

Krislite Pte Ltd



Giving the Green Light

In an era when the building and construction industry is increasingly adding green solutions into its designs, leading lighting specialist, Krislite, aims to be the "light that outshines". Constantly innovating to stay ahead of the field in what has become a highly competitive market, Krislite has transformed from a distributor of lighting products and systems to a designer and manufacturer of its own range of fibre-optic and LED lighting technologies.

Offering a total lighting solution, Krislite provides design, manufacturing and installation services to developers and architects across the full spectrum of lighting. Today, the company specialises in fibre optic and LED lighting solutions, which account for 50 per cent or more of the business, to cater to the construction industry's growing demand for energy-saving technology. Diversifying not only its product offerings, Krislite entered the China market in 2002, which now contributes some 40 per cent of the company's turnover.

The future in green lighting

While the LED technology is still in its infancy, with ongoing R&D to make the end result brighter and more competitively priced, Krislite's Group Managing Director, Mr Jimmy Teo (above), knows this is where the future of lighting lies. "I would say demand for LED will explode within the next three to five years," Mr Teo predicts, and Krislite will be the shining light of the industry when it does.

However, Mr Teo and his team are far from complacent. The company has learned over several recessions the need to constantly innovate to maintain its competitive edge. While the demand for green solutions is likely to stay, technologies that achieve that aim come and go, so the Group needs to be on top of the next trend before it happens. Poised to take advantage of the impending LED explosion, Mr Teo is already preparing for the next wave in lighting technology, developing eco-friendly lighting that may incorporate solar technology.

Keeping it in the "family"

Such forward-looking plans require a dynamic team of individuals. "I have always recognised the need to engage professionals who are experts

in their own fields. We work as a team drawing strength from the unique expertise of each other." This is why a family culture is so pervasive within the Group. "Although Krislite is not a family-run business, we inculcate a family spirit among our people," explains Mr Teo.

The company encourages work life balance where it can, and facilitates connections on both social and business levels to maintain the team spirit. The strategy has worked well, with the company managing to retain its best people. "It can be expensive," comments Mr Teo, "but we balance costs with flexible wage solutions and a performance-based incentive structure." During recessionary periods, Krislite has always avoided retrenchment and wage cuts, seeking to trim down elsewhere and increase productivity. "There are always other solutions," says Mr Teo.

Giving the green light to a true Singapore brand

Moving forward, Krislite plans to develop its Singapore headquarter to centralise its operations. The centre will be the distribution hub for the whole Asia Pacific, and will house the company's R&D, manufacturing, assembly and quality control facilities. Proud to be home grown, Mr Teo adds, "This way we can really call our products Singapore products, and enjoy the trust and added benefits that come with being a Singapore Brand."

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Group Managing Director
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