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**RAGNI LIGHTING, the U.S. subsidiary of GROUPE RAGNI, partners with EXPERIENCE BRANDS to strengthen its presence in the North American market**

GROUPE RAGNI, a global leader in public lighting solutions, is taking another major step in its international expansion. Ten years after establishing its U.S. subsidiary, RAGNI LIGHTING, in Denver, Colorado, the group is announcing a strategic partnership with EXPERIENCE BRANDS, a leading North American provider of premium lighting solutions, through the creation of a joint venture.

**A promising first collaboration**

In December 2023, GROUPE RAGNI acquired the German brand Hess from EXPERIENCE BRANDS, integrating this prestigious name into its portfolio for international distribution, except in the Americas (USA, Canada, and Latin America), where EXPERIENCE BRANDS retained distribution rights. This initial successful collaboration strengthened commercial and personal ties between the two companies, encouraging deeper synergies and paving the way for a shared vision of innovation and growth.

**A reorganized approach and a new entity to conquer the market**

Through this collaboration, GROUPE RAGNI and EXPERIENCE BRANDS have decided to centralize their North American operations within a new entity: RAGNI GROUP North America, headquartered in Gaffney,

South Carolina. This joint venture will oversee administrative, sales, marketing, and procurement functions, ensuring streamlined and efficient management in this key region.

Meanwhile, the existing RAGNI LIGHTING entity in Denver, Colorado, will focus on industrial expertise and innovation. This reorganization will maximize synergies between production and commercial management while leveraging the complementary strengths of both partners.

This transition marks a significant milestone in GROUPE RAGNI's expansion in North America, offering an optimized response to the needs of local communities through an agile and tailored organization. The shared vision of GROUPE RAGNI and EXPERIENCE BRANDS ensures robust innovation capabilities and a sustainable commitment to supporting the energy transition of territories.

Together, the two entities will combine their sales forces, technical expertise, and strategic vision to strengthen the presence of GROUPE RAGNI products in the market.

### **A shared ambition**

Through this alliance, RAGNI GROUP North America aims to promote and grow the group's brands globally.

Jean-Christophe RAGNI, Chairman of the Supervisory Board of GROUPE RAGNI, stated:

*"The past decade in North America has been filled with ups and downs, and while our structure has gained traction, we wanted to accelerate our growth. Now, we are ready to take the next step alongside EXPERIENCE BRANDS, with whom I am confident we will write a prosperous new chapter."*

Chris Stockton, Chief Executive Officer at EXPERIENCE BRANDS, also emphasized the importance of this partnership:

*"Our collaboration with GROUPE RAGNI is rooted in synergy and innovation, capitalizing on the strong industrial expertise developed by RAGNI LIGHTING. We are thrilled to contribute to the expansion of the group's lighting solutions while leveraging our expertise in commercial and operational management."*

This partnership between RAGNI LIGHTING and EXPERIENCE BRANDS is built on a shared vision, with the ambition to establish a lasting footprint in the North American market while deepening the commercial and personal bonds uniting the two companies.



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### **About GROUPE RAGNI**

Designer and manufacturer of global public lighting solutions, GROUPE RAGNI is a key partner for connected territories, supporting local authorities in their energy and environmental transitions.

Founded in 1927 and now a mission-driven company, RAGNI, the parent company of GROUPE RAGNI, is a family-owned business led by the fourth generation, specializing in grid public lighting that combines artisanal know-how with industrial knowledge.

Since 2015, the Group has, initially, expanded its expertise through the integration of NOVÉA ÉNERGIES, a specialist in autonomous public lighting, and SEV in 2022, also a mission-driven company, offering solutions to optimize local resources by connecting infrastructures.

In 2023, the acquisition of the German pioneer brands HESS and VULKAN, known for their innovative and functional public lighting designs, strengthened the Group's European presence and affirmed its industrial excellence. In 2024, LEC, a historic Lyon-based company specializing in urban enhancement and light marking, joined the family business, followed by ECO INNOV, an expert in energy efficient illuminated embedded studs, further solidifying the GROUPE RAGNI's commitment to offering an ever more diversified and innovative portfolio. GROUPE RAGNI places proximity and industrial sovereignty at the heart of its development strategy, making customer support a distinctive hallmark.

Its mission ? To facilitate access to light for human comfort and safety while respecting biodiversity for a bright and sustainable future.

By internalizing its expertise, the Group controls the entire value chain. Its experts design each project with precision, based on an innovative range of products and services mainly dedicated to smart and connected public lighting, as well as environmental solutions for managing mobility, environment, water, energy, and public buildings.

Present in more than 60 countries, GROUPE RAGNI relies on a network of nearly 30 distributors and operates several subsidiaries in the United States, Latin America, the United Kingdom, and Africa. In France and its overseas territories, 15 sales agencies ensure the company's responsiveness.

With nearly a century of experience, GROUPE RAGNI stands today as a French leader in public lighting, thanks to its agility, commitment to customer support, product quality, and dedication to preserving life.

### **About EXPERIENCE BRANDS :**

EXPERIENCE BRANDS is a leader in the manufacturing of premium lighting solutions in the North American market. With several decades of expertise, the company is known for its commitment to innovation, quality, and sustainability of its products. By working closely with its partners, EXPERIENCE BRANDS implements optimized product development strategies and ensures full administrative and commercial management. Its objective is to meet the evolving needs of its clients, offering high-performance and responsible lighting solutions that enhance user experience and meet the demands of modern communities.

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