



### LUCIMED SA

- **DIRECTOR:** Emmanuel Delloye
- **SECTOR:** paramedical
- **FOUNDED:** 2006
- **LOCATION:** Villers-le-Bouille
- **NUMBER OF EMPLOYEES:** not disclosed
- **ANNUAL TURNOVER 2007:** 300 000 euros
- **COUNTRIES EXPORTED TO:** France, Finland, Switzerland, Canada

## Lucimed

# A new look at luminioth

A newcomer to Wallonia, Lucimed designs and commercialises a concept stemming from research undertaken by universities : a portable system for treating luminiotherapy. It offers the advantage of allowing the light to naturally reach the areas of the retina which are most receptive to treatment, while maintaining the vision and the freedom of movement of the wearer.

Out of this the Luminette was born which resembles a pair of spectacles and is worn in a similar manner.

Conscious that they had to add an ergonomic and aesthetic dimension to the fruits of their research in order to commercialise this product, which wasn't at all in their area of competence, the researchers turned towards other sources of inspiration.

Amongst the people who believed in Lucimed was Jacques Tilman, Director of Inov design agency, explains the director of the company Emmanuel Delloye. The modeling of the product was entrusted to this designer. Reason told us to believe in

this project. The mission of the design studio was clear : make the Luminette attractive, effective from a medical point of view and perfectly adapted to users. What a surprise in the end ! The beauty of the object took precedence over its pure functionality, whilst conserving its healing properties.

Such a result could only have been obtained thanks to the implication of the design studio from the beginning of the process. There were many constraints : ergonomics, portability, respect of medical parameters... Not forgetting the purely economic aspect. Concerning the commercialization, Lucimed also chose



### LANGE CHRISTIAN SA

- **FOUNDED:** 1988
- **LOCATION:** Andenne (Namur)
- **LEADING PRODUCT:** the "Glutton", invented in 1994, launching the diversification of the company into urban street vacuuming.
- **REVENUE:** 2,500,000 EUR (2007) - 2008 objective: 5 million EUR.
- **MARKETS:** Belgium (13% of revenue), Rest of World (87%).
- **WEBSITE:** www.glutton.com

## Urban waste vacuum cleaner

# Sweeping genius!

Innovate, innovate, innovate. With its urban vacuum cleaner Glutton® continues to swallow up entire sections of the market. Its current technology has proven itself around the world, but this company is not one to rest on its laurels. Its latest development: a system that puts out lit cigarette butts, preventing them from catching fire within the urban waste vacuum cleaner

This system is one more additional application to the original urban waste vacuum

cleaner that emerged from the imagination of Glutton founder and patron Christian Lange some fifteen years ago. The company's principle characteristic is that it is as oriented towards innovation as exportation, including globally. The company, which is present in around 40 countries, is now targeting new markets in America and the mid-East. Christian Lange's credo remains: "A satisfied customer is the best ambassador for our products." Since the

beginning, in 1994, he has been utterly convinced of the global potential of his invention. The facts support him: potential exists all over, which is why he himself sweeps around the world throughout the year. At his side are 6 salespeople, with 3 more in the process of being recruited.

Performance and reliability are the two winning sales arguments. "We make no concessions in the matter. It's simple: every distributor in every country must follow training at our site. However, sometimes, by special request, we can also organise the training on-site, at the client's location."

# erapy

to pass it on to professionals in this particular field.

And so the communication specialists looked into creating a differentiating visual identity for point of sale on the Internet. Made of welded plastic, the main part of the Luminette can be completely recycled. To avoid any unnecessary pollution and heavy handling at the end of the products life-cycle, the battery can be easily removed to be subjected to its own recycling circuit. The company subcontracts, moreover, the production and assembly of the Luminette. Walloon partners or suppliers have often been privileged, so as to favour the local economy. By alleviating the Luminette of its constraints, design was able to make the product more attractive and ready to use. ■

*Extract from the book Wallonia + Design + Enterprise, 50 success stories, co-edited by Wallonie Design and Luc Pire*

## 2009, a pivotal year

Sustained growth at an unwavering rhythm, a full order list and lots of new projects in hand: this is the best barometer for the company's health. The buildings have doubled in size. The number of employees is expected to grow, as well. Cities place order for several –and sometimes dozens of–machines. 2009 will be a pivotal year for the company. The prototype for a new machine will be tested, with the goal of being launched in 2010. Its market? The same: street cleaning –but with a more environmentally-friendly dimension. That's all we know about it: except that Christian Lange divulges that there's no machine like it on the market now. And there, as well, he delegates and gives responsibility to his employees... ■

## Joining environment and industry

# Odometric: a "nose" to fight olfactory pollution

The environment is a crucial challenge, and this is the area in which Odometric intends to find its place in the sun, with a business that is all about odor. Odors emitted by industry, odors that can affect local people and finally, odors that cause the authorities to react with regulations or controls.



In this age of "not in my back yard", respecting your environment also means respecting your neighbor. Companies need to be able to cohabit successfully in order to secure the future of their businesses. Odometric understands this perfectly. According to founder Julien Delva, positioning is one of the keys to success for his company: "we want to be and to remain at the heart of the three decision-making centers when it comes to issues of odor. We are there to serve all three parties: local people, companies and the authorities. Any of them can come to us, because we have positioned ourselves as an objective partner."

Odometric's core target market is the "Grande Région", the cooperation area covering parts of Belgium, France, Germany and Luxemburg, although it will make its first foray into the south of France in December. What about its Walloon identity? "A commercial plus-point, in the sense that our partners expect a special human contact and have a perception of seriousness and professionalism" - and as Julien Delva has French blood in his veins, he knows what he is talking about.

The company's expertise is based on its olfactometry laboratory and an "odor jury" of sixty volunteers. These are the tools that allow Odometric to help companies to anticipate any potential problems relating to odor nuisance. Its specialist knowledge also means that it is able to find ways of

### ODOMETRIC SA

- **FOUNDED:** 2008
- **LOCATION:** Arlon
- **BUSINESS:** Identifying, measuring, modeling and evaluating the impact of sources of odor
- **2008 TURNOVER (PROVISIONAL):** 110,000 EUR
- **WORKFORCE:** 2
- **MARKETS:** Grande Région, France
- **WEBSITE:** [www.odometric.be](http://www.odometric.be)

working out a solution acceptable to all parties.

In addition to its human expertise and chemistry know-how, the company may very soon have a technological weapon in its arsenal: Odometric is currently working on an electronic nose by the name of Fidor. The advantages of this technology are that it can detect, identify and quantify odors on a continuous basis. This innovative odor measurement and monitoring system appears to have a bright future ahead of it.

Landfill sites, wastewater treatment plants, composting centers, livestock facilities, biomethanization plants and above all industry are the natural outlets for Odometric's business. You only need to think about the agri-food, chemical, paint, paper, coating, metal or tire industries to realize what kind of growth margins this technology has. ■