



Q&A

What is the change?

Louis Poulsen (LP) is changing their structure in the North American Market as of January 1, 2023. LP will no longer have an office in the US for the BtB market. NEO Architectural Lighting (NEO) will be the exclusive distributor for LP and its products for the commercial market in North America.

The BtC division will be based out of New York together with the other Design Holding brands focusing on the consumer side of the business.

Why is the change happening now?

LP has the ambition to become the leading luxury design brand in North America. LP believes that having a dedicated team and organization that solely focuses on BtB in North America would streamline all business processes locally improving projects turn-around time and quality of service.

Who is NEO Architectural Lighting?

NEO is owned by Kent Pedersen, President & CEO and Amir Bagherlee, COO. Working together with most of the current team at LP US.

What is the relationship between Louis Poulsen and NEO Architectural Lighting?

NEO is the exclusive distributor of LP in North America effective January 1, 2023.

What products will NEO Architectural Lighting be able to offer?

NEO will exclusively offer LP's Architectural and Outdoor products. NEO will share the Decorative products with LP BtC division.

Will NEO Architectural Lighting re-brand Louis Poulsen's products?

No, agents and specifiers will continue to specify LP's products

What name can we use on our Line Card?

The brand name will continue to be Louis Poulsen.

Can we still use the Louis Poulsen brand to book meetings?

Yes, we continue to encourage agents to meet with specifiers and present the LP brand.

Who will NEO Architectural Lighting work with?

NEO will continue to work with LP's current network of agents.

Who will my contract be with?

LP will be working on issuing termination letters for the existing contracts effective December 31, 2022. At which point a new contract will be effective with NEO starting on January 1, 2023.

What happens to orders entered on or before December 31, 2022?

LP will own the orders entered on or before December 31, 2022, until they ship. NEO will oversee and handle the shipments from the same South Florida location.

What happens to orders entered after December 31, 2022?

NEO will process these orders under the new system and oversee the shipments from the same South Florida Location. All POs must be made to NEO Architectural Lighting not LP.

Who will be paying my commission and overage?

LP will pay commission and overage on all orders entered on or before December 31, 2022. NEO will pay commission and overage on all orders entered on or before January 1, 2023.

Will my Regional Sales Manager change?

NEO will be restructuring territories and therefore some markets will have a new RSM.

Are there changes to pricing?

NEO will honor current 2022 DN pricing on all orders received from January 1, 2023, through February 15, 2023. All POs must be made to NEO Architectural Lighting.

What will happen to HFR orders?

Any open HFR order open as of January 1, 2023, will need to be requoted by NEO. New POs must be issued to NEO Architectural Lighting.

Will I continue to use the www.louispoulsen.com website as a resource? Or will we be redirected to use NEO's new website?

Yes, www.louispoulsen.com will continue to be the resource to specify LP's products. NEO will have its own website in the future as well.

What will happen to MyLouis.com?

You can continue to use MyLouis.com until the last order handled by LP ships. New orders processed as of January 1, 2023, will not be on MyLouis.com. We will communicate if NEO provides a similar service at a later date.