



Best practices 2025

Brands x
AI digital tools

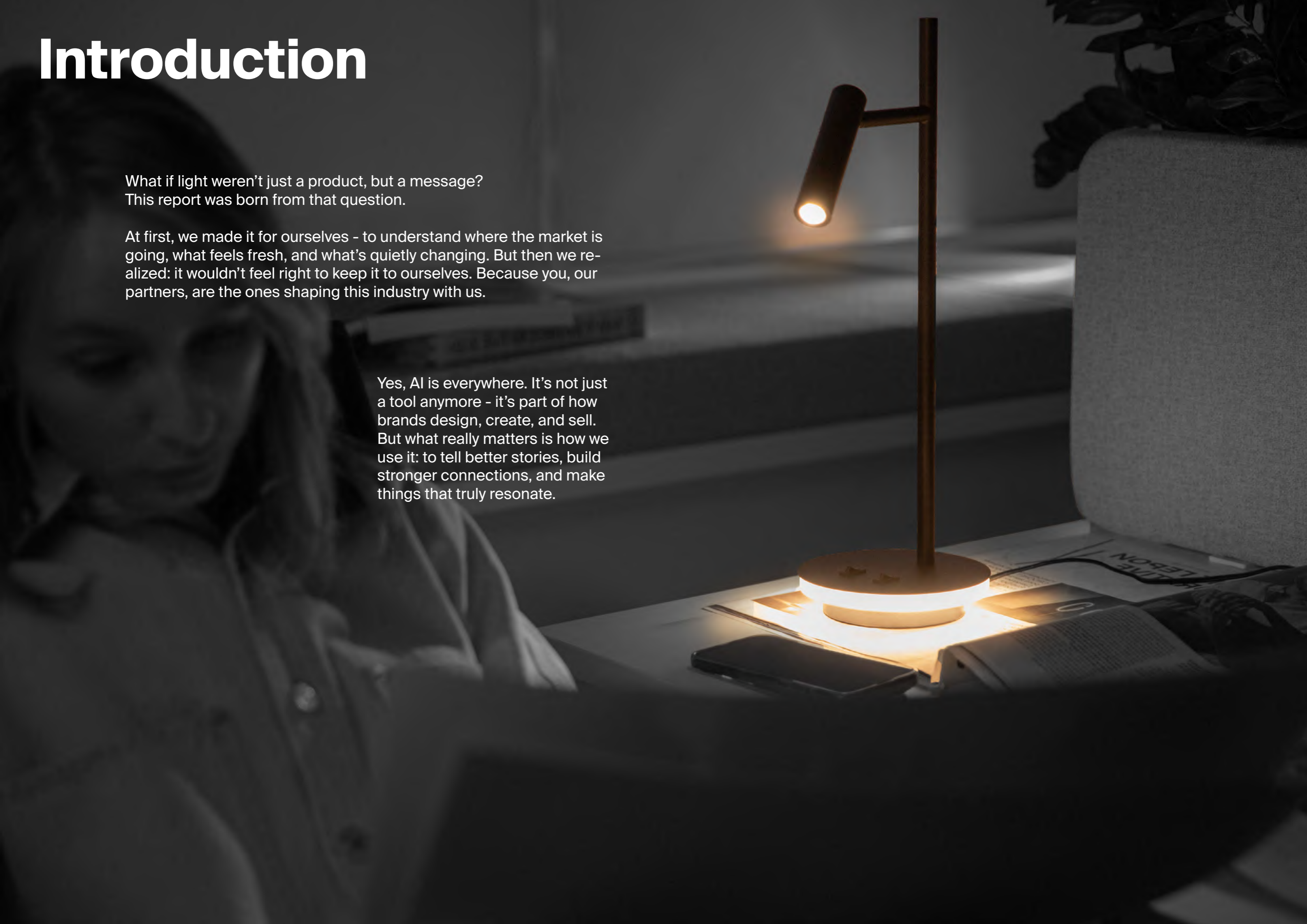
MAYTONI

Introduction

What if light weren't just a product, but a message?
This report was born from that question.

At first, we made it for ourselves - to understand where the market is going, what feels fresh, and what's quietly changing. But then we realized: it wouldn't feel right to keep it to ourselves. Because you, our partners, are the ones shaping this industry with us.

Yes, AI is everywhere. It's not just a tool anymore - it's part of how brands design, create, and sell. But what really matters is how we use it: to tell better stories, build stronger connections, and make things that truly resonate.



The first part

of our report explores how leading European lighting brands shape their identity - through visuals, storytelling, UX, and positioning - and what this reveals about light as both culture and commerce.

1. Positioning
2. Email-marketing
3. Catalogues
4. Downloads
5. Sustainability
6. Website UX and UI
7. Product pages

The second part

is a hands-on guide for lighting professionals, offering tools, platforms, and AI-powered strategies to market products in fresh, competitive ways.

8. Website Sections
9. Digital tools for sales and promotion

This is not a rule manual

It is a trend survey

Positioning

Positioning today is the soul of a brand – the emotional atmosphere it creates, the lifestyle it promises, and the silent social statement it allows people to make. People don't just buy a product; they buy the feeling of belonging. A place in a world they want to be part of. The most forward-thinking European lighting brands don't market "features." They craft narratives, align with values, and subtly code aspira-

tion into every visual, word, and gesture. It's emotional, intuitive, and often invisible – but it's what people are paying a premium for. In this section, we've captured only the most striking, unexpected, and forward-looking examples. Brands that don't just reflect the culture – they shape it. And they do it with clarity, confidence, and the power of quiet symbolism.



Positioning

Light as emotion

Light is positioned as invisible architecture - it **shapes mood, defines rhythm**, and alters spatial perception. Brands use before/after scenarios as a **powerful visual tool** to demonstrate how dramatically lighting can transform an interior. The focus of content is rarely on the fixture itself. Instead, it's on the **quality of light in the space** -what it does to a wall, a surface, a face,

the atmosphere. These brands don't just sell lamps - they **sell rituals**. How light accompanies your morning, shapes your evening, and **defines the rhythm** of your day. In many cases, light is portrayed as something alive, constantly shifting in intensity, color, and temperature, echoing the **emotional and physical cadence** of human life.





Positioning

Light as culture

Lighting is treated as a cultural and emotional language, not just an industrial product. In today's leading design philosophies, **light becomes a manifesto** – a carrier of values and meaning. It is seen as a tool to support human biorhythms, promote wellbeing, and **create sensory experiences** that encourage mindfulness and contemplative living. Some approaches even focus on syncing with biological rhythms and

supporting the production of melatonin **to enhance emotional and physical comfort.**

At the heart of this vision is a philosophy of light – a belief that **lighting is not merely functional, but deeply human.** In many cases, it reflects the personal vision of its creator, revealing how **light has shaped their worldview, rituals, and creative intentions.** Light, in this context, is not added to life – it guides it.

Positioning

Where light becomes the language

In the world of lighting brands, **words and visuals become poetry**. Copywriting adopts a **metaphorical tone**, rich in emotion and suggestion, like “Light that breathes with you” or “An emotional choreography of light”. Communication with B2C clients **avoids technical jargon**, instead embracing a language filled with imagery, rhythm, and mood. This poetic approach extends to visuals: **brands increasingly speak through cinematic lan-**

guage – with slow motion, ambient soundscapes, and delicate shadow play. **Videos become art films** rather than commercials. Light takes on the role of the protagonist, not just the product. Even product videos are often wordless, guided by **music and atmosphere rather than description**. Photography doesn’t merely show lamps – it **evokes feeling**: playfulness, sophistication, or a sense of heritage.

Light becomes a mood, not just a utility.
A story, not just a source.



Email-marketing

Stay in touch

Footer-based subscription forms remain the most common and effective format, usually featuring minimal design and requesting only an email address. To encourage sign-ups, many brands offer **incentives like 5-10% discounts** – displayed through top bars, pop-ups, or within the footer. In contrast, multi-step or long forms, though

visually professional and detailed, may lead to lower conversion rates due to added friction. Interestingly, **newsletter segmentation is still rare**: while a few brands offer category selection during sign-up, most continue using a one-size-fits-all model, missing the opportunity for more personalized engagement.

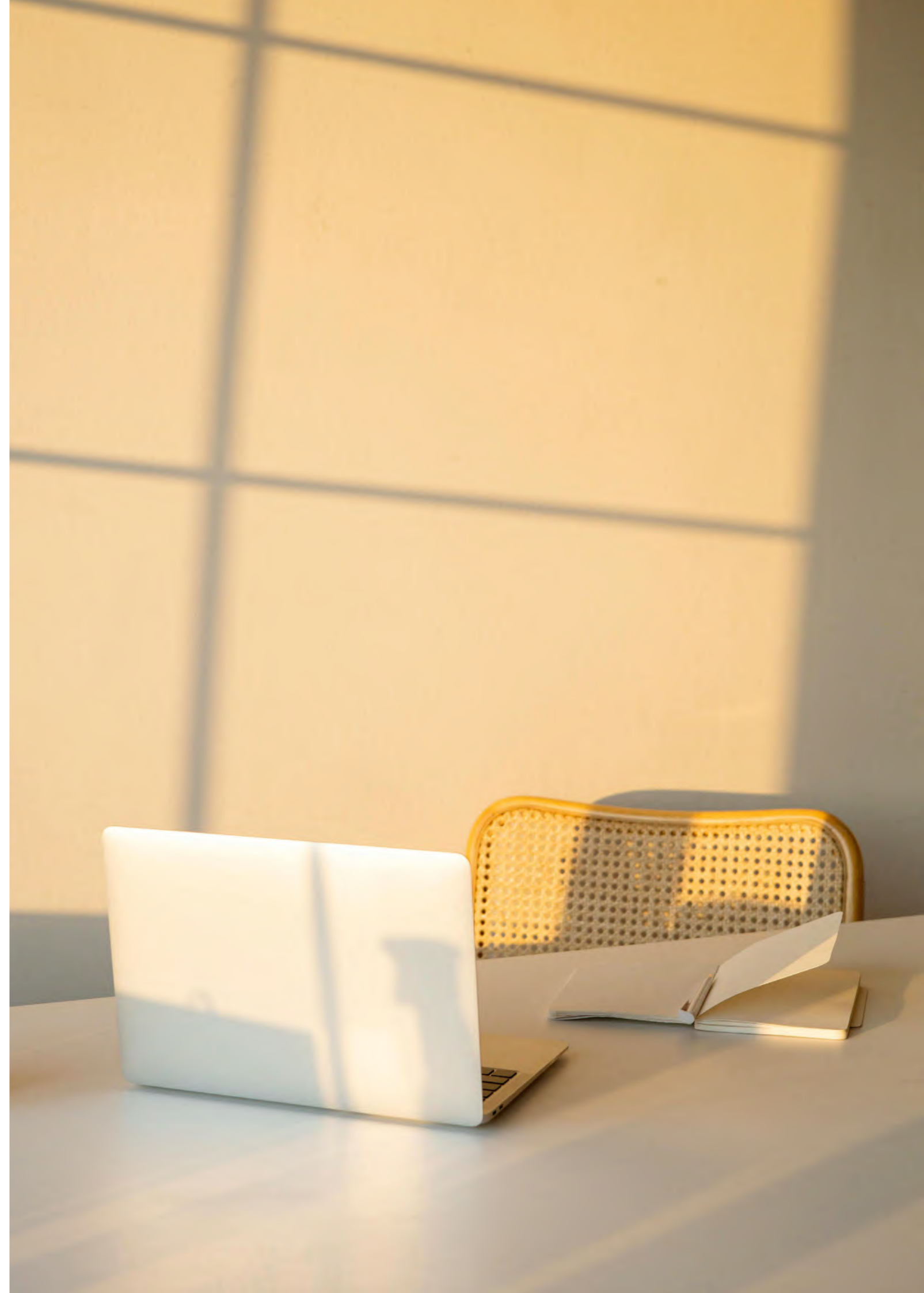
The image compares two email subscription forms. On the left is a 'minimal footer email form' consisting of a single 'Email address' input field and a 'Subscribe' button. On the right is a 'complex multi-step form' with four input fields: 'First name', 'Last name', 'Email address', and 'Phone number'. Below these fields is a checkbox labeled 'I agree to the terms and contions' and a black 'SUBMIT' button. The two forms are separated by the text 'vs.'.

Email-marketing

Light as dialogue

Email marketing isn't just about sales anymore – it's **emotional and immersive**. Today, emails from lighting brands are crafted like digital magazines or even stills from a film: a single striking image, paired with **narrative-driven text**. The goal isn't just to inform – it's to invite. Brands now speak a **language of belonging**, using phrases like “Welcome to the universe”, “Join our story”, or “Discover with us”. This approach transforms the reader from a passive viewer into an **active participant in a**

shared world shaped by emotion, design, and light. At the same time, these emails offer **clear and tangible value** – for instance, exclusive discounts for new subscribers. But beyond the incentives, what truly resonates is the tone of voice. It has shifted from technical descriptions to **experiential storytelling**. Brands now communicate in a warm, aesthetic language that **evokes feeling, context, and atmosphere** – not just product specs.



Catalogues

Pages crafted from light

Today catalogues are **curated experiences**, not technical documents. While technical data is still present, it's often pushed to the background, allowing the focus to shift toward mood, feeling, and **the story behind the light**.

Most catalogues are now designed like magazines or **coffee table books**, with an **editorial rhythm**, high-quality photography, and **rich storytelling**. The structure is more narrative than commercial, **inviting the reader to experience** rather than just browse.

Many brands include dedicated sections about the designers – short interviews, portraits, and even hand-drawn sketches, of-

fering a glimpse into the creative mind behind each object. This adds a human layer to the technical product and deepens emotional connection.

Catalogues typically span **150-200 pages**, often in **one or two languages**, making them accessible yet curated.

There are **two main formats** now: the **classic PDF** version and the **interactive digital catalogue**.

The latter comes equipped with **smart tools** like built-in translation, bookmarking, page-sharing, and the ability to download selected spreads. It's a fusion of elegance and usability - a product guide that behaves like a design experience.

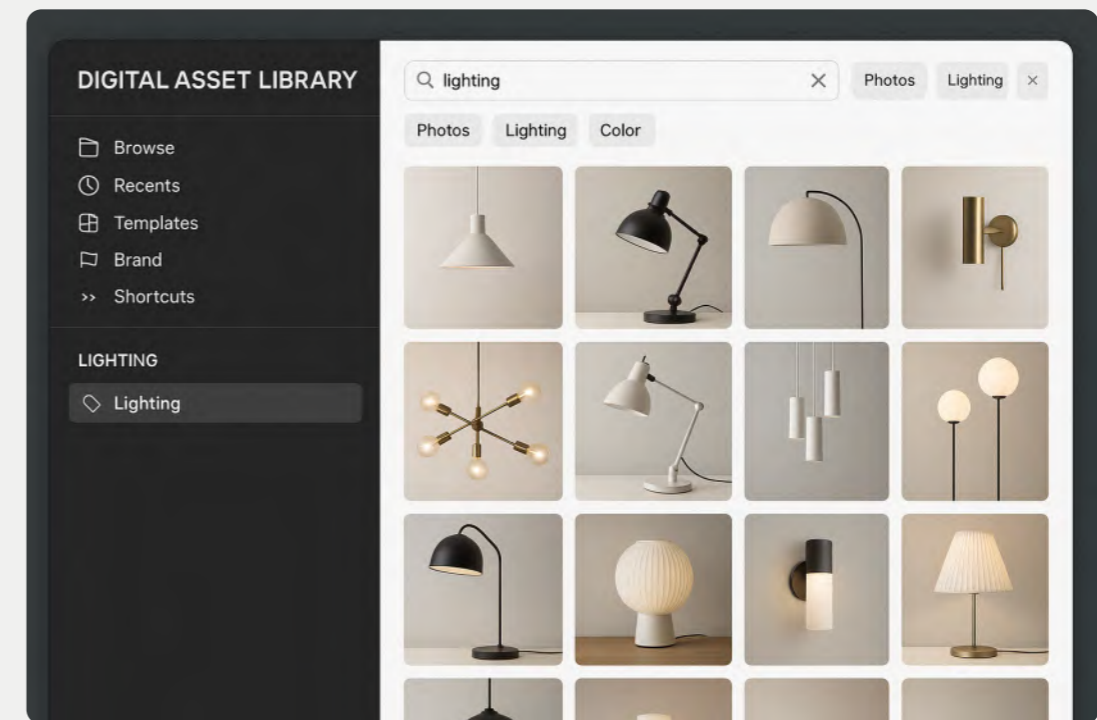


Downloads

Technical soul of light

Downloads sections have transformed into **curated digital libraries**, offering not just assets, but a navigable experience. With **intuitive filters**, visual navigation, and segmentation by application areas, product families, **or content types**, they serve as both resource hubs and branding tools. Beyond stills and specs, brands now provide **downloadable video content**: from installation tutorials and technology explainers to creative behind-the-scenes footage, giving partners the tools to both inform and inspire. For B2B audiences, dedicated media kits are readily available:

high-resolution images, logos, banners, moodboards, and even **ready-to-use social media assets**. Many of these are localized, reflecting not only different languages but also regional tone, visual layout, and cultural context. Some content is gated, accessible only through professional **accounts with tiered access levels**, ensuring that architects, resellers, and end-users receive tools tailored to their needs. These libraries are no longer static folders – they're living ecosystems of brand expression and usability.

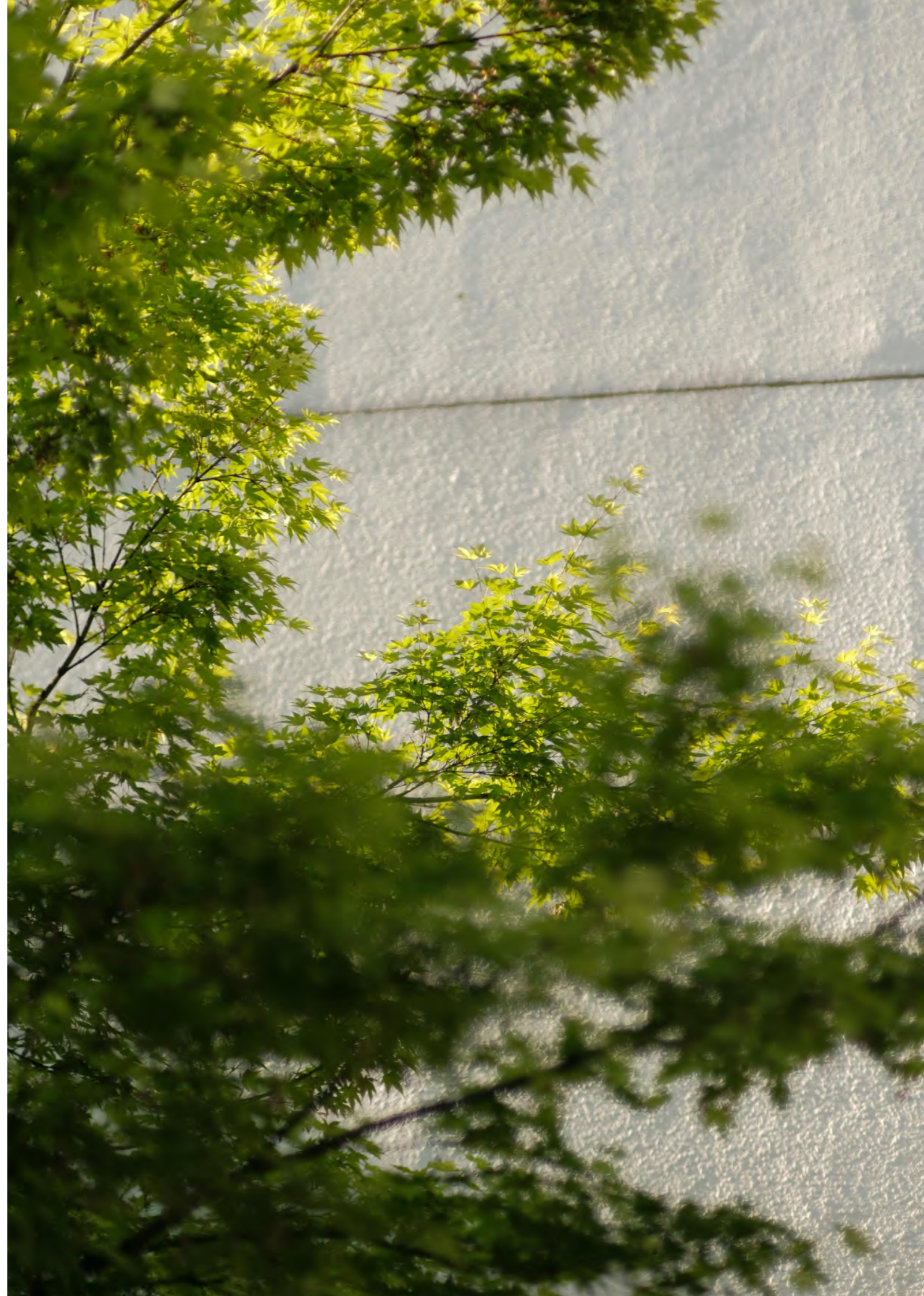


Sustainability

Highlighting the topic of sustainable development is crucial for several reasons.

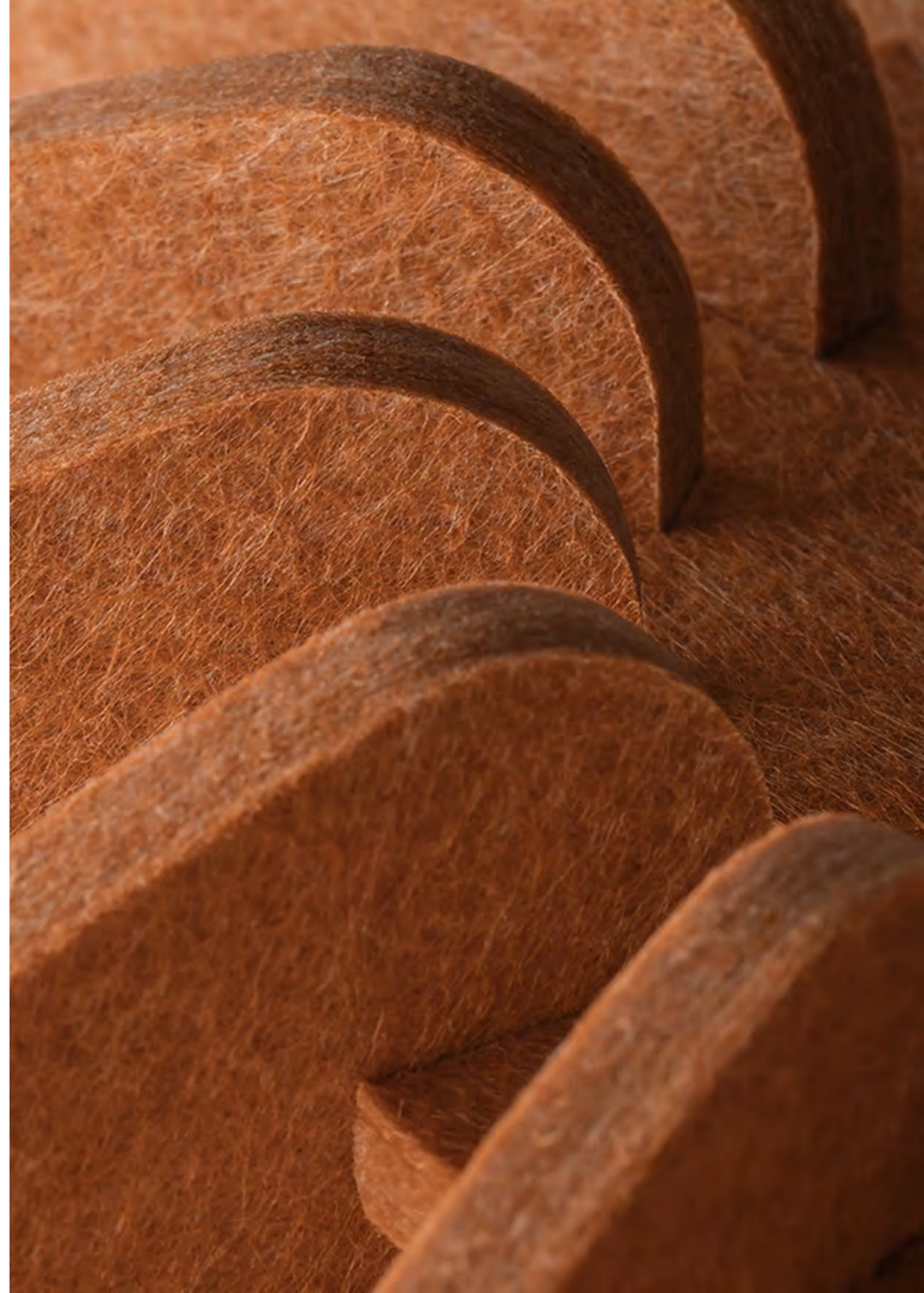
In today's business world, clients and partners are increasingly demanding companies to **support social initiatives**. By focusing on sustainable development, distributors demonstrate their **commitment to responsible business practices** and can attract more conscientious consumers.

As awareness of environmental issues and sustainable development grows, companies that provide eco-friendly products can **gain a competitive edge**. This can be a decisive factor for customers when choosing a supplier. Emphasizing the topic of sustainability is strategically important for your business, helping to attract customers and strengthen business in the long run.



Sustainability accents for communications

- Timeless design + durable product - environmental impact reduce
- Low-consumption LED (energy-saving)/replaceable LED
- Sustainable products made of eco materials: stone, glass, stainless steel, wood, ceramics, fabric... - low footprint
- Smart solutions, sensors
- Eco certificates
- 5 year warranty
- Package/bulbs recycling information (sorting instructions)
- Health and well-being due to the right light (circadian rhythms, smart lighting)
- Climate-neutrally delivery



Sustainability ideas for your team

Social responsibility – staff diversity, trainings

Sustainability staff awareness:

Sustainability Workshops

Organize workshops on topics such as composting, zero-waste living, or urban gardening, where staff can learn and engage with experts.

Nature Clean-Up Day

Plan a day where staff can volunteer to clean up local parks or natural areas. Provide gloves and bags for collecting waste.

Team Tree Planting

Organize a tree-planting event where staff can work together to improve local green spaces and learn about the importance of trees.

Wellness Walks

Organize regular walks in nature where staff can relax and connect with the environment while discussing sustainability topics.

Upcycling Workshop

Host a crafting session where employees can bring in unwanted items and learn how to repurpose them into useful or decorative objects.

Green Challenge

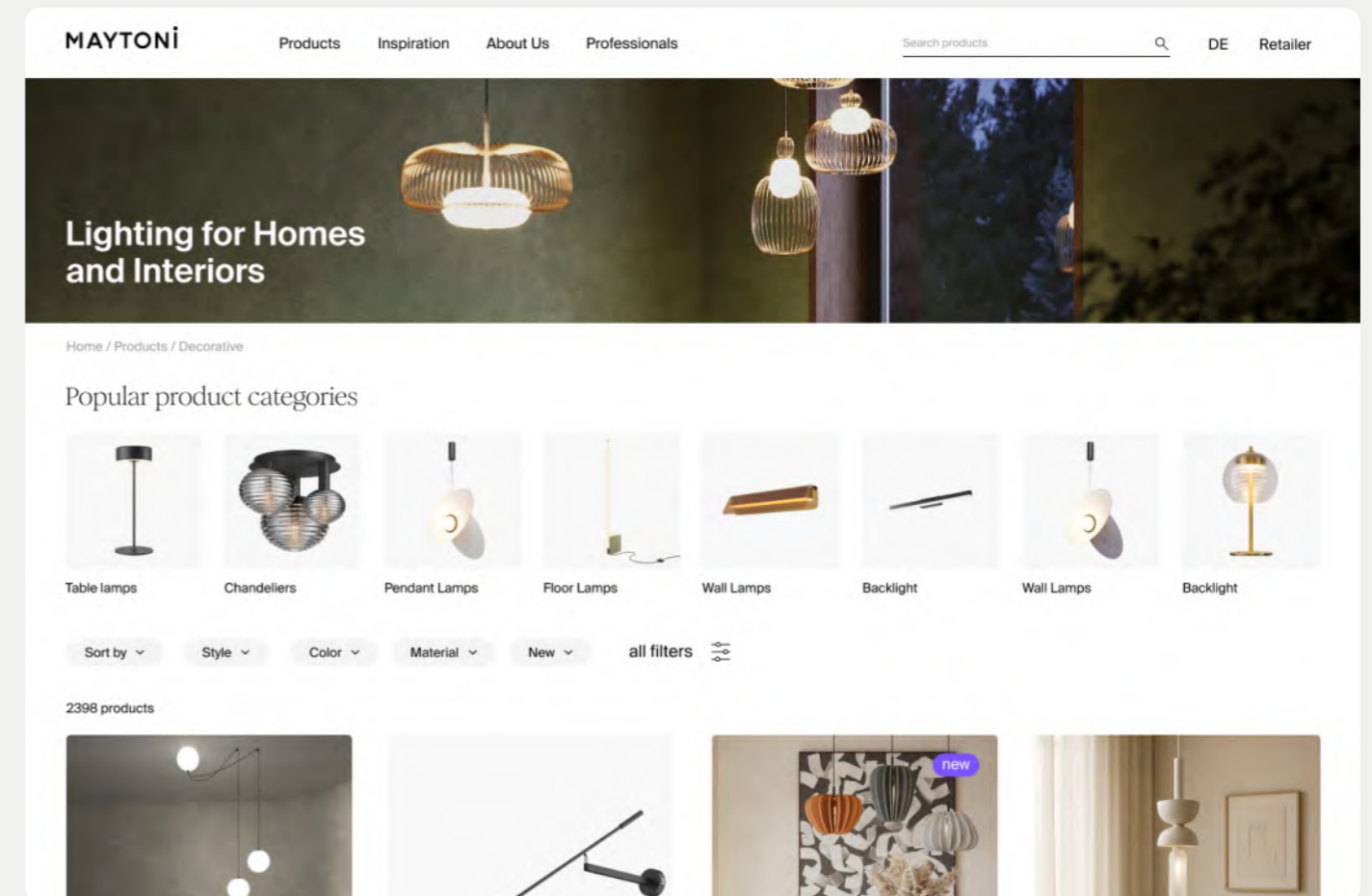
Launch a month-long challenge encouraging employees to adopt sustainable habits, such as reducing plastic use or biking to work. Offer prizes for participation.



Website UX and UI

Top-performing websites in the lighting industry embrace a **minimalist, editorial-style layout** – characterized by ample white space, refined typography, and elegant simplicity. This design language conveys a sense of clarity, quality, and aesthetic confidence, aligning with the values of premium positioning. The **mobile-first approach** has become standard. Features such as sticky headers, collapsible

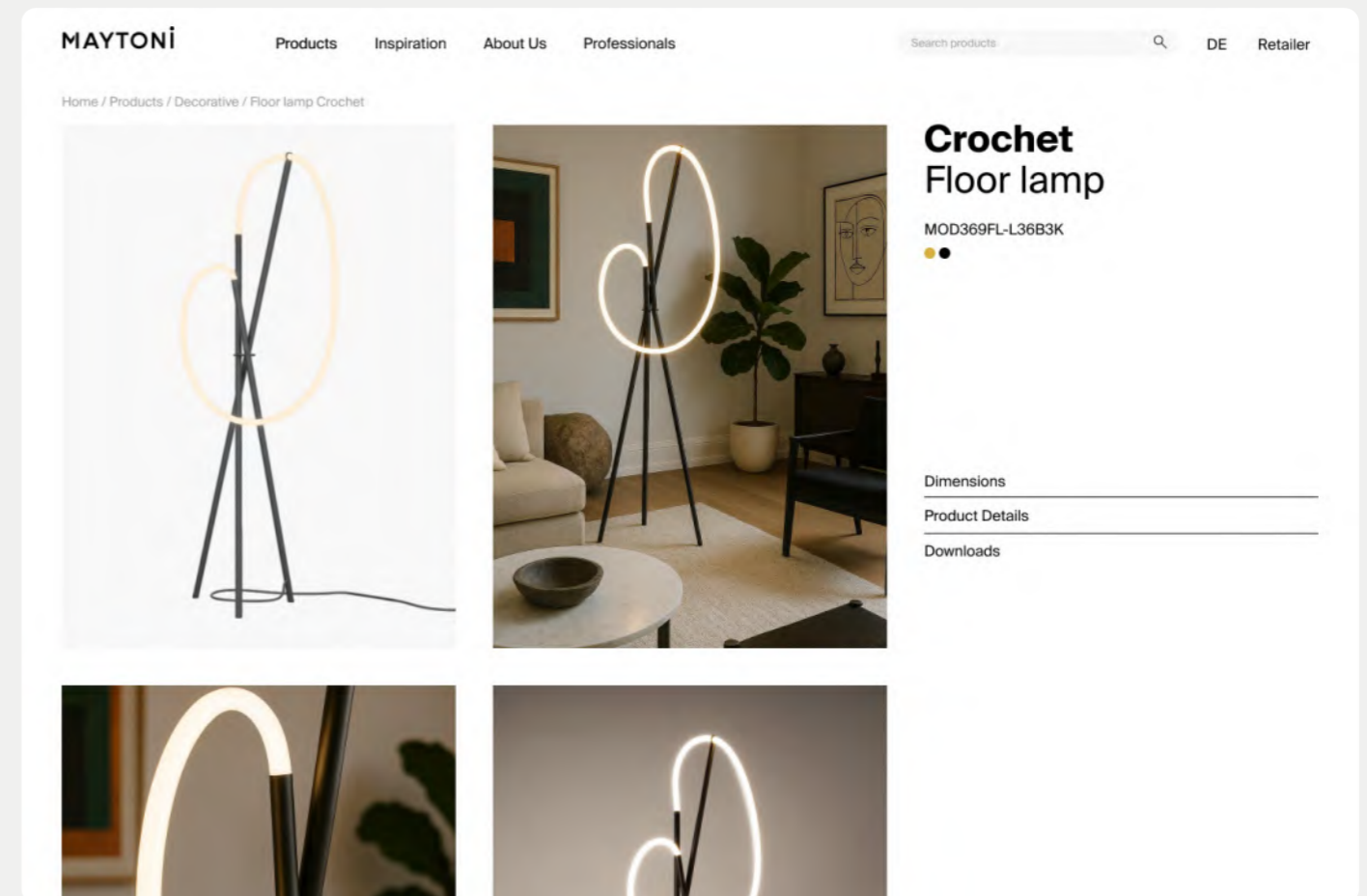
menus, and responsive product grids ensure a seamless experience across all devices, from desktop to mobile. Website **navigation is kept simple** and focused: typically just 3–5 main menu items, often including not only product categories, but also **editorial or inspirational sections**. This encourages exploration and positions the site as more than just a catalog – it becomes a brand experience.



Product pages

Product pages have become clean, modular, and user-friendly, showing only the **essential information upfront**: title, key image, and basic specifications. Catalogues now feature **advanced filtering tools** – by designer, room type, or collection – allowing users to navigate intuitively and focus on what matters to them. Some websites go further by allowing users to **switch**

between different grid views, offering either larger imagery for visual immersion or a denser layout for efficiency. To **enhance product understanding**, pages often include high-resolution images, zoom-in capabilities, and embedded videos. Most also offer downloadable spec sheets and installation guides, **making the experience both emotional and practical**.



Website Sections

Many brands now feature **dedicated “Inspiration” or “Stories” sections** that place products in real-life contexts – showcasing customer projects, styled interiors, and editorial storytelling. This approach helps **foster emotional connection** and spark imagination.

To support professionals, “For Architects” or “For Professionals”

sections provide CAD files, claim forms, and tailored B2B content – a strategy widely adopted across the industry.

Additionally, **styling guides and lookbooks** present curated product sets with high-quality photography, allowing users to **visualize combinations and better understand the brand’s aesthetic**.





Website Sections

Collaboration pages shine a light on designer partnerships, adding personality and depth to the brand. Some companies use these sections not only to support storytelling, but also to **promote seasonal drops and limited collections.**

Meanwhile, a number of forward-thinking brands have begun integrating **interactive tools such as wishlists, product find-**

ers, moodboards, and comparison features. Although not yet widespread across the industry, these enhancements elevate the user experience – making product exploration more intuitive, engaging, and personalized. They invite users to **interact with the collection in a deeper way**, ultimately fostering stronger brand connection and purchase confidence.

Product positioning and UPD

Most often, the description of a product's unique properties is **placed close to the product image**, with emphasis on its technical and sustainable features. In many cases, **brands also highlight the designers behind the product**, placing focus on the concept and idea of the luminaire itself – often providing dedicated links to the designer's profile and their broader portfolio. This

approach adds storytelling value and **reinforces the brand's connection to design culture**. Additionally, **new arrivals are usually grouped** on a dedicated page or section in the main menu or catalog, offering a clear **overview of product updates and assortment changes**, and making it easier for users to explore the latest collections.

FABRIC
CORD

ENERGY
EFFICIENT
LED

LINEN
SHADE

Product inspirations

Brands are **increasingly revisiting the past**, offering fresh perspectives on classic collections that have already become icons within their ranges. At the same time, they are expanding their product lines, introducing new lamp collections in **soft pastel tones** and **unconventional materials** such as textiles. Another growing trend is the **pro-**

motion of proprietary or partner lighting control apps, aimed at delivering greater comfort and personalization for users. Finally, many companies are investing in the **development of their track systems**, enhancing them with more connector types, mounting options, and luminaire materials to **meet a wider range of design needs**.





From trend to action

Understanding market trends is only the first step — the real challenge lies in translating insights into practical actions

Build a strong digital foundation

Today, over 70% of buyers browse and shop using smartphones — that's why your online store **must be fully mobile-optimized**. A responsive, fast-loading site ensures a smooth user experience and directly impacts your sales. For a quick and effective eCommerce setup, we recommend platforms like Shopify, **WooCommerce (WordPress), or Ecwid**. They support localization, multi-currency, EU VAT, and GDPR

compliance — and they easily integrate with Instagram, WhatsApp Business, and other channels your clients already use. To boost conversions and customer retention, connect your store with tools like **CRM, email marketing software, and social platforms**. We're happy to support our partners with product visuals, descriptions, and platform guidance — just reach out to get started.



Which Platform Fits Your Business?

Shopify

Best for showrooms and retailers

Fast setup, clean design, no coding
All-in-one dashboard & mobile-ready

WooCommerce

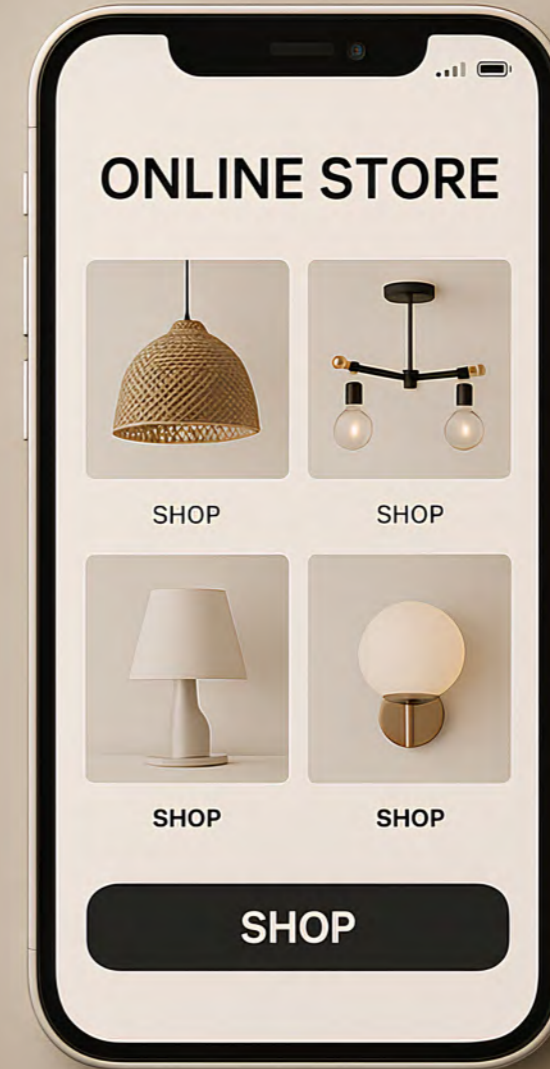
Ideal for designers & WordPress users

Full flexibility and control
Great for custom features and SEO

Ecwid

Perfect for studios and small businesses

Embed into existing site or social media
Simple, affordable, and quick to launch





Use smart technologies

To elevate customer experience and drive conversions, consider integrating smart technologies powered by **AI and machine learning**.

Use smart technologies

Product Recommendations

Start with personalized suggestions using platforms like Retail Rocket or Rees46. These tools analyze each visitor's behavior and display the most relevant products in real time, increasing engagement and average order value.

AI Chat Support

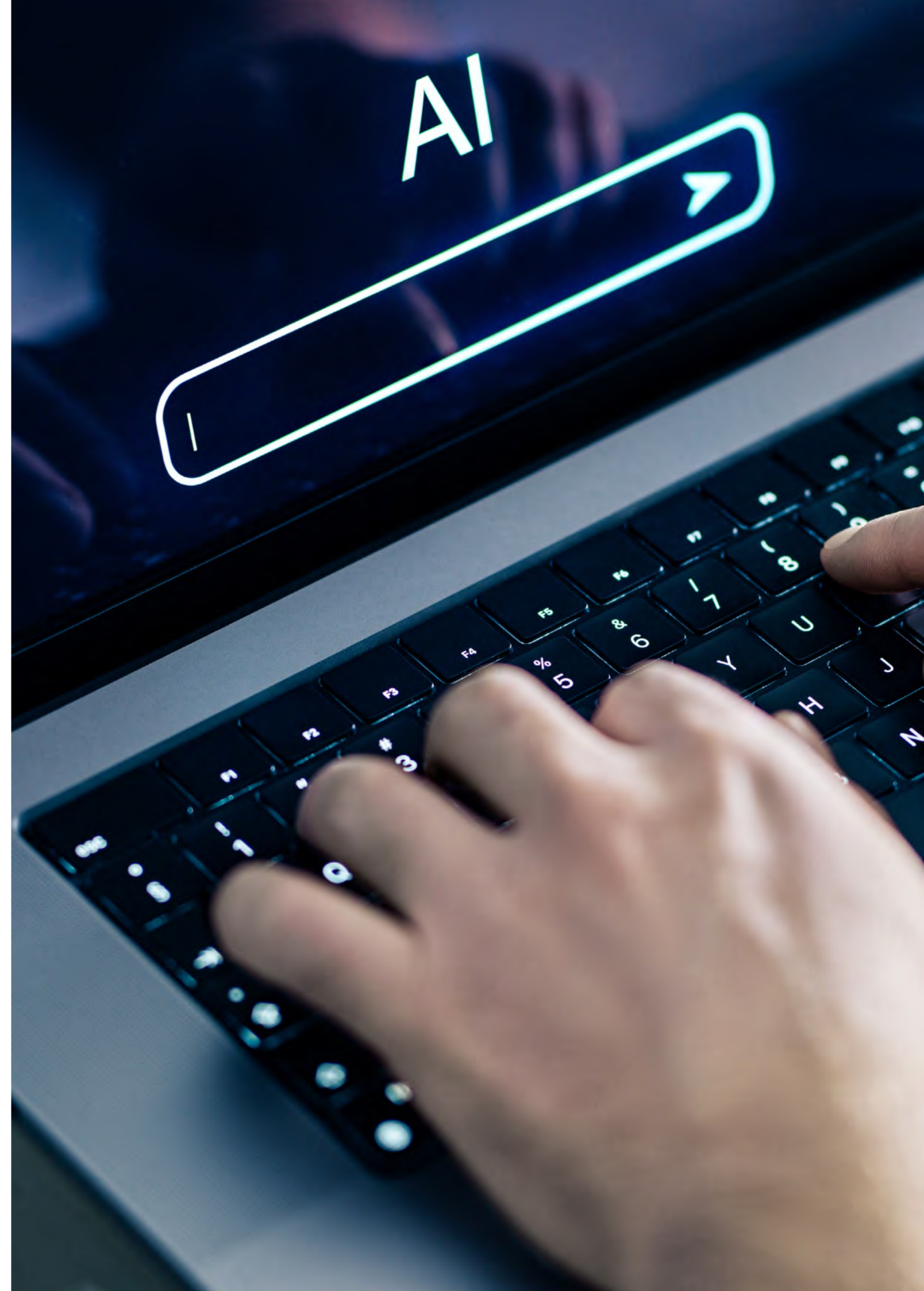
Enhance your customer service with intelligent chatbots such as Tidio, Crisp, or Chatbase (trained on your FAQ). They provide instant, helpful responses, guide users through their journey, and reduce pressure on your support team.

For Personalized Content & Emails

Use ActiveCampaign, a proven personalization engine that offers predictive sending, dynamic segmentation, and tailored messaging based on user behavior and engagement.

Smart Retargeting

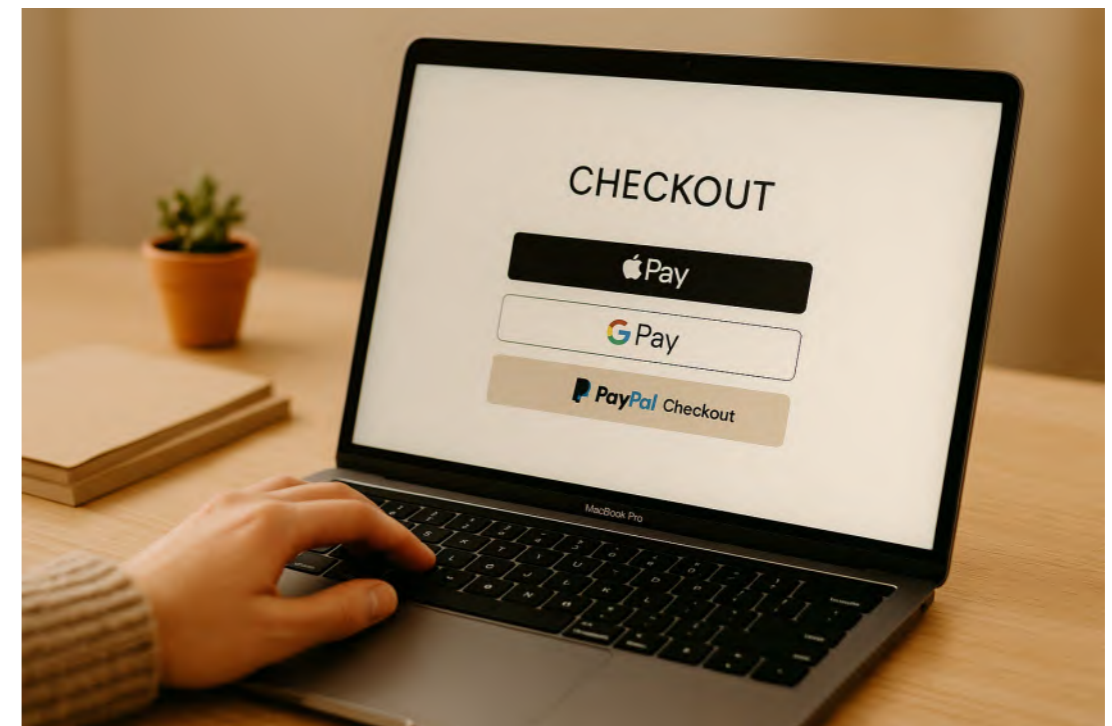
Finally, reconnect with users who didn't convert the first time through retargeting tools like Facebook Pixel, Google Ads Remarketing, and TikTok Pixel. These platforms help you stay visible across channels and bring potential customers back to your site.



Original engagement features

To boost engagement and build stronger connections with your audience, shift to video-first content by replacing static product images with **360° views, unboxing demos, and short video clips**. Video offers a more immersive experience, helps users better understand the product, and increases trust. Simplify the purchase journey with **1-click checkout** using smart payment solutions like **Apple Pay, Google Pay, or PayPal Express**. Saving user data and minimizing friction at checkout significantly improves conversion rates and

reduces cart abandonment. Introduce **gamification** to make shopping more interactive and fun. Loyalty points, product match quizzes, or spin-to-win wheels drive engagement and encourage repeat visits. At the same time, **activate your community through user-generated content (UGC)** – motivate customers to share product photos, video reviews, or participate in social media challenges and giveaways. **UGC not only builds trust, but also generates authentic, relatable content** that strengthens your brand presence.



Analytics & A/B testing

To make informed decisions and continuously improve your website experience, start by using **Google Analytics 4** in combination with tools like **Hotjar** or **Microsoft Clarity** to gain deep insights into user **behavior, heatmaps, and click patterns**. Complement this with **A/B testing via Google Optimize or VWO** to experiment with variations of buttons, banners, product page

layouts, and call-to-action placements, helping you identify what truly drives conversions. Finally, don't overlook direct input – collect customer feedback through short, well-timed surveys after purchase or when a user shows exit intent. Tools like **Typeform** or **Survicate** make it easy to gather honest, actionable insights straight from your audience.





Sales channels

To support visibility, demand generation, and local availability of our lighting collections across Europe, we collaborate with **trusted marketplaces** tailored to regional needs.

These platforms offer exposure to both retail customers and professional buyers (designers, architects, builders):

amazon

(Germany, France, Italy, Spain)
A pan-European platform ideal for building brand awareness.

allegro

(Poland)
The largest Polish marketplace with advanced logistics and a strong home decor category.

OTTO

(Germany)
One of Germany's most respected platforms in the home & lifestyle segment.

EMAG

(Romania, Bulgaria, Hungary)
A leading e-commerce destination in Southeastern Europe with expanding reach and demand for modern, minimal, and functional lighting.

BIANO

(Czech Republic, Slovakia, Hungary, Romania)
A go-to platform for interior-focused buyers and designers. Strong presence in Central Europe and visual-first approach makes it effective for showcasing decorative lighting collections.

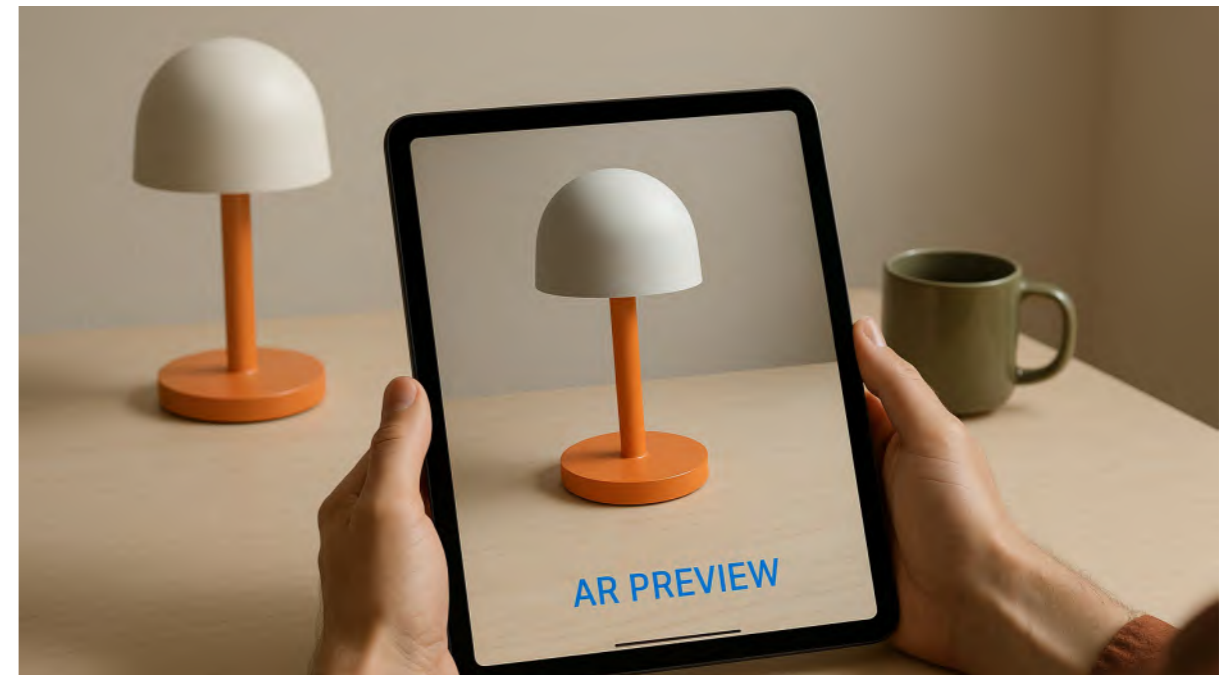
ManoMano

(France, Spain, Germany, Italy)
Specialized in DIY, renovation, and home improvement – this is a high-performing platform for architectural, outdoor, and technical lighting solutions.

AI Tools for eCommerce

Enhance visuals, automate content, and improve customer experience

To support visibility, demand generation, and local availability of our lighting collections across Europe, we collaborate with **trusted marketplaces** tailored to regional needs.



AI COPYWRITING

Copy.ai, Jasper, ChatGPT – SEO-optimized product descriptions tailored to your tone and specs

IMAGE ENHANCEMENT

Let's Enhance – AI upscaling for crisp product shots (bulk processing supported)
Remove.bg – automatic background removal for clean, uniform visuals

VIDEO CREATION

Pictory – turns scripts or blog posts into short product videos
Runway ML – pro-level AI video editing: inpainting, motion design, text-to-video

3D & AR VISUALIZATION

Hexa, Auglio, Vossle – turn products into 3D or AR-ready assets to offer immersive previews

CUSTOMER SUPPORT AUTOMATION

Tidio, Crisp, Chatbase – AI chatbots trained on your FAQs and product data for 24/7 support

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