



**LIGHT.  
DESIGN.  
EMOTION.**





Advertising  
towers

# We love advertising with light.

We are your competent and reliable partner when it comes to **illuminated signs and advertising towers**. We help you to communicate your logo or advertising message with the help of **impressive** advertising constructions.



**Our advertising  
towers.**

# **Our advertising towers. Daily. 24/7 100.000 potential customers. Unrivaled.**

An advertising tower is an impressive eye-catcher with an enormous long-distance effect. With great charisma, an advertising pylon identifies your location or communicates your advertising message 24/7 in a creative and spectacular way. No other advertising medium generates as many customer contacts as an advertising tower on a busy traffic artery. On freeways, your advertising message often reaches over 100,000 potential customers every day.

With years of experience, LeuchtBau is a specialist in the development and erection of advertising towers. Let us advise you on the best type and size of advertising mast for your location. As experts in illuminated advertising signs we will design the ideal advertising system for you, both day and night.



# Customized in all components. Perfection down to the last detail.

## Advertising systems

### Advertising systems

The advertising system is the centerpiece of your advertising pylon. We will be happy to advise you on the impact, legibility, color scheme and alignment of your advertising message.

Due to decreasing investment costs, illumination with LEDs has also become attractive for large-scale advertising. We will find the optimal design for the advertising system of your tower:

- Tensioned advertising banner
- Illuminated advertising sign
- 3-D special shapes
- Video screen

## Advertising tower

Part of our service includes advice on the choice of your new advertising tower. The most cost-effective solution for your advertising mast depends on the static load, e.g., the height of the mast or the size and geometry of your advertising installation. All advertising poles can be painted in the color of your choice. Of course, we can also design your individual advertising pole according to your design requirements. These types of construction are common:

- Round tubular steel mast
- Steel lattice mast
- Reinforced concrete mast

## Foundation

The design of the foundation depends on the nature of the subsoil and the space available for the advertising tower. We work with our structural engineers to determine the optimum foundation for your advertising tower. These foundation variants are common:

- Quiver foundation
- Block foundation
- Special foundations if required





A photograph of the Allianz Arena stadium at night. The stadium's facade is illuminated with a vibrant red and purple light, creating a glowing effect. The Allianz logo, consisting of three vertical bars inside a circle, is prominently displayed in the center of the facade. The stadium is situated in an urban environment, with a concrete structure and a parking lot visible in the foreground. The sky is dark, and the overall scene is lit by the stadium's lights and some ambient city lights.

**Allianz  Arena**

**Illuminated  
advertising**

# Your brand shines! The figurehead of your company.

Invest in consistent and long-lasting marketing with your outdoor illuminated advertising and ensure that your business soon outshines all others. Whether planning or installing illuminated advertising, we will take care of your project with our unique service.



Our  
illuminated  
advertising

# Illuminated book letters. The night is your friend.

Illuminated letters are single letters that are illuminated in different ways and can be produced in different designs, depending on what you want as a customer. Here we differentiate between profile letters and full acrylic letters.

## Full acrylic letters - Fine letters for the right ambience.

The high-quality full acrylic letters give your business premises a certain flair that will impress your customers. With solid acrylic letters, we are able to produce narrow, delicate and, above all, small letters, as well as various shapes. They are milled from a solid material and are therefore significantly heavier than profile letters, which is why they can only be produced up to a certain size. They are suitable for indoor and outdoor advertising.

## Profile letters - your name as big as you like!

Let your company shine in large letters so that your customers can see you from afar. The ten different profile types give you the opportunity to create your brand in a wide variety of designs, sizes and light scattering. Due to their robust construction (metal or plastic housing, LED modules and acrylic glass front), they can be mounted on facades or roofs.





# LED video walls. Inflame the emotions of your customers.

Get the right LED system for indoor and outdoor areas with LeuchtBau. With modern, digital and visual technologies, you can arouse the attention and emotions of your customers.

Panels in any shape and size, on the outside of the building, LED displays in the entrance area of your store, office building or large-scale LED grids across the entire building façade - talk to our project managers about the endless possibilities of modern outdoor advertising - we will gladly advise you!



## The LED video wall immediately ready to use with LeuchtBau.

The digital signage software and the pre-installed and pre-configured player are already included in the product so that you can make optimum use of your LED display. This way you can manage your advertising content smartly via laptop, tablet or phone and play it directly on your LED video wall. Our project managers will check the technical requirements of your LED display with you in order to offer you the best possible solution and configuration of your video board at an attractive price.

## Your advantages with us.

We do not only enable you to have changing colors and animations, but also to daily changing content on your LED display. This gives you the opportunity to update and dynamically display your offers flexibly and at short notice.



Our  
illuminated  
advertising

# Steles and pylons. Signposts for your customers.

Steles and pylons are not only able to attract the attention of passers-by, but also represent a particularly modern form of outdoor advertising. This allows you to present your advertising messages, your company logo or even your image in the best possible way and make an immediate impression.

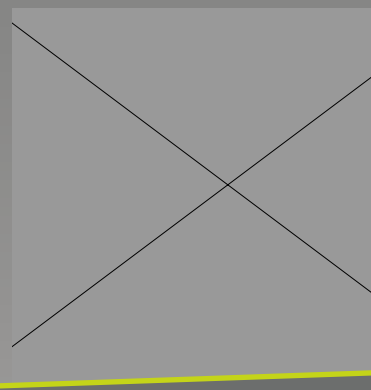
## Always follow the light.

Freestanding as a guidance system, you can navigate your customers directly to you with a stèle or a pylon. A stèle can be placed creatively in front of your building or simply and classically at the entrance. A stèle is the first contact at eye level and therefore offers the ideal surface for your corporate communication or your corporate design.

## The technology behind our pylons.

No matter how - with a strikingly illuminated advertising pylon in front of your office building, a classic pylon with side profiles or a flat or milled advertising space - with us, your message takes center stage.

LeuchtBau is your reliable professional for the planning, manufacture and installation of professional columns and pylons.



# Luminous transparent and light boxes. Eye-catcher with appeal.

Traditionally, the light box is rectangular or square, but nowadays there are no limits to creativity. Thanks to modern technology you can vary the installation depth, for example. Whether prominent objects or light boxes as flat as an advertising sign, you decide what you want to stand out with. With strong contrasts and striking lighting effects, you will be sure to attract the attention of your customers.

## In use near and far.

You can use a light box to design your name, logo or advertising message in such a way that it is immediately noticed by passing pedestrians. Large illuminated banners are also easily visible from afar and are therefore often used in business parks to announce your company from the highway. For this reason, light boxes have become an integral part of shopping centers, company locations, warehouse centers and event locations.

## Individual or series production.

Light boxes are the must-have among illuminated outdoor advertising. We supply illuminated banners in various shapes and designs, manufacture them from high-quality aluminum and acrylic glass and thus provide you with cost-effective advertising.

We create the illuminated banner individually for you based on your wishes and ideas. Regardless of whether individual or series production, we will advise you on the design and execution of your illuminated banner.



# Illuminated advertising in the indoor areas. Show your brand with confidence.

With our illuminated advertising for interiors, you can breathe life and personality into your salesrooms. Whether video walls, illuminated banners or nameplates, our indoor advertising shows your customers the way and contributes to the individual atmosphere of your store.

## Illuminated advertising shows the way indoors.

Illuminated advertising is mainly used outdoors, but its effect indoors should not be underestimated. For example, it can be used as a signpost in a large building complex (e.g., a shopping center). With illuminated advertising indoors, you can help shape the perception of the space. Use illuminated objects to actively guide your customers through rooms and towards your product. If illuminated advertising also shines through shop windows to the outside, it acts like a magnet for passers-by.

## Capture moods, design spaces.

Indoor illuminated advertising is versatile, also in terms of its effect. For example, your image and word brand impresses as an illuminated banner and reflects your value. A large, tensioned fabric banner with interesting or emotional motifs as an indoor backlight creates a positive atmosphere for customers or guests. Show presence with illuminated advertising and stand out confidently from the competition.





# With quality. Everything according to DIN standards.

## Quality standards

You can rely on LeuchtBau for your professional indoor and outdoor advertising system.

The quality of our products is sustainably guaranteed by our certified quality management system in accordance with DIN EN ISO 9001:2015.

The advertising systems designed by LeuchtBau are manufactured and certified in accordance with the European DIN standard EN 1090. The standard covers the construction of load-bearing components in steel and aluminum. The DIN EN 1090 standard has been legally binding since 01.07.2014.

Safety on construction sites is guaranteed by the HSSE training of our personnel. In addition, a trained health and safety coordinator (TÜV SÜD) observes demanding installations.

As a national and international member of the Association of Lighting Advertisers, we help to shape the industry.



Our  
projects

# Our projects. Satisfied customers are the best reference.



## Bremer Mineral- ölhandel GmbH

R. Rose, Managing Director

*„At LeuchtBau, professionals are passionate about their work. Even the highest advertising tower in Europe was realized without any problems within the agreed time and budget. In terms of the project's success, the support of everyone involved at LeuchtBau is a matter of honor. It doesn't get any better than this!“*



## Burger King Germany GmbH

A. Ksionski,

*„We always enjoy working with LeuchtBau as a competent partner for large-scale advertising systems. LeuchtBau is our point of contact, when the impossible has to become possible.“*



## DECATHLON

### Decathlon

S. Öztürk, construction project manager

*We were impressed by the full service provided by LeuchtBau. The building permit for our advertising tower in Aalen was a very complex procedure. LeuchtBau provided this preliminary work, as well as the entire project handling, absolutely reliable for us. I am happy to recommend this company as a competent and reliable partner!"*



### Möbel Heinrich

S. Wehl, construction management

*„Particularly impressive was the perfection down to the smallest detail that LeuchtBau showed in the construction of our advertising tower. Even the rivets used to attach the panels of the billboard were painted in the same color as the motif.“*



### Allianz Deutschland AG

U. Müller, Market Management

*„10 years after completion, we, as the namesake of the Allianz Arena Munich, had the illuminated lettering on the soccer stadium refurbished. Our service provider, LeuchtBau, mastered this project with the utmost professionalism and completed it exactly on schedule. I would like to emphasize the pleasant cooperation and friendly interaction with each other in all phases of the project - that is a basis on which I enjoy working with partner companies.“*



### ATC Germany

T. Kreitlow, Head of Legal

*„LeuchtBau has proven to be a strong partner for ATC Germany in the realization of our 85 m high combi tower, which was also an ambitious project in terms of time. ATC Germany is already looking forward to the next projects in order to continue contributing to the expansion of mobile networks as a neutral host.“*



### HÖRMANN

M. J. Hörmann,  
company management

*„With LeuchtBau, we can rely on a very good price-performance ratio. This is why Hörmann has already implemented numerous projects with LeuchtBau and will continue to work with this service provider in the future.“*



### Hoffmann Group

A. Langer, Project Manager Marketing

*„For us as a group, a uniform, CI-compliant external appearance at all locations and the associated recognition has a great value for our customers and employees. It is important to have a partner for outdoor advertising who guarantees this conformity and that we can rely on. That's why we have already worked with LeuchtBau and implemented numerous locations.“*

# Our service 360° – all-round care.



## 11th LED refitting

We upgrade your old lettering and illuminated signage completely to LED technology. This enables you to save energy and costs from day one.



## 10th maintenance

Regular maintenance by our specialists in your area guarantees the long-lasting function and perfect appearance of your advertising system and, if necessary, insurance cover for your advertising tower.



## 9th installation

Our installation service is carried out by experienced, certified skilled technician. The professional assembly and installation of your illuminated advertising is carried out quickly, cost-effectively and without defects. Your advertising systems are installed including all the necessary installation aids such as scaffolding, working platforms, lifting tools, etc. is electrically commissioned by us. With our nationwide installation network, we guarantee you the fastest response times, short travel distances and maximum flexibility.



## 8th production of the illuminated advertising system

Our factories are specialized in the production of high-quality, state-of-the-art advertising systems. Our trained specialists manufacture your advertising system individually for you using the latest machines and with passion down to the last detail. All components are produced strictly in accordance with current DIN or EN standards.



## 7th detailed planning

Our company works closely with you and your brand to determine the design/creation, materials and lighting effect of your illuminated advertising system so that your advertising reaches your customers on target and installation goes smoothly.



## 6th verifiable statics / checking the statics

In accordance with our plans, we provide you with a verifiable structural analysis for all load-bearing components of the advertising pylon: foundation, advertising tower and steel substructure, including all workshop drawings for production. As a rule, the static calculation must be checked by an engineering office with approval for the relevant federal state. On request, we can have the documents for your advertising tower checked by specialists we trust, who have many years of experience in dealing with dynamically loaded structures such as pylons.



# 360°





### 1st site inspection

We will provide you with professional advice and, if wanted, we will be happy to visit you in person to advise you individually on the possibilities of your planned illuminated advertising and to clarify the local conditions. We also offer a whole range of other services for our advertising towers.



### 2nd height test

We organize a height test for you in which we simulate the necessary dimensions of your advertising tower and advertising message so that you can be seen with certainty.



### 3rd visualization/graphic presentation

Our graphic designers create a digital photomontage of your new advertising system. This simulates the size and type of illuminated advertising system. This visualization can be used as the basis for preparing a quotation and a possible preliminary building application.



### 4th building permit

Before installing your illuminated advertising system, there are a few bureaucratic hurdles to overcome so that your illuminated advertising can be realized quickly and cost-effectively. We will be happy to assist you in obtaining planning permission from the relevant authorities. We will draw up all the application documents and plans for you so that you receive the necessary approval for your illuminated advertising.



### 5th soil survey

If no corresponding documents are available, we will prepare a soil survey at the desired advertising tower location. The findings of our structural engineers regarding the load-bearing capacity and quality of the soil as well as the groundwater conditions will influence the type and dimensions of the foundation and the advertising tower.

# About us. Bright vision.

LeuchtBau Werbekonstruktionen GmbH is a modern, leading company in the fields of advertising towers and illuminated advertising with a constantly growing customer base. We manage projects ranging from single-letter logo for a Munich store to huge advertising structures in other European countries. We are characterized by innovation and extraordinary passion in all phases of the project.

As an owner-managed company, you can be sure that we personally care about each of our customers' individual concerns.

LeuchtBau is characterized by reliable regional support and scores with personal contacts and individual solutions. We do not only provide you with personalized advertising poles, but also a wide variety of illuminated advertising - all from a single source. Take a look at our numerous references and let us convince you.

We are happy to advise our customers on their illuminated advertising and advertising towers and help with the submission of building permits. Moreover we take over the manufacture of the products and the entire installation. Enjoy an all-round carefree package with LeuchtBau Werbekonstruktionen GmbH - we look forward to hearing from you!



Claus Krieger  
Managing Director  
and  
Bernd Müller  
Authorized signatory

# Our History. 2009 until today.

## 4th project milestone

LeuchtBau erects the 100th advertising tower

2020

## Move to Giesing

New spacious offices in Munich Giesing

2018

## Digitalization

Start of digitalization of LeuchtBau

2016

## 2nd project milestone

LeuchtBau successfully completes its 200th project

2014

## ISO certification

Certification according to ISO 9001:2008

2013

## Take off

Accreditation at Shell as a start for all leading mineral oil companies

2009

2021

## 5th project milestone

LeuchtBau erects highest advertising tower in Europe

2019

## Expansion

Development of the business branch „Maintenance according to DIN“

## ISO certification

Certification according to ISO 9001:2015

2017

## 3rd project milestone

LeuchtBau successfully completes its 650th project

2015

**Customer: Allianz Arena** LeuchtBau refurbishes the letters of the Allianz Arena

## Head office in Munich

LeuchtBau moves into an entire floor at its headquarters in Munich

2012

## 1st project milestone

LeuchtBau successfully completes its 100th project

2011

## Expansion

Expansion to include the illuminated advertising division

## Founded

Claus Krieger founds LeuchtBau Werbekonstruktionen GmbH

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