



## From Asia To The Whole World

'Quality' doesn't always mean 'expensive' and for **Xenpow** this can be provided with a fine quality control at the most economic ways. The company can offer quality discharge lamps at the most affordable prices to worldwide clients. While others are paying extra for adverts or brand, they chose to keep the margin for clients. *"We heard so many clients were looking for a new option of quality lamps. For that reason, we created this brand and have started marketing it since year 2000," Xenpow said.*

**Xenpow's** head office is set in Taiwan since the company was established. They then set branches and factories in China for easy import and export of material and finished lamps. To be in China is also fundamental to provide instant service to local luminaries manufactures and quick market actions. *"We are a manufacturer but also act as a professional exporter."* In order to provide the better service, they then moved to a China office handing all the marketing and international sales matters. The factory is purely producing products and shipping them worldwide. Of course, R&D is a vital part. *"We hire experts for R&D to develop more innovative lamps to meet the market demands. The Chinese office allows us to keep a closer relationship with lighting manufacturers and listen to them."*

Up to now, they have more than 300 employees to handle the precise

production. The skilful and experienced employees are the important basis for a manufacturer, because they keep the advantages of accumulating learning effect. That makes production running smoother and reduces errors; well-trained employees maximize the positive effect of learning curve.

Automated production is the key to obtain quality lamps. It controls the accurate parameters for each batch and keeps the consistence on quality. There's no room for hand-made lamps. A successful lamp begins when choosing the material; then the production control and inspection are fundamental taking special attention to details. The most important machines in the manufacturing process, for example the integrating sphere, vacuum machines, optical inspection devices are all imported from overseas countries. According to their own words, only good machines can ensure accuracy in each step and produce fine lamps.

### PRODUCTS

The first product they made was the **NSD 250/2**, single end discharge lamps for disco/stage luminaries. However, the breakthrough product for them would be the **NSD 150** which is a tiny lamp and seems easier to be produced, but actually it's the most difficult one to cross the threshold because of its special shape. Once they conquered the difficulty, they progressed rapidly in many ways, growing and

upgrading till now. Now they even develop special lamps for their partners.

But the innovation continues. In recent years, **Xenpow** expanded its line to wider ranges. They didn't only develop the **NSD** and **HMQ** short arc series, but also successfully created halogen lamps, strobe lamps, xenon lamps and so on. These special lamps enrich their product categories and allow them to be more capable to give service to clients.

Today, the company has wider product lines than ever. However, the most important product should be the discharge lamps, **NSD** and **HMQ** series, which are the beginnings of their business. The 150W to 2500W singled-ended and double-ended discharge lamps are all popular for several kind of entertainment lighting.

The main line is focusing on discharge lamps which are often applied in disco/stage entertainment luminaires. This mature technology provides the stability, reliable and consistent performance on **Xenpow** products. *"In previous paragraph, we said there's a threshold when producing discharge lamps. You may easily find that someone can produce similar arc lamps and sell them incredible cheap. However, you'll soon know it can't lie on its performance. The critical element to choose a good supplier is to see if they can offer you the quality consistency. Hundred lamps against one good lamp is a totally different story."*



8,000+ sqm manufacturing plant just outside of Shanghai



A workforce of 250+ trained professionals, under strict product quality assurance and control



Part of Xenpow's facility which can manufacture 12,000-15,000 discharge lamps every month

Category of current Xenpow products in the market and popular models:

Discharge lamps: **NSD & HMQ** ex. **NSD 150, NSD 250/2, NSD 575/2, HMQ 575/2, HMQ 1200/SG.**

HID lamps: **HID 150, HID 32.**

Halogen lamps: **BVM, ELC, EFR, CP70, CP71, CP72, CP92, CP93** and so on.

Flash lamps: **PX 750, PX 1500, PX 45, PX 75.**

PAR lamps: **CP60, CP61, CP62, PAR 56 Lamps, PAR 36 Lamps.**

Xenon short arc lamps: **XPO 1000W – 6000W.**



Without place to doubt, the Chinese market is an interesting one, but also it's extremely competitive. You can easily find hundreds of bulb manufacturers with very cheap prices. However, you hardly know if you can rely on their quality. This is why **Xenpow** stands out among numerous suppliers. *"When we say that we commit for Reliable quality, Fast delivery and Lowest cost. It's not just a beautiful slogan; it's our daily principle driving us to do our job better and better."*

**Xenpow** has close contacts with their customers, assuring to meet the customers' requirements and to keep a consistent quality standard. They are listening to clients. In the meantime, they keep developing more new special lamps for the market. As the leader in lamp manufacturing in China, **Xenpow** is destined to be prevailed. *"When the others get one step ahead, Xenpow moved forward several steps to keep the strength. We're small but we react and act faster. We keep eyes on market trends as well."*

As for the international market, the access is different. Bulb manufacturing is a precise industry especially for discharge lamps. *"If we do one thing wrong in the process, the whole thing would go wrong. So we are serious to handle even the tiniest task in our production. Using the same precision attitude, we first get good products done; then we do advertisement, exhibitions, customer visiting, evaluating everything till we get a little success and gain good feedback."*

*"Like the old proverb says 'the market decides the demand'. What we do is to discover the demand gap and fill it out. Now, market wants good quality discharge lamps but expects lower prices. Therefore, Xenpow appears and grows. We just catch the time and we did well-prepare before the chance comes. This way, Xenpow competes with itself but not with anyone else. We compete with our speed, sense of development and precision to details. We challenge our limit and always ask for more."*

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# XENPOW<sup>®</sup>

LAMPS

## Glowing & Rippling



More and more people are using Xenpow now. When it's hardly to tell the difference between Xenpow and the No. 1 brand. Still, Xenpow makes the differences by offering :

- Reliability
- Fast delivery
- OEM package
- Lowest pricing

Website : [www.xenpow.com.cn](http://www.xenpow.com.cn)  
 Email : [sales@xenpow.com.cn](mailto:sales@xenpow.com.cn)

## Acoustic & Lighting System Sdn. Bhd.

“Always ready to serve our markets and our customers”

These days we often hear how distributors' whinge about how the business has become so saturated and that there is hardly any more room to grow. But it is usually in these challenging times when we can easily separate the weak from the strong. Well here is one tough company that has not only stood out a 'few' crisis' but also managed to grow itself into one of the most outstanding sound & light companies in the Malaysia-Singapore-Thailand region.

**Acoustic & Lighting System Sdn Bhd (A&L)** was incorporated in early 1990. The company has since evolved and expanded to become a leading supplier in the Audio Visual, Stage and Lighting Equipment industry not only in Malaysia, but also Thailand, Brunei and Singapore. A&L comprises of 8\* associated companies, each headed by a General Manager or Country Manager supported by well trained technical and business personnel to serve the market and our customers nationwide and overseas.

A&L's CEO, Mr. Yeo Kim San, is a very warm and affable man with a straightforward, honest and friendly nature which has undoubtedly contributed greatly to the success of the company. E-Tech was fortunate to talk with Mr. Yeo, as he candidly imparted his personal views of the company, and the industry it serves.

**e-tech:** Mr. Yeo, please tell us about the new expansion of the head office, why it came about now, the plan and reasoning behind it?

This plan was made when I was looking into creating a brand company that can offer a complete turnkey solution - for example like O'Connors. I also needed to have good products to demonstrate and make it attractive for clients to walk into the showroom'- to offer what's right for the customer'- and this was the concept that I had envisioned years ago.

**e-tech:** What is the direction of A&L now in the sound & light industry in Malaysia?

We are here to stay and we are committed in the AV and sound and light industry, so therefore I don't see that I will diversify into any other business at all. And therefore we have

to continue to make sure we can offer the best quality products and services in the industry.

**e-tech:** What about A&L direction with its other branches and offices?

If we want the best people to work for us then we must be prepared to pay. To "pay" means, one day the Malaysia business might not be enough, so if we keep the best people"- these people we can use in our branches like Singapore, Thailand, or even Vietnam in the future, so in order to keep my best people, I must be prepared to pay - that all to it. And as far as the [salary] limit is concerned, though I do not know what the limits are, I do however know I just have to work and make sure that the company functions progressively.

**e-tech:** Now that A&L have established regional based companies in Singapore, Thailand -Bangkok and Brunei, where about next are you aiming to expand?

Along with those established offices that you have just mentioned our next growth forecast might be in Indonesia, Vietnam and India.

**e-tech:** Where are your domestic branches located?

We have branch offices all over East & West Malaysia; in Penang, Johor, Kuantan (Pahang), Malacca, Kuching (Sarawak), and Kota Kinabalu (Sabah).

**e-tech:** Now that you are doing Clay Paky, (with a grand launch of Clay Paky & RCF in KL in June 2008) - A&L already carries other high-end lighting brands, what made you decide to get Clay Paky on the A&L portfolio?

If you still remember, Clay Paky became very famous with their scanner light fixtures, especially the Golden Scan and Mini Scan series. And in this region you can already see how high-end quality lightings (e.g., Vari-Lite, and to a certain extent Robe) are preferred by the local rental companies. You can see this happening in front of you now - in Singapore, Malaysia, Thailand, etc. A&L is happy to have an eminent brand as Clay Paky join its portfolio which has high respect in the lighting industry.

**e-tech:** You also have many pro audio brands, especially loudspeakers, so why the decision to add RCF into A&L's audio portfolio?

If you look at RCF, and compare them - with-Mackie and now post-Mackie - there is a lot of change. So therefore we now look at RCF as a higher potential growth brand. We have



CEO Mr. Yeo Kim San in his new showroom



LED Showroom

tested their products and found them very good. And it happens that RCF's Sales Manager Federico Lugli was looking for a company to work with RCF [in the region] and the timing was just right for us. And also look at RCF now, it is a "new born" company – not only a component company, and they make some of the best speaker components. So I have no doubt that RCF is one of our best choices.

**e-tech:** I know it may too soon to ask, but are you still considering any more brands into the A&L product portfolio?

In the area of lighting and sound we are almost there, maybe we just need a good signal processor, but we are strong enough for the current time.

**e-tech:** What is your feel on the current Malaysian sound & light market?

There are definitely changes. People here are starting to understand how to use the "better branded" products. However due to certain economic factors, Malaysia is still one step behind Singapore's standard. But they will change – Malaysia will change totally. Therefore if I put an office in Singapore, whatever changes in Singapore it, immediately reflects here in Malaysia.

**e-tech:** In view of the current economic crunch (all around the region), how do you see growth in Malaysia's sound & light business in 2008 – will it be stable, dip or grow?

As far as the current situation reads, the overall market sentiment is down, but our company's history tends to show strong growth as the market dips!

**e-tech:** Why did you make such a bold decision at this time of uncertainty in the economy – with the expansion of the head office in KL, and a new office in Singapore?

The expansion was actually planned sometime ago, but it is only during such bad times when you can do such a bold move, then you can test your strength. It's in our company's history, actually my philosophy, how I would like to do something in where that market is no good - to illustrate how outstanding we are. And people will recognise you only then. That's my philosophy.

**e-tech:** One of the responsibilities of properly representing high-end products is that you have to continually conduct operator and maintenance training seminars. Has A&L begun planning to schedule such sessions in the coming future?

We have a new fully equipped training centre in our KL head office. Currently, you can go into our website to be informed and register for any of our training sessions. These seminars, which began just over a year ago, have truly strengthened our sales and servicing teams. These seminars have also helped our core of clients - buyers and end users alike – who frequently attend these seminars to update and upgrade their products knowledge. These seminars and workshop trainings are usually conducted by visiting brand representatives and invited guest speakers at our expense.

**e-tech:** Apart from seminars and advertisements, what other marketing methods is the company doing to bring its products and services closer to respective clients?

We are doing roadshows every year. Our roadshows are targeted mainly to all the state governments, e.g., in Singapore it's called PWD (Public Works Department), and here in Malaysia, it's called the JKL. So in one year we start at the north of the country and bring it down south. We just finished a roadshow in East Malaysia, which began in Kota Kinabalu (Sabah), and in Brunei, and later to Kuching (Sarawak). After Kuching, the show moved back to West Malaysia and ended in Johor. In 2009, we will start at the north (east coast).

**e-tech:** Finally, any parting words about A&L for our readers?

Our team of qualified professionals is always at your call to render prompt and efficient after-sales-service, whenever the need arise. Everyone in A&L believes in our brands and we stand behind every product we sell with our 100% customer satisfaction policy.

[www.acousticlighting.com](http://www.acousticlighting.com)



Sound & Light Showroom



Service and Maintenance Centre



Conference & PA Systems Showroom



SHURE showcase

**A&L comprises of 8 associated companies:**

- Acoustic & Lighting System (North) Sdn Bhd
- Acoustic & Lighting System (East Coast) Sdn Bhd
- Acoustic & Lighting System (East Coast) Sdn Bhd
- Acoustic & Lighting System (South) Sdn Bhd – Malacca
- Acoustic & Lighting System (Sabah) Sdn Bhd
- Acoustic & Lighting System (Singapore) Pte Ltd
- Acoustic & Lighting System (Thailand) Co., Ltd
- A & L Service & Maintenance Sdn Bhd