



2024-2025

# PRE- QUALIFICATION DOCUMENT

---

NEVEREND LIGHTING – WISDOM ELECT. IND. LLC  
NEVEREND LIGHTING – WISDOM ELECT. IND. LLC  
NEVEREND LIGHTING – WISDOM ELECT. IND. LLC

# CONTENT

LOCATIONS	P.2
CONTACT	P.2
COMPANY OVERVIEW	P.3
SERVICES	P.4
MANAGEMENT STRUCTURE	P.5
ENGINEERING EXCELLENCE	P.6
PRODUCT PORTFOLIO	P.7
TEST METHODS & STANDARTS	P.8-10
CERTIFICATES & STANDARTS	P.11
PARTNERS	P.12
QUALITY ASSURANCE	P.12
MARKETING	P.13
DELIVERY AND LOGISTICS	P.14
COMPLETED PROJECTS	P.15-17



# LOCATIONS

**DUBAI-UAE****WISDOM ELECT. IND. LLC**

INDUSTRIAL AREA #11 , STREET #6 ,WH.2, PO:20 SHARJAH - UAE

**BULGARIA****NEVEREND FOOD**

UL. "VASIL LEVSKI" 258, N1,4003 NORTHERN INDUSTRIAL ZONE, PLOVDIV,  
BULGARIA

**TURKIYE****NEVEREND ELEKTRIK**

YENIKARAMAN, TURAN MEHMET CD. NO:48, 16170 OSMANGAZI/BURSA,  
TURKIYE

**CHINA****PRETTY STOCK -JOINT CO.**

NO.76 QINGFENG MIDDLE ROAD, LIUZHOU INDUSTRIAL DISTRICT SHIJIE TOWN,  
DONGGUAN CITY GUANGDONG PROVINCE, P.R.CHINAT

# CONTACT

**WEBSITES:**

NEVEREND UAE - [www.neverend.com.tr](http://www.neverend.com.tr)

NEVEREND BULGARIA - [www.neverend.bg](http://www.neverend.bg)

**PHONE NUMBER:**

NEVEREND LIGHTING UAE - 065429055

**EMAIL:**

FOR PROJECT INQUIRIES: [project@neverend.com.tr](mailto:project@neverend.com.tr)

FOR INFO & OTHER: [info@neverend.com.tr](mailto:info@neverend.com.tr)

**SOCIAL MEDIA:**

INSTAGRAM: [@neverend.lighting](https://www.instagram.com/neverend.lighting) // [@neverend.bg](https://www.instagram.com/neverend.bg)

# COMPANY OVERVIEW

## BRIEF HISTORY OF NEVEREND:

NEVEREND, FOUNDED IN 2005, HAS EMERGED AS A STALWART IN THE LIGHTING MANUFACTURING INDUSTRY. WITH A RICH HISTORY SPANNING NEARLY TWO DECADES, OUR JOURNEY IS MARKED BY CONTINUOUS INNOVATION, COMMITMENT TO QUALITY, AND A PASSION FOR ILLUMINATING SPACES WITH CUTTING-EDGE LIGHTING SOLUTIONS.

## MISSION AND VISION STATEMENT:

**MISSION:** TO REDEFINE ILLUMINATION BY CREATING INNOVATIVE, SUSTAINABLE, AND AESTHETICALLY PLEASING LIGHTING SOLUTIONS THAT ENHANCE THE WAY PEOPLE EXPERIENCE THEIR ENVIRONMENTS.

**VISION:** TO BE A GLOBAL LEADER IN LIGHTING MANUFACTURING, KNOWN FOR OUR UNWAVERING COMMITMENT TO EXCELLENCE, ENVIRONMENTAL RESPONSIBILITY, AND THE TRANSFORMATIVE POWER OF LIGHT.



## CORE VALUES:

AT NEVEREND, OUR CORE VALUES SERVE AS THE GUIDING PRINCIPLES THAT SHAPE OUR CORPORATE CULTURE AND BUSINESS DECISIONS. THEY ARE:

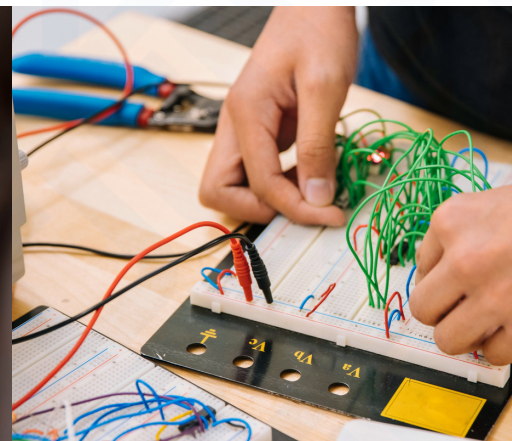
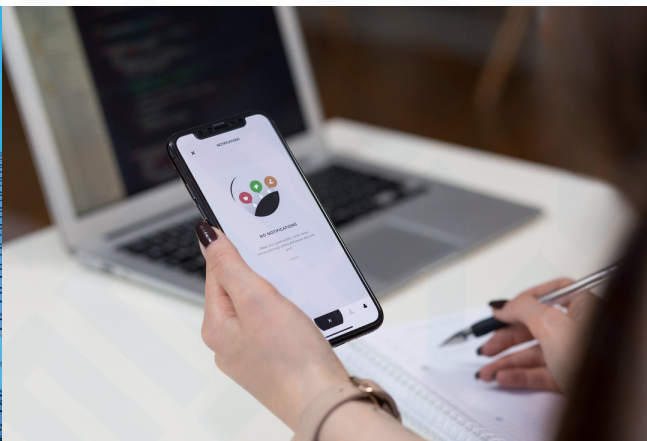
- **INNOVATION:** WE STRIVE TO PUSH THE BOUNDARIES OF LIGHTING TECHNOLOGY, FOSTERING CREATIVITY AND ORIGINALITY IN OUR PRODUCTS.
- **QUALITY:** COMMITMENT TO DELIVERING PRODUCTS OF THE HIGHEST STANDARDS, ENSURING DURABILITY AND CUSTOMER SATISFACTION.
- **SUSTAINABILITY:** WE EMBRACE ENVIRONMENTALLY RESPONSIBLE PRACTICES, PROMOTING ENERGY-EFFICIENT SOLUTIONS AND MINIMIZING OUR ECOLOGICAL FOOTPRINT.
- **INTEGRITY:** UPHOLDING HONESTY, TRANSPARENCY, AND ETHICAL CONDUCT IN ALL OUR INTERACTIONS AND TRANSACTIONS.
- **CUSTOMER-CENTRIC APPROACH:** PLACING OUR CLIENTS AT THE FOREFRONT, WE TAILOR OUR SOLUTIONS TO MEET THEIR UNIQUE NEEDS AND EXCEED THEIR EXPECTATIONS.

# SERVICES



## We Provide.

- Sourcing of LED Products
- Onsite surveys / Audits
- Energy/Maintenance Saving Calculations
- ROI Calculation
- Flickering Test Results
- Color Rendering Test Result
- Photometric Parameters Test Results
- Power Factor
- Lighting Design
- Product Design



# MANAGEMENT STRUCTURE

AT NEVEREND, OUR MANAGEMENT STRUCTURE IS DESIGNED TO FOSTER COLLABORATION, INNOVATION, AND OPERATIONAL EFFICIENCY. THE MANAGEMENT TEAM CONSISTS OF EXPERIENCED PROFESSIONALS WHO COLLECTIVELY CONTRIBUTE TO THE STRATEGIC DIRECTION AND DAY-TO-DAY OPERATIONS OF THE COMPANY.

**EXECUTIVE LEADERSHIP:** THE EXECUTIVE LEADERSHIP TEAM, HEADED BY THE CHIEF EXECUTIVE OFFICER (CEO), OVERSEES THE OVERALL VISION, MISSION, AND STRATEGIC OBJECTIVES OF NEVEREND. THIS TEAM ENSURES THAT THE COMPANY OPERATES IN ALIGNMENT WITH OUR CORE VALUES AND REMAINS AT THE FOREFRONT OF THE LIGHTING MANUFACTURING INDUSTRY.



**OPERATIONS AND FINANCE:** THE CHIEF OPERATING OFFICER (COO) AND CHIEF FINANCIAL OFFICER (CFO) WORK IN TANDEM TO OPTIMIZE OUR MANUFACTURING PROCESSES, STREAMLINE OPERATIONS, AND ENSURE FINANCIAL STABILITY. THEIR COLLABORATIVE EFFORTS CONTRIBUTE TO THE SEAMLESS FUNCTIONING OF NEVEREND AND ITS CONTINUED GROWTH.

**TECHNOLOGY AND INNOVATION:** THE CHIEF TECHNOLOGY OFFICER (CTO) SPEARHEADS OUR COMMITMENT TO TECHNOLOGICAL ADVANCEMENTS AND INNOVATION. THE CTO, ALONG WITH A DEDICATED TEAM OF ENGINEERS, ENSURES THAT NEVEREND REMAINS A PIONEER IN DEVELOPING CUTTING-EDGE LIGHTING SOLUTIONS THAT MEET AND EXCEED INDUSTRY STANDARDS.

**MARKETING AND SALES:** THE CHIEF MARKETING OFFICER (CMO) LEADS THE MARKETING AND SALES EFFORTS, OVERSEEING THE DEVELOPMENT OF EFFECTIVE STRATEGIES TO PROMOTE NEVEREND'S PRODUCTS IN THE MARKET. THE MARKETING AND SALES TEAMS WORK COLLABORATIVELY TO REACH A WIDER AUDIENCE AND MAINTAIN STRONG RELATIONSHIPS WITH OUR CLIENTS.

# ENGINEERING EXCELLENCE

NEVEREND TAKES PRIDE IN ITS TEAM OF HIGHLY SKILLED ENGINEERS WHO PLAY A CRUCIAL ROLE IN THE COMPANY'S SUCCESS. OUR ENGINEERS ARE KNOWN FOR THEIR:



## TECHNICAL EXPERTISE:

OUR ENGINEERING TEAM POSSESSES A DEEP UNDERSTANDING OF LIGHTING TECHNOLOGY, STAYING ABREAST OF THE LATEST INDUSTRY TRENDS AND ADVANCEMENTS. THIS EXPERTISE ENABLES US TO CREATE INNOVATIVE AND TECHNOLOGICALLY ADVANCED LIGHTING SOLUTIONS.

## PROBLEM-SOLVING SKILLS:

NEVEREND'S ENGINEERS ARE ADEPT AT IDENTIFYING CHALLENGES AND PROVIDING EFFECTIVE SOLUTIONS. THEIR PROBLEM-SOLVING SKILLS CONTRIBUTE TO THE SEAMLESS EXECUTION OF PROJECTS AND THE DEVELOPMENT OF HIGH-QUALITY LIGHTING PRODUCTS.

## QUALITY FOCUS:

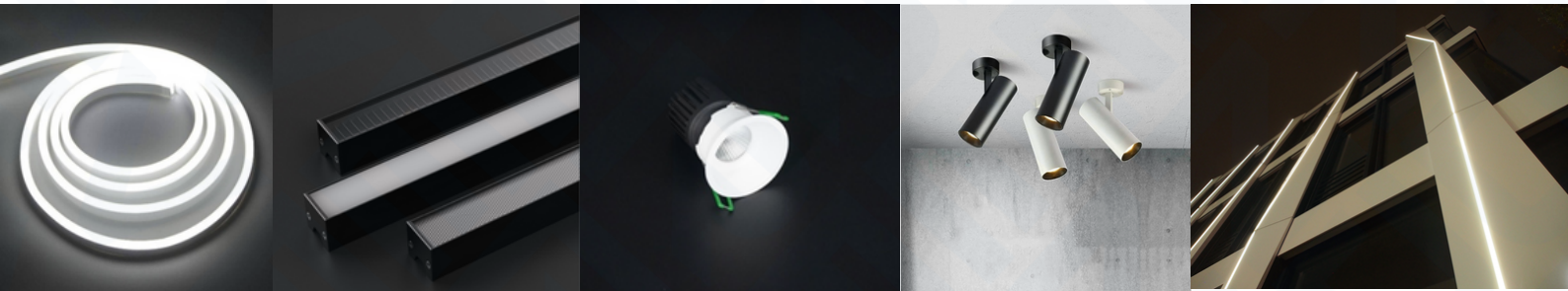
QUALITY IS AT THE FOREFRONT OF OUR ENGINEERING PRINCIPLES. OUR ENGINEERS ADHERE TO RIGOROUS QUALITY CONTROL PROCESSES, ENSURING THAT EVERY PRODUCT MEETS OR EXCEEDS INDUSTRY STANDARDS. THIS COMMITMENT TO QUALITY IS REFLECTED IN THE RELIABILITY AND DURABILITY OF OUR LIGHTING SOLUTIONS.

## COLLABORATIVE APPROACH:

COLLABORATION IS KEY TO OUR ENGINEERING SUCCESS. OUR ENGINEERS WORK CLOSELY WITH OTHER DEPARTMENTS, SHARING INSIGHTS AND COLLABORATING ON PROJECTS TO ENSURE A HOLISTIC APPROACH TO PRODUCT DEVELOPMENT AND INNOVATION.

# PRODUCT PORTFOLIO

- SPOTLIGHTING
- WALL WASHING
- FLOODLIGHTING
- COVE LIGHTING
- THEATRICAL / TOURING
- GENERAL ILLUMINATION
- INDOOR LIGHTING
- OUTDOOR LIGHTING
- STAGE LIGHTING
- STADIUM LIGHTING
- DECORATIVE LIGHTING



## SYSTEM COMPONENTS

- DMX CONTROL
- ETHERNET CONTROLS
- VIDEO SOLUTIONS



# TEST METHODS & STANDARTS

## UPDATES FOR LED LIGHTING STANDARDS REFERRED TO OR REFERENCED IN ENERGY STAR® SPECIFICATIONS

- ANSI ANSI STANDARD: ANSI/IES RP-16-10

TO ESTABLISH DEFINITIONS FOR SOLID-STATE LIGHTING DEVICES AND THEIR COMPONENTS TO ENSURE A COMMON UNDERSTANDING OF THE TERMINOLOGY

- IESNA
- UL
- NEMA

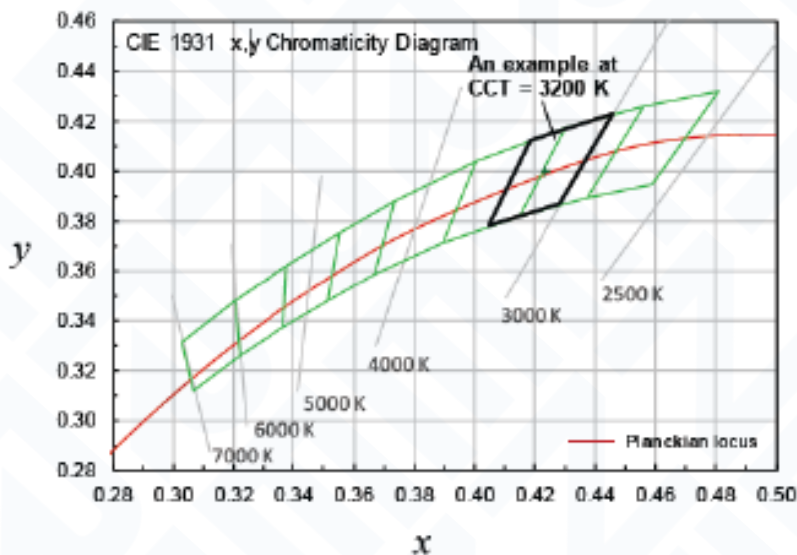
## IMPLEMENTATIONS OF LED LIGHTING STANDARDS IN ENERGY STAR® PROGRAMS

- TESTING FOR QUALIFICATIONS
- DEVELOPMENT OF NEW STANDARDS

## NOMINAL CCT CATEGORIES

## NOMINAL CCT WHITE LIGHT CHROMATICITY INFORMATION OF A PRODUCT

## REQUIREMENTS 8 FIXED OR SELECTED CCTS, OR FLEXIBLE CCTS WITH 100 K STEP



# TEST METHODS & STANDARTS

## ABSOLUTE PHOTOMETRY

- LUMINAIRE (OR OTHER SSL PRODUCT) IS REFERENCED TO A CALIBRATED STANDARD LAMP
- NO LUMINOUS EFFICIENCY CALCULATIONS OR COMPARISONS

## TESTING PROCEDURES

- NO SEASONING
- THERMAL STABILIZATION
- AMBIENT TEMPERATURE 25OC ±10C
- USE OF INTEGRATING SPHERE (2ΠOR 4ΠSETUP) WITH SPECTRORADIOMETER, OR WITH A PHOTOMETER HEAD (SPHERE-PHOTOMETER SYSTEM)
- USE OF GONIOPHOTOMETER WITH PHOTOMETER HEAD OR SPECTRORADIOMETER

## IES DOCUMENT: IES LM-79-08

PROVIDE PROCEDURES FOR REPRODUCIBLE MEASUREMENTS OF PHOTOMETRY, COLOR AND ELECTRICAL CHARACTERISTICS OF SSL PRODUCTS

- STATUS
- PUBLISHED
- REVISION IN PROCESS
- WHAT CAN BE TESTED WITH THIS STANDARD? . TOTAL LUMINOUS FLUX
- LUMINOUS INTENSITY
- ZONAL LUMEN SUMMATION
- CCT (CORRELATED COLOR TEMPERATURE)
- CRI (COLOR RENDERING INDEX)
- CHROMATICITY COORDINATES (X,Y AND U',V')
- SPATIAL UNIFORMITY OF COLOR

## IES DOCUMENT: IES LM-80-08

PROVIDE METHODS OF THE MEASUREMENT OF LUMEN MAINTENANCE OF LED PACKAGES, ARRAYS AND MODULES

## CLARIFICATION

- IT DOES NOT PROVIDE PERFORMANCE REQUIREMENTS
- IT DOES NOT PROVIDE GUIDANCE OR MAKE ANY

RECOMMENDATION REGARDING PREDICTIVE ESTIMATIONS OR EXTRAPOLATION FOR LUMEN MAINTENANCE BEYOND THE LIMITS OF THE LUMEN MAINTENANCE DETERMINED FROM ACTUAL MEASUREMENTS



# TEST METHODS & STANDARTS

## EXTEND SCOPE TO INCLUDE PHOTON FLUX AND RADIANT FLUX MAINTENANCE

- FOR BLUE OR UV LEDS SO TEST DATA MAY BE USED WITH REMOTE PHOSPHOR TESTING
- FOR LEDS USED IN HORTICULTURAL APPLICATIONS

## EXTEND TO WIDE RANGE OF LEDS

- CURRENT OF VOLTAGE CONTROLLED LEDS
- AC LEDS

## TEST PROCEDURE

- SHALL BE TESTED FOR AT LEAST 6,000 HOURS WITH DATA COLLECTION AT A MINIMUM OF EVERY 1,000 HOURS
- TEST TWO CASE TEMPERATURES  $T_S$ , RECOMMEND NOMINAL 55°C AND 85°C.
- THE CASE TEMPERATURE AND DRIVE CURRENT SELECTED BY THE MANUFACTURER SHOULD REPRESENT THEIR EXPECTATION AND BE WITHIN RECOMMENDED OPERATING TEMPERATURE RANGE.



# CERTIFICATES & STANDARTS



# PARTNERS



# QUALITY ASSURANCE



# MARKETING

**AT NEVEREND, OUR MARKETING STRATEGY IS A DYNAMIC FUSION OF TRADITIONAL AND DIGITAL APPROACHES, CRAFTED TO ESTABLISH A ROBUST PRESENCE IN THE LIGHTING MANUFACTURING SECTOR.**

**BRAND POSITIONING:** NEVEREND IS POSITIONED AS A LEADING PROVIDER OF INNOVATIVE AND SUSTAINABLE LIGHTING SOLUTIONS, EMPHASIZING QUALITY AND CUSTOMER SATISFACTION.

**TARGET AUDIENCE:** WE TAILOR OUR MARKETING EFFORTS TO ARCHITECTS, INTERIOR DESIGNERS, CONTRACTORS, AND END-USERS, DELIVERING CUSTOMIZED MESSAGING FOR EACH SEGMENT.

**DIGITAL PRESENCE:** OUR WEBSITE AND SOCIAL MEDIA PLATFORMS SERVE AS COMPREHENSIVE TOOLS, SHOWCASING OUR PRODUCTS, SHARING INDUSTRY INSIGHTS, AND ENGAGING WITH OUR AUDIENCE.

**CONTENT MARKETING:** THROUGH BLOGS AND ARTICLES, WE SHARE VALUABLE CONTENT ON INDUSTRY TRENDS AND LIGHTING OPTIMIZATION, POSITIONING NEVEREND AS A THOUGHT LEADER.

**TRADE SHOWS AND EVENTS:** PARTICIPATING IN INDUSTRY EVENTS ALLOWS US TO SHOWCASE PRODUCTS, INTERACT WITH POTENTIAL CLIENTS, AND STAY INFORMED ABOUT EMERGING TRENDS.

**PARTNERSHIPS AND COLLABORATIONS:** STRATEGIC PARTNERSHIPS WITH ARCHITECTS, DESIGNERS, AND INFLUENCERS AMPLIFY OUR BRAND VISIBILITY AND ALIGN US WITH INDUSTRY LEADERS.

**CUSTOMER ENGAGEMENT:** ONGOING CUSTOMER ENGAGEMENT THROUGH NEWSLETTERS AND POST-PURCHASE SUPPORT ENHANCES LOYALTY AND ENCOURAGES WORD-OF-MOUTH REFERRALS.

**METRICS AND ANALYTICS:** WE USE DATA ANALYTICS TO MEASURE THE EFFECTIVENESS OF OUR INITIATIVES, REFINING OUR STRATEGIES FOR OPTIMAL RESOURCE ALLOCATION.



# DELIVERY AND LOGISTICS

- COMMUNICATE AND PROVIDE QUOTATIONS ACCORDING TO WEIGHT AND VOLUME.
- PICK UP CARGOES FROM YOUR SUPPLIERS OR THEY SHIP THE ORDER TO OUR WAREHOUSE.
- MIXED ORDERS IF YOUR CARGOES COMING FROM DIFFERENT SUPPLIERS.
- PREPARE DOCUMENT, CONFIRM THE FINAL WEIGHT AND PACKAGING. WE WILL REPACK THE CARGOES TO HELP YOU SAVE COST OR BETTER PRETECT THE GOODS. THEN WE WILL TAKE AND SEND PICTURES TO YOU.
- DELIVERED TO DHL/UPS/FEDEX/TNT/EMS, AND WILL NOTIFY YOU THE TRACKING NUMBER.
- FOLLOW UP THE SHIPMENT AND KEEP YOU UPDATED WHEN THEY ARRIVE IN YOUR COUNTRY.



# COMPLETED PROJECTS

## The Pointe

Palm Jumeirah - UAE

We designed and installed stunning outdoor lighting for "The Pointe", bringing the beautiful architecture to life and creating a captivating ambiance for visitors to enjoy.



## Russian Pavillion Expo

Dubai - UAE

Produced and designed striking outdoor lights for the "Russian Pavilion" in Expo, bringing the pavilion to life with a mesmerizing display of light and shadow, attracting visitors and leaving a lasting impression.



## BohoX Restaurant

Dubai Downtown - UAE

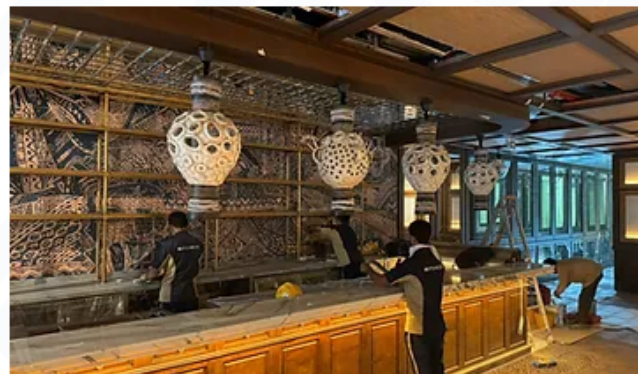
At Bohox Restaurant, our team has expertly designed a tailored lighting solution that seamlessly merges ambiance with visual appeal. This includes the integration of refined pendant lighting to create a warm atmosphere in communal dining spaces, along with subtle spotlights strategically positioned to emphasize the lush green surroundings. Each element has been meticulously customized to enhance the distinctive charm and allure of Bohox Restaurant.



## Salvaje Restaurant

Dubai Opera District

At Salvaje, our team carefully curated a bespoke lighting solution that seamlessly blends with the restaurant's unique atmosphere. From stylish pendants casting a warm glow over intimate dining spaces to strategically placed accent lights highlighting the restaurant's exquisite decor, every element was meticulously chosen to create a dining experience that is as visually captivating as it is gastronomically delightful.



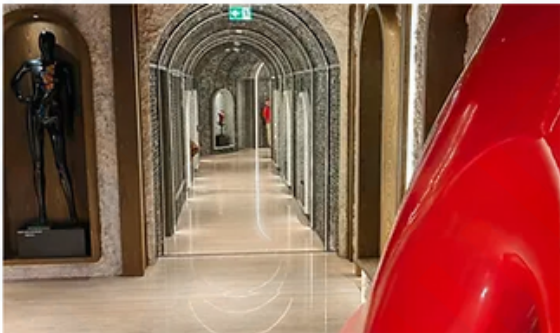


# COMPLETED PROJECTS

## GAL Restaurant

Address Hotel - UAE

GAL Restaurant now boasts a radiant ambiance, courtesy of our expert lighting supply services. From the inviting entrance to the captivating chandelier above the main dining area, we've provided the perfect lighting solutions to enhance the dining experience. With carefully selected fixtures and efficient LED lighting, we've created an atmosphere that suits both intimate dinners and lively gatherings. At GAL Restaurant, our lighting supply has illuminated every corner, ensuring a memorable dining experience for all.



## Huqqabaz Garden

Dubai - UAE

In Huqqa Garden, our team intricately designed a custom lighting solution, seamlessly blending atmosphere and visual appeal. This includes sophisticated pendants creating a cozy ambiance in shared dining spaces and subtle spotlights highlighting the rich green surroundings, all tailored meticulously to enhance the distinctive allure of Huqqa Garden.



## Expo 2020

Dubai - UAE

Provided and designed outstanding outdoor lighting for "Expo 2020", illuminating the venue with captivating light displays, enhancing its overall aesthetic appeal, and creating a memorable experience for visitors.



## Sharjah University City

Sharjah UAE

We manufactured and designed sophisticated pole lights for "Sharjah University City", illuminating the campus with a perfect blend of functionality and elegance, enhancing the campus's aesthetic appeal and ensuring safety at night.



# COMPLETED PROJECTS

## Commercial Villas

More than 100+ Residences All around the UAE

Commercial Villas now shine brilliantly, courtesy of our expert lighting supply. From the inviting entrance to the carefully chosen interior fixtures, our lighting enhances the villa experience. Unique color palettes harmonize with each villa's architecture, creating distinct atmospheres. Energy-efficient LEDs minimize environmental impact and operational costs, ensuring sustainability. At Commercial Villas, our lighting solutions have transformed these spaces into luxurious yet practical destinations.



## Radisson BLU Hotel

Deira - UAE

Designed and manufactured a state-of-the-art LED screen for "Radisson Blu Hotel", providing guests with a unique and captivating visual experience, and enhancing the hotel's ambiance with its impressive display.



## Dubai Airport Terminal 3

Dubai - UAE

We provided and designed exceptional indoor lighting for "Dubai Airport", creating a comfortable and inviting environment for travelers, enhancing visibility and safety, and complementing the airport's modern architecture.



## Intercontinental Hotel

Dubai Marina - UAE

We provided exceptional lighting for the "Intercontinental Hotel", creating a welcoming ambiance for guests, accentuating the hotel's luxurious decor, and enhancing their overall experience.

