

# Training & Marketing

CONTARDI®

Topic:

**CLUSTER** of  
**KUBRIC**

CONFIDENTIAL DOCUMENT

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# Introduction

This brochure is about our product Kubric, especially in the **Cluster version**, i.e. the **custom compositions of the Kubric lamp**.

It is a blown glass sphere, cut on the base, with bronze or chrome metallic finish, with a mould-blown pleated, later gilt effect inside.





**CONTARDI**

ESEMPI DI  
CLUSTER CUSTOM:

**KUBRIC**

## KUBRIC

KUBRIC SO SINGLE  
KUBRIC SO LARGE  
KUBRIC CLUSTER OF 5  
KUBRIC CLUSTER OF 10

UBICAZIONE : interni / LOCATION : indoor  
CODICE IP / IP CODE : IP20  
TIPOLOGIA / TYPOLOGY :  
Lampade a sospensione / Suspended lamps

FINITURE e MATERIALI / FINISHES and MATERIALS :  
Cromo o bronzo spazzolato / Chrome or satin bronze  
Diffusore in vetro metallizzato cromo o bronzo con  
interno plissé oro / Diffusing chromed or bronzed glass  
with gold plated lining  
Cavo in tessuto nero / Black fabric cable

LIGHT SOURCE :  
1 x LED custom 5 W  
2800 K CRI : >85  
450 Lm  
220/230 V  
No driver required

USA version:  
110 V  
Driver included

Technical drawing dimensions (mm):  
 - Side view: 40 (globe diameter), 1.6 (globe height), 100 (cable length), 3.9 (cable diameter), 2000 max. (max. cable length), 78.7 max. (max. cable diameter)  
 - Top view: 170 (globe diameter), 6.6 (globe height), 200 (cable length), 7.8 (cable diameter)  
 - Side view (USA version): 40 (globe diameter), 1.6 (globe height), 100 (cable length), 3.9 (cable diameter), 2000 max. (max. cable length), 78.7 max. (max. cable diameter)  
 - Top view (USA version): 120 (globe diameter), 4.7 (globe height), 140 (cable length), 5.5 (cable diameter)

Let's start with the new Contardi language, for which the functionality and the product technical and lighting aspects deserve more attention than the aesthetic ones, subjective by their nature.

The light source is a 5 W COB-LED, which gives more than 500 Lumen and works at line voltage: there is no driver.

This leads to a significant simplification of how the product works, both from an operative (included the possibility to dim the light) and a maintenance point of view.



# kubric cluster



This technical element has allowed the company to win several projects, exactly because the fact of not having to worry about the maintenance of the product has represented a winning element, especially in situations with big compositions in wide reception spaces, where structural heights are of particular entity.

Kubric can have two dimensions: diameter 20 cm or 14 cm, in the version with ceiling rosette or with connection for false ceiling (i.e. a spring connection for an easy installation on false ceilings).





## CUSTOM COMPOSITIONS EXAMPLES

## COMPOSIZIONI CUSTOM ESEMPI

What is very important to underline is that Kubric is:

**"a product that fits residential an public spaces. More than 50% of all the compositions are custom-made".**

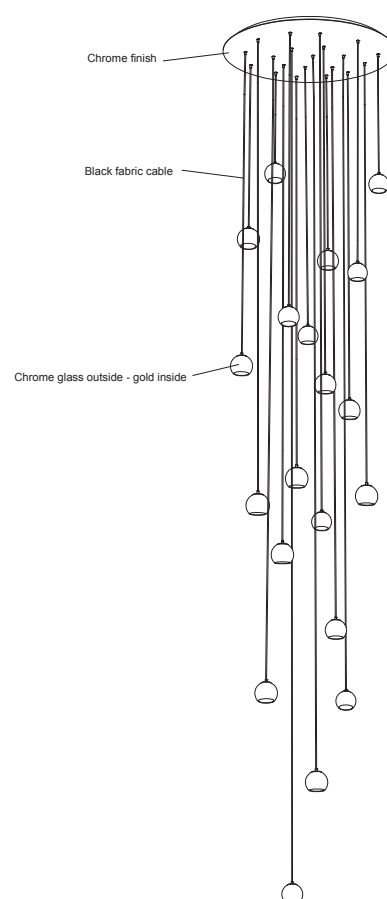
Kubric now has two kinds of standard clusters: Cluster of 10 and Cluster of 5, which are in the pricelist and are also highlighted in this brochure.

But the special Clusters are what make this product unique. **The flexibility of the creation of special clusters represents a considerable added value.**

Here we find some examples with photos and designs of special Clusters, realised for peculiar projects.

It is basically an overview of pictures and designs, but what is relevant is understanding how the project is developed and what the necessary information for a simple realisation are.

**Contardi makes tools available, to its colleagues, but also to professionals and designers, which allow them to evaluate the costs of a composition without asking them to the Company.**







Compositions are essentially based on a request with following characteristics: **quantity** and **dimension of the space** for the installation, which means the surface from on which Kubric suspensions hang.

A typical request of a designer might be:

- *I would like to have a composition with 30 Kubric, falling from a surface of 1 mt x 1 mt, while height is 3.5 mt*
- *I'd want a linear spiral composition, or maybe staggered on different levels*

The attached designs represent examples of similar requests.

**What tools allow Contardi Sales Dept or the designer to evaluate the costs of a special composition?**

The answer is in the two final pages of the presentation and in the pricelist. Both of them let us do it quite easily following the instructions.

Consider that you find the Kubric SO Single and Large with connection for false ceiling (i.e. without rosette) on the pricelist. So, in a hypothetical composition – for example with 24 Kubric, you will have to multiply the price of the single suspension you like by 24.

Then you will also find the prices for the standard clusters:

- Cluster of 10, with rectangular base, 40 x 100 cm ca.
- Cluster of 5, with round base, diameter 50 cm ca.

The directions we give for the estimation of the costs of the special or custom rosette (cluster) – to be added to the cost you have calculated for the Kubric So Single or Large you have chosen)- base on the dimensions of the Cluster surface and on how many times one of the two standard Clusters fits into that surface.

**To the resulting amount it is necessary to add 20% for special order management.**



If the client informs us that the space will be 2 mt x 1 mt, and we know that we have a cluster of 10 (standard) of about 1 mt x 0.4 mt, it's quite easy to think of a solution with 4 rosettes and half to cover the same space.

Since in the pricelist we have the price for the single Cluster the math is straightforward.

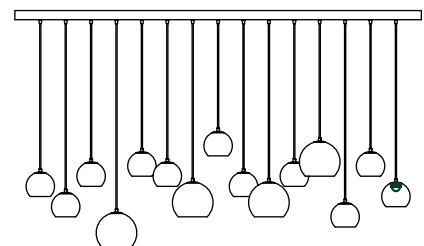
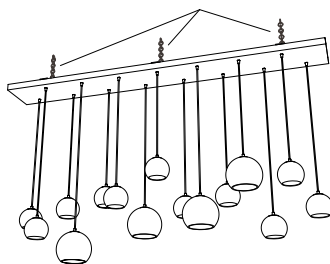
In the same way, if we receive a request for an area of 1mt and the cluster of 5 Kubrick is 50cm diameters, we will have to multiply the price for 2. and so on for all the dimensions, we will just have to follow the initial proportions. The final result will be a plausible price.

If the price esteem has been done with the correct proportions you will notice that it won't be so rare that the price given by Contaradi is slightly lower.

This because, using just one unique rosette instead of several of them the price might result slightly lower or not higher than the esteem.

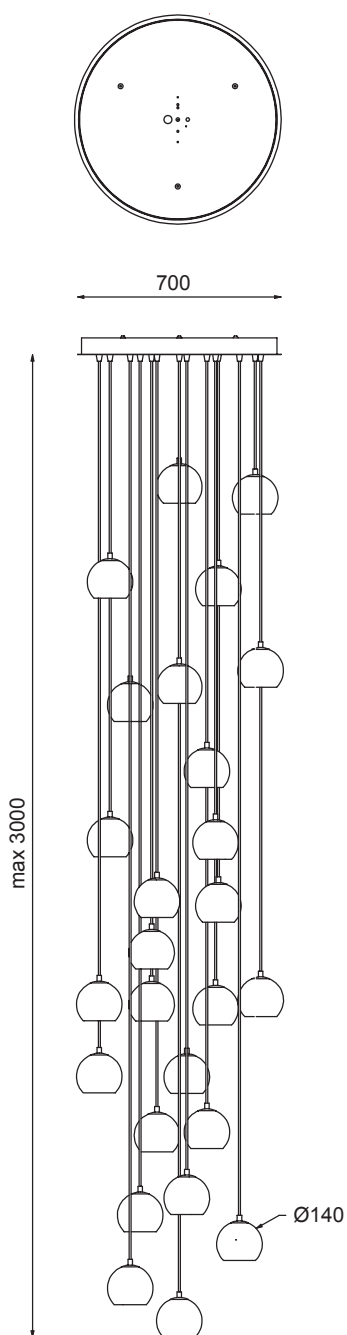
This is a esteem tool that has proven its validity and allowed the personnel to work with realistic prices that he can offer to the final client.

Chains not included



# example

How to calculate the price for a 26 Chrome Kubric cluster/composition with a round ceiling rosette of 70 cm diameter and 3 mt high.



Rosette for cluster of 5



KUBRIC SO SINGLE



Dimension	Finishes	Code	Price
Ø: 46 cm h 2,6 cm	Chrome	SACAM.001803/A	€ 350,00
	Satin bronze	SACAM.002025/A	€ 350,00
diffuser: Ø 14 cm h 12 cm	Diffusing chromed glass with gold lining	ACAM.001801	€ 290,00
	Diffusing bronzed glass with gold lining	ACAM.001875	€ 310,00
<b>CAVO EXTRA</b>		3 m	standard
		From 3 to 5 m	+ € 30,00
		From 5 to 8 m	+ € 50,00

- The price of a 70cm ceiling rosette can be considered as 3/2 of a standard 46 cm diameter one:

$$350 \text{ €} + 175 \text{ €} = 525 \text{ €} + 20\% \text{ (special)} = \mathbf{630 \text{ €}} \text{ (VAT excluded)}$$

- Price for 26 Kubric SO diameter 14 cm in chrome finish:

$$290 \text{ €} \times 26 = \mathbf{7540 \text{ €}} \text{ (VAT excluded)}$$

- Since the standard length for Kubric cables is 3 meters, there is no need to add the extra cable length price.

FINAL PRICELIST PRICE:

$$630 + 7540 + 0 = \mathbf{8170 \text{ €}} \text{ (VAT excluded)}$$



# Conclusion

As we have seen, the value of Kubric is technical: **LED light source, with no need for driver.**

From an aesthetic point of view, Kubric is a **precious, high quality product**: metallic double-moulded blown glass, smooth external part, pleated internal part.

A **flexible product** for the realisation of compositions, not easy to find on the market.

Adding all this together, the attention of the company to this type of versatile product is justified. It's use multiplies in **endless possibilities of lighting solutions** for public, residential and commercial spaces, as few other products.

*Thank you!*