

Puente Genil brightens up the Spanish Xmas with over 22 million led lights

LOCATION: Puente Genil (Córdoba)

VTR: 1'39"

SUMMARY: Spanish main cities (Madrid, Barcelona, Malaga, Granada, Cordoba, Girona or Victoria) will brighten up their Xmas thanks to Ximenez lighting, the most important factory in the country for the creation of Xmas decoration lighting from where each year depart over 22 million led lights. With one hundred workers, this company based in the town of Puente Genil in the province of Córdoba, multiplies by three the number of workers in this time of year to be able to satisfy the demand. Xmas lighting plays an important role in the economy so even renowned designers such Amaya Arzuaga, Devota & Lomba or David Delfín have created original lighting lines for the 2012 Xmas range.

VTR:

A factory of illusions. It is the plant from where more than 22 million lights will depart to brighten our towns and city streets during Christmas; they will also reach other countries such as France, Switzerland, Dubai or México.

CRISTINA DOMÍNGUEZ
Gral Coord Ximénez Group

"Cities use Xmas lighting in their streets to promote economic activity and encourage sales; this creates a chain of events as shops will need to create seasonal jobs, more taxi drivers, and extra use of public transport...people walking around the city to enjoy the lights. It brings over tourism to our cities, not just national but foreign too positively affecting too other sectors economy such as hotels and restaurants..."

That's why Christmas street lights are switched on earlier each year, because of its economy boosting effect. That is something they know well at this factory where these days more than 300 employees work in shifts during 24 hours... to create decorations in all colors and shapes. New technologies have also jump onboard this sector as you can see in these tree with digital frames.

CRISTINA DOMÍNGUEZ
Gral. Coord. Ximénez Group

"We use this technology as support for advertising, integrating i tinto our designs. This product has been a winner among our clients, particularly large superstores and malls"

The trend for Xmas 2012 came from designers such as Amaya Arzuaga, David Delfín o Devota & Lomba, whom apart from dressing us up also dress our streets.

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