

GROWERTALKS

GT in Brief

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Philips Lighting Has a New Name

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The Dutch company Philips Lighting N.V. is now Signify N.V., but it will still use the Philips brand for its products. So when you go to visit the website for the horticultural products, it will continue to have the Philips name attached, but the parent company is changing to Signify.

“The choice of our new company name originates from the way light becomes an intelligent language, which connects and conveys meaning,” says Eric Rondolat, CEO of Signify. “It is a clear expression of our strategic vision and purpose to unlock the extraordinary potential of light for brighter lives and a better world.” **GT**