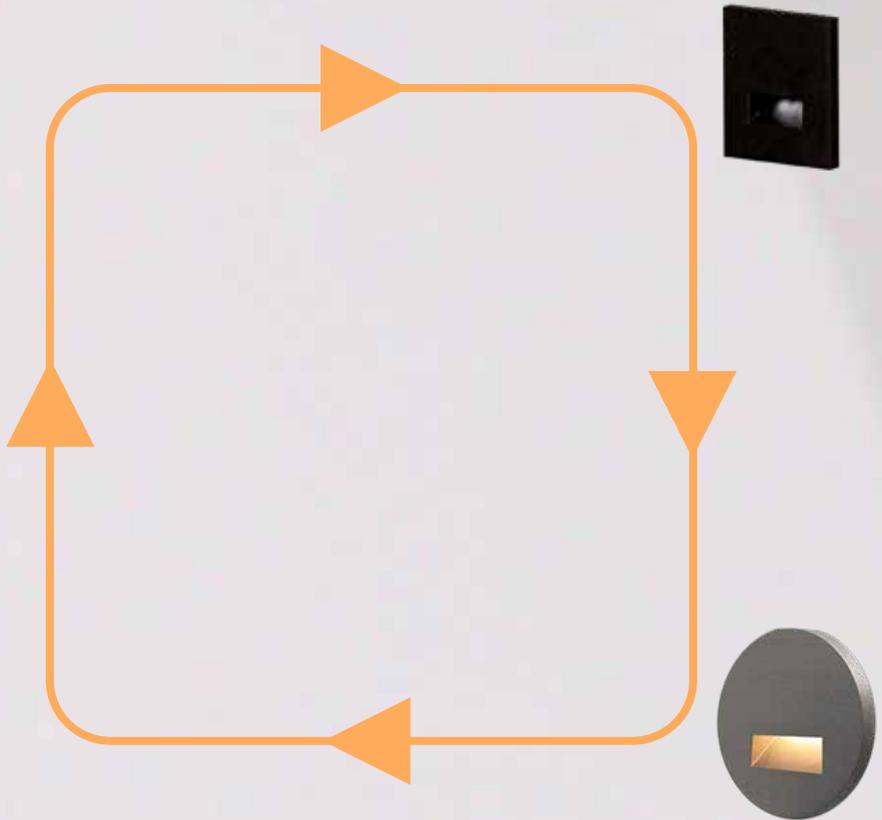
*Ease of installation and sustainability were key while developing this new Fonda.*

*As it only measures 8,8 centimeters, it perfectly fits on a hollow wall box.*

*By connecting the Fonda Round directly to a 230V input, it can be installed in no time. On top of that, the latest generation of LEDs is used, therefore guaranteeing a long service life. Fonda Round is already available in different finishes, including textured white/black and brushed alu.*



**FONDA + LITHOSS  
PERFECT MATCH**



**i** Fits on standard round electrical junction box with screws (hole dia 68mm)  
Installation depth 61 mm



# FUNNEL SFEROS

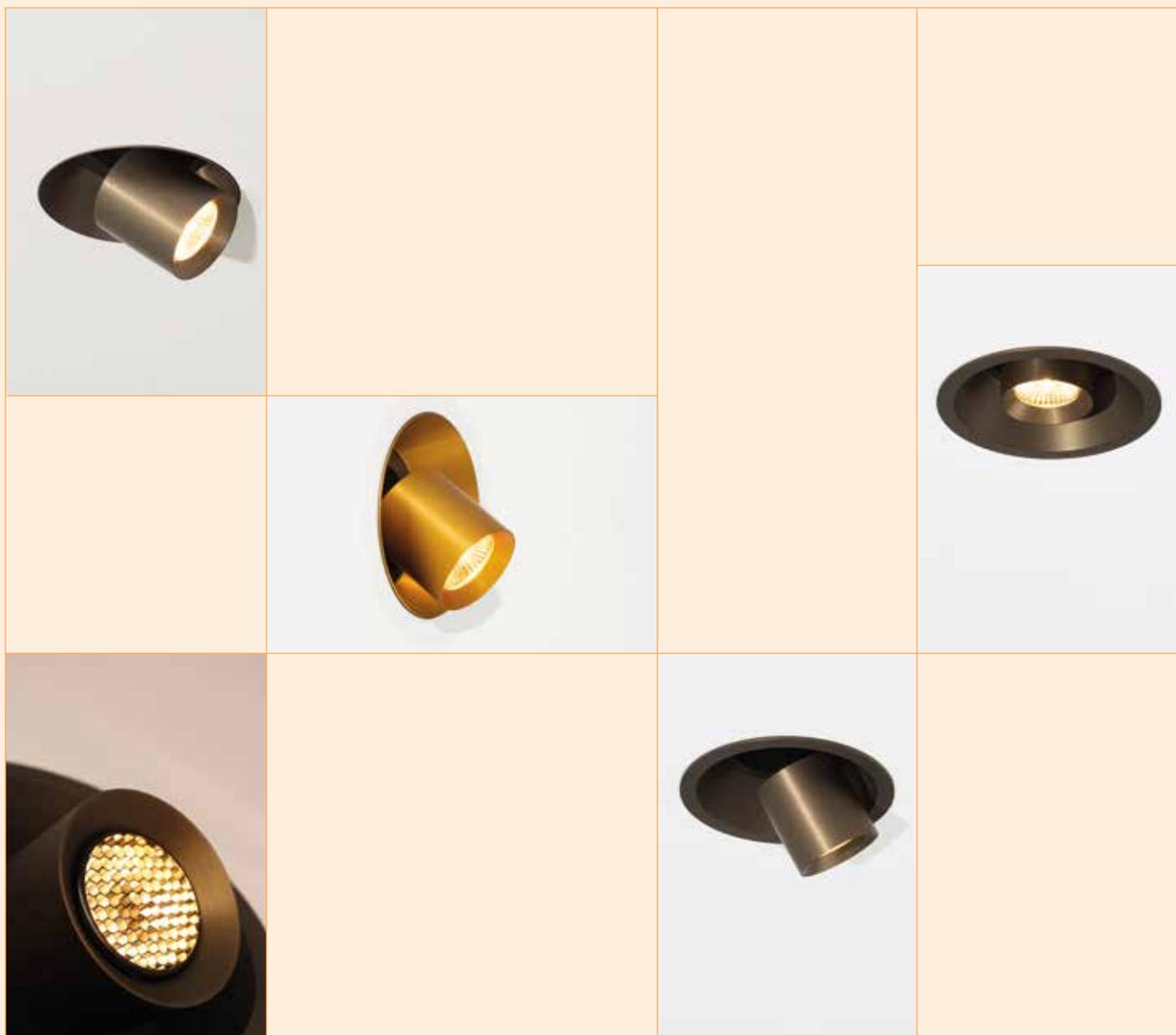


*After the success of the FUNNEL SFEROS, we simply had to expand the FUNNEL series.*

*Meet Trimless and Flush, the two newest members of the family!*

*Following the latest ANO trend, which we believe is here to stay for a while, we have immediately created these two fixtures in multiple colors and finishes. The beams and angles can be adjusted to your liking. Equip the FUNNEL with a honeycomb and go for an extraordinary effect. Spot on!*

*Now available.*

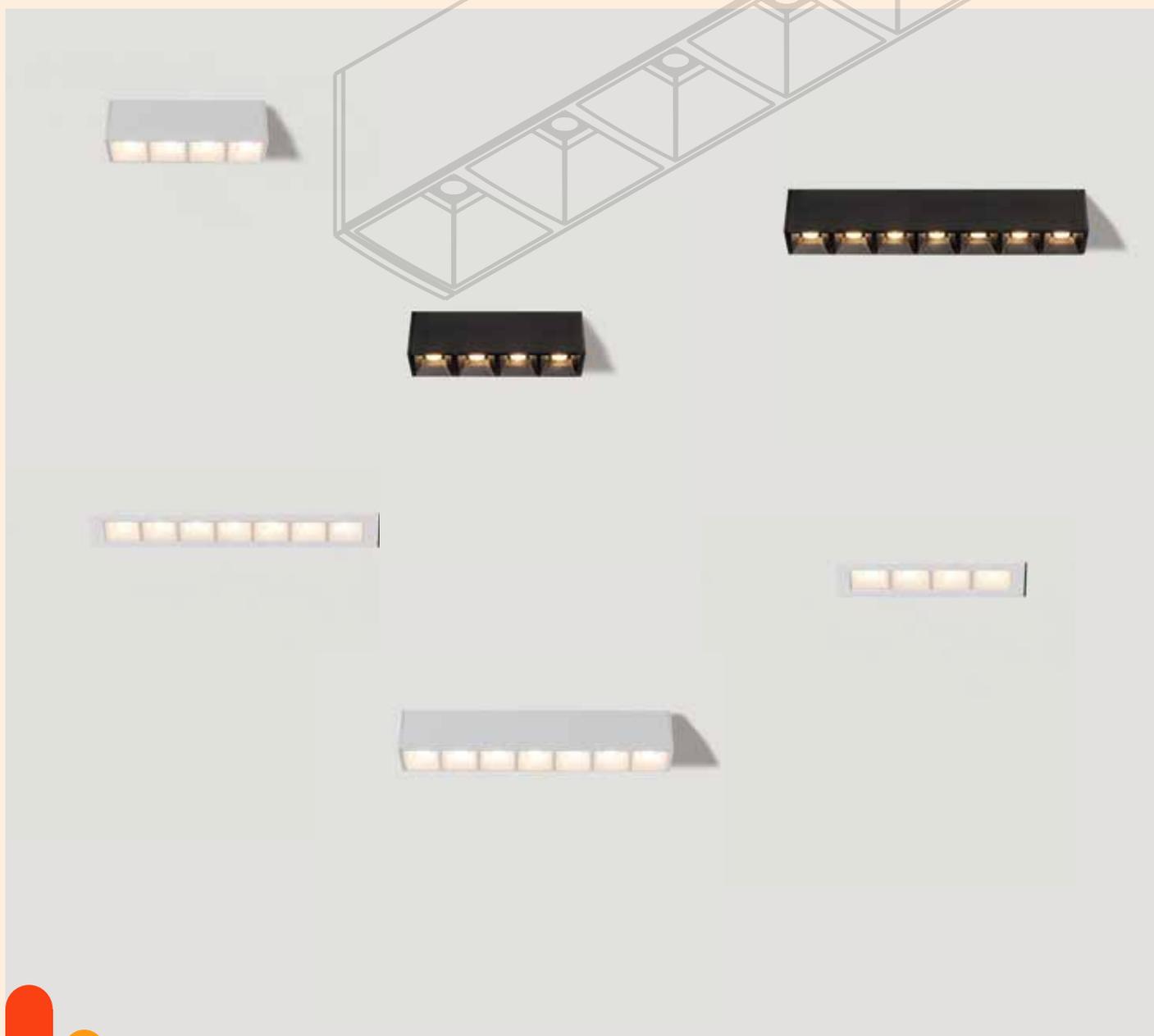


# PIXL 4 PIXL 7

*The PIXL range is the perfect example of no nonsense, straightforward design. The modules are designed in such a way that extra lighting comfort and low glare are created. Thanks to its high efficiency and compact design, the PIXL is the ideal fixture for any type of application.*

*PIXL can be ceiling mounted or recessed, with 4 or 7 modules. The mains driver inside (DALI on request) allows for an easy installation.*

*Now available.*



# BOA WALL EXTERIOR

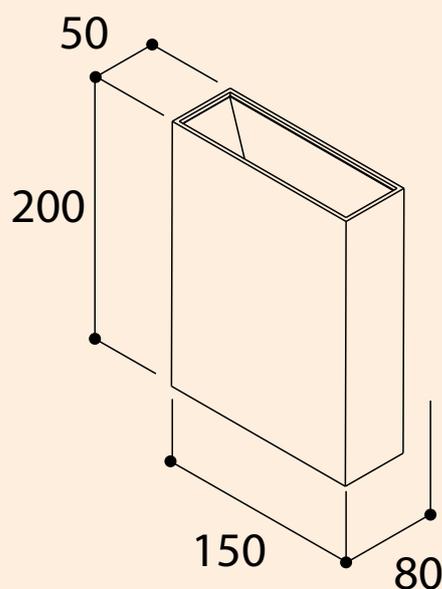
*The elegance of the BOA WALL immediately catches the eye. Of course, this sophisticated look is something you want to extend to your outdoor surroundings as well.*

*Luckily, the BOA WALL perfectly lends itself to be installed outside.*

*Due to high customer demand, we decided to create an outdoor version with the same look and feel, resulting in the BOA WALL EXTERIOR. This exterior version has an IP65 rate and only offers up-down light.*

*Available in Black & Gold and Black & Silver Ano finishes to add an extra luxurious and stylish touch.*

*Now available.*



**Let's go outside**

# SPYKE

Looking for the perfect ambient light for your garden? Then the SPYKE got you covered! TAL's design studio created SPYKE in such a way that you can place it anywhere in the garden where there is a need for extra coziness. With its 85° beam angle, this elegant eyecatcher brings the perfect diffuse light comfort on pathways or between plants, allowing you to highlight certain features yet keeping it cozy all the while.

Available: Winter 2023



from render to mock-up



# Synergy

**Lighting company TAL and Lithoss, manufacturer and designer of high-end DESIGNER switches, are active within the same market and focus on the same target audience.**

**So why not become brothers in arms by combining the strengths of both companies?**

**Through the years, cross-pollination between the two has already led to various stunning products.**

**Think of the bed lights starring the push buttons in combination with Nobel Elbow for example.**

**Based on the success of these high selling products, the two design studios have now added some new designs that are the result of this fruitful collaboration.**



# BERRIER JUNIOR SWIVEL

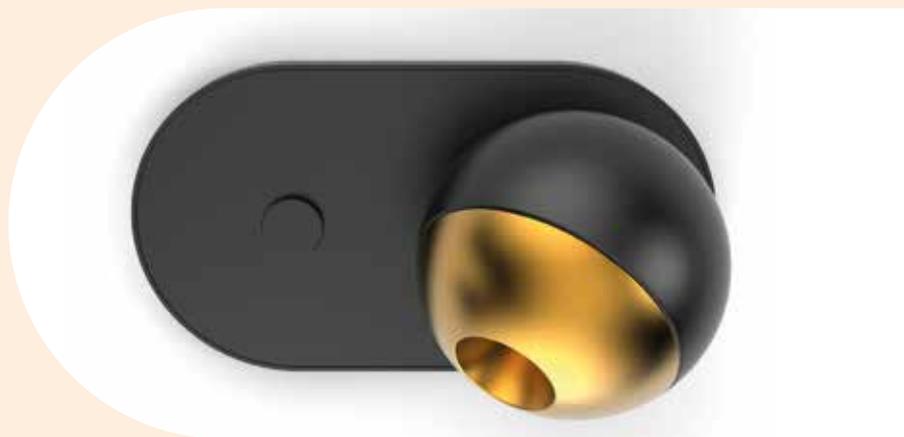
*Our signature product Berrier was already a success story on its own, but why not go one step further and take it up a notch by combining the iconic Berrier with one of Lithoss' wall switches?*

*With this idea in mind, the design studios of both TAL and Lithoss decided to join forces.*

*The result? Meet the Berrier Junior Swivel, available in combination with the SELECT range of Lithoss, either for cockpit toggle, push button or rotary dimmer. Thanks to the smart use of the snap-on magnet mounting principle, this upgraded version of the Berrier can be smoothly rotated and tilted in all directions.*

*As always, the Berrier Swivel comes in many finishes and can be multi-color.*

*Available: November 2023*



# Projects in the spotlight

A modern hallway with a track lighting system on the ceiling, a glass partition, and framed artwork on the walls. The lighting is focused on the hallway, creating a bright and clean atmosphere.

## *BELFIUS PRIVATE BANK*

### **Used products:**

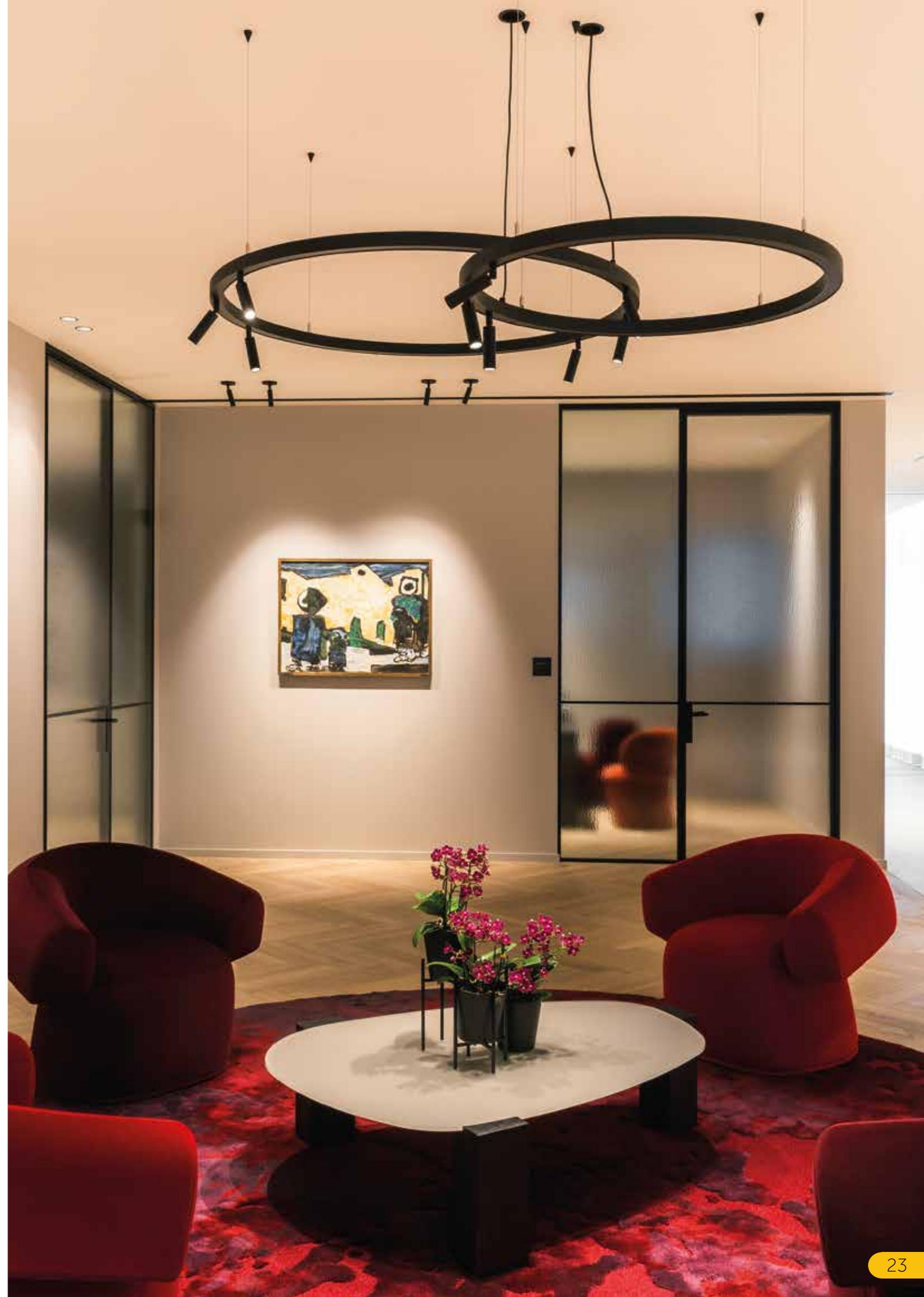
Ringo 835 with Nobel Elbow DALI

Ringo 1185 with Nobel Elbow DALI

Protut Low Ugr in combination with Nobel Elbow DALI

Cedrus Quantum DALI

Nobel Elbow Large Recessed Base DALI









## SCHUTTERSHOF

### Used products:

King George Black & Gold DALI

Nobel Elbow Large Recessed Base DALI

Cedrus Flex Quantum DALI

48V Track with Nobel Pi and Nobel Elbow

Nobel Pi DALI









# Fairs

ARCHITECT@WORK  
KORTRIJK





**Come visit us at**

- ARCHITECT@WORK HAMBURG
- ARCHITECT@WORK PARIS
- ARCHITECT@WORK LISBON
- ARCHITECT@WORK BRUSSELS

- 13/14 September (Lithoss)
- 8/9 November (Lithoss)
- 22/23 November (TAL)
- 29/30 May (TAL)

# Did you know we can help you with....

## CONFIGURATORS AND DOWNLOADS

Creating custom-made solutions doesn't mean the installation or configuration has to be complex. On the contrary: choosing TAL goes hand in hand with choosing peace of mind. That is why we have several configurators on our website, so that with a few simple clicks, our customers can get a quick and clear overview of all technical possibilities that come with a certain product. A great example is our configurator for our new MIX-portfolio. Next to that, we have also grouped all technical information, product sheets and installation manuals in the 'DOWNLOADS' section on our website, so you can find everything in one handy overview and you don't lose any valuable time. We're also working on implementing additional online tools such as 'MyTal' in order to make life easier for our customers. More info to come!



## DELIVERY LEAD TIMES

We're constantly working on improving our delivery times, because we firmly believe quick deliveries and reliable service make a world of difference to our customers! Therefore, after analyzing our product portfolio, we have increased the stock capacity of our runners with the aim to deliver faster and in a more reliable way. In line with our previous QSP (quick Shipping Programme), our goal was to decrease delivery times of our top 100 runners, in which we succeeded: we went from one/two months to two weeks! Of course, this is not where the story ends. Our next objective is to guarantee the same quick delivery times for all our other products as well.



# Exciting News

## ROYAL FAMILY EXPANSION

King George and Queen Elizabeth are delighted to announce the birth of their newest offspring, Prince Louis!

The little prince was born at the beginning of 2023 in Pittem.

He measures about 71 cm and weighs a good 7 kgs.

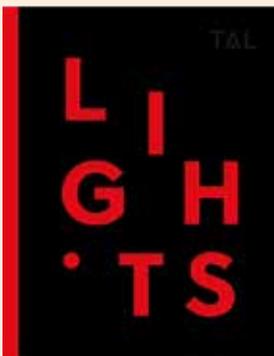
Want to pay him a visit?

Feel free to drop by at our showroom and say "hi."



## NEW CATALOGUE

Next to the second edition of TALK, we will also launch our new catalogue in February 2024.



## WANT TO HELP US?

Our partners are our eyes and ears when it comes to the latest product trends and needs. Your feedback is important to us, so please do not hesitate to share it.

Together we shine!

# Did you know....

**The famous song “L’été Indien” originally by Joe Dassin was once covered by Nancy Sinatra in a duet with Lee Hazelwood.**

**“Indian Summer”**







*let's* **TALK.**  
*in February*

TAL nv

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