



# PRESS RELEASE

## Two Horticultural Lighting Industry Veterans Join Illumitex Team



**Paul Hardej**

AUSTIN, TEXAS — JUNE 11, 2015 Illumitex Inc., LED innovator and maker of the world's most optically advanced lighting products, today announced the addition of Paul Hardej and Mathieu van de Sande to its team of horticulture lighting experts.

As VP Turnkey Lighting Solutions, Hardej will apply his vast experience in developing and managing vertical farms to a new turnkey lighting solutions program for Illumitex. A co-founder of FarmedHere LLC, Hardej served as Chief Technology and Development Officer at the innovative Chicago-area vertical farm. Hardej developed the first organic-certified indoor vertical aquaponic farm in the U.S., designing multi-level indoor aquaponic and hydroponic grow systems with LED grow lights. He will bring this broad background to Illumitex customers as they seek turnkey solutions in horticulture lighting for developing controlled environment agriculture systems.

“Being on the forefront of the vertical farming revolution has given me unparalleled experience in LED grow lighting applications, and I’m thrilled to be able to share that knowledge with Illumitex’s customers,” says Hardej. “Together, we’re going to revolutionize the food industry and provide consumers with healthier local food choices while conserving natural resources and energy.”

Van de Sande’s two decades of greenhouse experience will serve him well as Illumitex’s Greenhouse Horticulture Sales Manager. He thoroughly understands the day-to-day operational challenges of multi-acre greenhouse operations.

“Having worked for other horticulture LED companies, I know that Illumitex produces superior lighting products,” says van de Sande, “and I look forward to helping our partners get the best greenhouse solutions.”



**Mathieu van de Sande**

The two join VP of Horticulture Lighting Solutions & Senior Plant Scientist Paul Gray and his team to continue to provide superior lighting solutions to the horticulture industry. Says Gray, “We’re building a remarkable horticulture sales and solutions team made up of experienced and tack-sharp professionals.”

Led by CEO Chris Hammelef, Illumitex uses its patented LED optics systems in all of its fixtures, delivering more usable light per watt of energy than other any LED manufacturer. The company’s Digital Distribution™ system means the entire plant canopy receives evenly distributed light.

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### About Illumitex, Inc.

Founded in 2005 by imaging and optics industry veterans and backed by large venture capitalists, U.S.-based Illumitex began industry-shifting achievements with a fresh approach to LED design. By refusing to settle for the inefficiencies associated with secondary optics, Illumitex’s breakthrough LED technology incorporates fundamental physics

principles to maximize light extraction. By extracting and directing photons at the die and package level, Illumitex LEDs deliver more usable light to the intended target while consuming less energy. All of this is achieved in the smallest form factor available. With this innovative design shift, Illumitex is leading the lighting industry into a new realm.