



Welcome to our world

**MACRO
LUX** MANUFACTURING
CRAFTED OBJECTS
ON LUXURY.

MACROLUX is an Italian company positioned in the architectural lighting segment for technical and decorative luxury lighting and stands out for its ability to offer solutions that combine functionality, design and innovation.

We bring together technique, aesthetics and technology to create new scenarios and contaminations with light, that give rise to experiences able to amaze and excite.



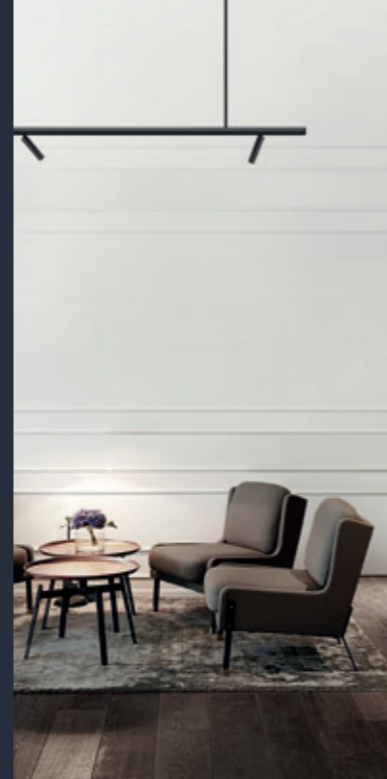
PRODUCTS



The combination of design, quality of materials, durability, reliability, innovation and sustainability, make MACROLUX the most consistent choice for architectural lighting of refined and luxury environments, whether residential, commercial or operational.

To our technical and architectural solutions offer, MACROLUX has recently added a new architectural decorative proposal through Arcdecor, a movement with which innovative luxury products will be designed and developed.





TOOLS FOR DISTRIBUTORS

ANTHOLOGY

MACROLUX has built and implemented one of the most advanced and innovative B2B platforms in the lighting sector, to provide its customers with an innovative configuration, purchase and sales service.



TOOLS FOR ARCHITECTS

AYUPPIE.COM

MACROLUX has designed and built a dedicated digital platform for architects and the project channel, with advanced tools, technologies and functionality to innovatively support design and relationship management.





OUR VALUES

We embrace technology and innovation to ensure cutting-edge luxury design, that integrates technology and innovation into aesthetics as well, without ever losing sight of authenticity and craftsmanship.

BEAUTY

We seek excellence in every detail, creating timeless works of art that inspire wonder and admiration.

SUSTAINABILITY

We are committed to sustainability and respect for the environment, to tangibly preserve the beauty of our planet for future generations. An example is our refurbishment program, with which we extend the warranty on our products from 2 to 10 years, during which Macrolux undertakes to repair rather than replace individual components or entire luminaires at facilitated prices.

INNOVATION

We take luxury beyond its mere aesthetic conception, enriching it with functionality and innovation.

OUR INTERLOCUTORS

MACROLUX is a company that addresses the project market, managing as its main interlocutors architects, design studios and interior designers operating in premium segments.

We engage in dialogue and manage relationships and consulting with these interlocutors through advanced and innovative digital standards and tools, entirely designed and developed by the company.





THE ORGANIZATION AND PROCESSES

WE ARE LEADERS IN OPERATIONAL EXCELLENCE

To serve premium markets is not enough to have a quality product, but it is necessary to have an efficient, agile and reliable organization, able to compete and flexibly and dynamically respond to market needs and requests.

MACROLUX is a 4.0 company thanks to the digitization of the entire warehouse and order and shipping management processes. Furthermore, the company has equipped itself with advanced and innovative digital tools for managing relationships with distributors, architects and interior designers.

Arcdecor & Macrolux

Innovative Luxury Elements

Arcdecor was born to elevate design art to the realm of luxury, creating unique and unparalleled innovative products that embrace the richness of history and the power of creativity.

Our mission is to fuel the flame of innovation, offering unique emotional experiences, inspiring passion for beauty and bringing innovative luxury to light.

Arcdecor is not just a movement but also a Vision, which aims to shape the future of luxury design with objects able to fuse artisanal mastery, style and art with modern technologies, creating contaminations able to anticipate new market needs and create new application scenarios hitherto unimagined.

A laboratory of experimentation that uses and enhances alternative materials, cutting-edge technologies, innovative business models, to bring luxury objects to life capable of creating unique and overwhelming experiences.

Born from the meeting of creative minds and passionate hearts, Arcdecor opens up to collaboration with designers and dreamers who want to enrich a movement that marks a manifesto in the panorama of innovative luxury objects.



ANTHOLOGY THE B2B WEB PLATFORM

Anthology is the innovative portal developed by Macrolux, to make its interlocutors autonomous in accessing all information and datasheets relating to products and using the configurator, with the possibility also to view real-time stocks and delivery times, create quotes and process orders.

CUSTOMER STOCK An actual physical space within the macrolux stock is reserved for the web user that can check their availability and dispose with full autonomy.

STOCK The innovative "macrolux distribution center" has a net capacity of 3000 square meters and can handle inventory with minimum stock (push technology) of a wide selection of finished product.

48h DELIVERY The large surface area and capacity of the distribution center in conjunction with automated industry 4.0 processes allow the execution of orders in very short time.

PARTNER Through a commercial agreement and / or a "vendor stock management," agreement, personal credentials are awarded to the client (user) to access the Anthology circuit.

SELF ORDERING The e-commerce platform allows the use of its store in any device (computer, tablet) allowing to enter the order with full autonomy through the B2B interface (list with shortcut).

EXCLUSIVE WEB The user by connecting to Anthology has access to their exclusive and personalized shop, with the visibility of its inventory, its net prices and their terms of payment.

ENGINE The web structure interfaces directly with the Anthology server, allows immediate validation of the order without the sales office action, processes the "picking list" and authorizes shipment.



THANKS

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