

COMPANY PROFILE

Purposeful Design. Performance Lighting.

Lighting solutions for cycling, outdoor activities and industrial applications.

Organix Concept Limited · Established 2002

Design · Development · Manufacturing

www.organixconcept.com · www.lumixell.com

The lighting partner behind brands in Europe, the USA and Japan

Organix Concept Limited is a Hong Kong product design and development company, specialising in portable lights for cycling, outdoor and safety. Since 2002 we have designed, developed and manufactured cycling lights, headlamps and visibility products for retailers, distributors and brands, and under our own brand, Lumixell.

2002

Founded in Hong Kong · 20+ years in lighting and sports products

iF 2025

iF Design Award 2025 and Taipei Cycle d&i Awards 2024 Gold, for Proton

240

Production team · 150 assembly workers, 90 factory staff

3

Main export markets · Europe, USA, Japan



BRANDS WE DEVELOP FOR INCLUDE

Gentos · Energetics · Halfords · Bookman

Our own brand: **Lumixell**

Award-winning design. Tested quality. One team from concept to shelf.



01 Design that wins

- iF Design Award 2025 and Taipei Cycle d&i Gold 2024 for Proton
- Human-centred design, balancing user needs with market price
- Purposeful features, without unnecessary complexity



02 Quality on every order

- Sampling and quality control managed on every order
- In-house testing: light output, water, dust, temperature, battery
- Production facility: ISO 9001 certified, BSCI audited
- Packaging made from FSC-certified materials



03 One team, concept to shelf

- Design, electronics, firmware and engineering
- Prototypes, tooling and production
- Packaging and merchandising support for retail

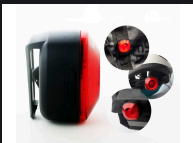
DESIGNED AROUND REAL USE

Every product starts with how it is carried, mounted, charged and worn.



On the bike

Quick-release under mount



On the rider

Clip-on for helmet, backpack, saddlebag

From your shelf to your brand

01

Lumixell brand distribution

Our house-brand range, supported with store presentation, merchandising and promotional materials.

For retailers, we build SKU ranges around your price points and feature strategy, including product and packaging design. For brands, we turn product ideas into design proposals and technical solutions, with long experience of international brands' development and communication requirements.

OUR BRAND · LUMIXELL



Lumixell
Kula / Komet headlamps



Lumixell
TerraLux & TrailCore headlamps

02

Private-label ranges

Selected products under your brand, with brand-level packaging templates ready to adapt.

PARTNER BRANDS · PRIVATE LABEL AND OEM/ODM



Gentos
Astrum headlamps · Private label



Energetics
NOVA 250 & headlamp · Private label



Halfords
Front & rear lights · Private label
Halfords supplier award 2018:
Best Own Brand Range
Development



Bookman
Volume 1500 & 800 · ODM
Eurobike Design Award 2023

Proton Bike Light Set

iF Design Award 2025 · Taipei Cycle Gold 2024

Engineered by specialists with 20+ years of expertise.



05 — AWARD-WINNING DESIGN

Compact Lighting. Integrated Charging.

A front and rear bike light set that recharges in a pocket-size case, like wireless earbuds. The straps stay on the bike; the lights twist off and go with the rider.

- **Pocket-size charging case:** one full recharge for both lights
- Daytime Running flash: 300 lm peak front · 75 lm rear
- Charges in the case or directly by USB-C

- **Magnetic clip-on mount:** self-locking, twists off without tools
- Up to 20 hours in ECO mode · five modes, mode memory
- IPX4 water resistance (lights) · full set about 100 g

Front Lights, Rear Lights & Compact Sets

From compact clip-on lights to budget and high-output front lights. Practical mounting, USB-C charging and simple operation run through every line.



Proton · BA673 + BA674
Front and rear set that recharges in a pocket-size case. iF Design Award 2025



300
LUMEN
Type-C
Recharge

Blitz 300R · BA726
Clip-on USB-C rear light, 300 lumens peak, IPX5



MAKT series · MAKT500
USB-C front lights, 200–800 lumens, daytime running flash, IPX5



LumiSpike · BA826 + BA828
Clip-on front and rear set, USB-C recharge



RZ series · DB2500
500–2,500 lumens, anti-glare beam, IPX5, burn-time display

High-end users

RZ series: larger models add an aluminium body, power-bank output and replaceable battery.

Budget-aware buyers

MAKT series: four models from 200 to 800 lumens.

Everyday riders

Blitz series: clip-on tail lights for saddle bags and helmets.

Hands-Free Lighting for Outdoor and Work

FOR OUTDOOR ACTIVITIES

Headlamps for camping, hiking and night walks, and for site work, in rechargeable, battery and hybrid formats.



Kula 600 · BA613
USB-C rechargeable headlamp



TerraLux 600 · BA842
Hybrid power headlamp



Reely 400 · BA657
Retractable, with charging case



Blade · BA193R
USB-C rechargeable, red light



TrailCore 120 · BA874
Battery-operated headlamp

FOR WORK

Industrial headlamps

Hybrid power: run on batteries or a rechargeable pack, for site work and maintenance.



Eclipse Quick Zoom · BA803 / BA802 / BA781
Hybrid power. See page 08



Fastro Quick Zoom · BA780 / BA779 / BA778
Hybrid power



Astro 600 · BA696
Hybrid power



08 — FEATURED HEADLAMP

Eclipse Quick Zoom

Adjustable Lighting. Hybrid Power.

Eclipse turns from a wide flood to a narrow spot with a 45° turn of the lens ring. It runs on 3 AAA batteries out of the box, or on an optional 1100 mAh USB-C rechargeable pack. A curved band of red LEDs around the lens gives red light that can be seen from the side as well as the front.

Model	Max brightness AAA / pack	Runtime high AAA / pack	Runtime low AAA / pack
Eclipse600 · BA803	600 / 750 lm	1 h 10 / 1 h 40	18 h / 21 h 30
Eclipse450 · BA802	450 / 500 lm	2 h 10 / 3 h 45	26 h / 30 h 30
Eclipse300 · BA781	320 / 320 lm	2 h 30 / 4 h	30 h / 54 h

ANSI FL-1, measured with 3 Duracell AAA batteries and with the optional pack.

5 modes

High, mid, low, red
steady, red flash

Lock mode

Plus mode memory

90° pivot

Aim the beam

IPX5

Water jets from any
direction

3 ways to wear

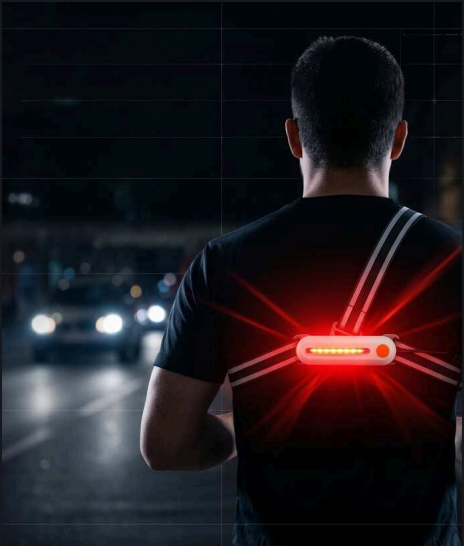
Headband, helmet, clip



TrailNova Body Light BA831

Forward Illumination. Rear Visibility.

A body-worn light for night runners. The front light shines down onto the path ahead, and a red rear light keeps the runner visible to traffic behind. Both sit on one adjustable harness.



Red rear light

500 lumen

Front beam

Red rear light

Visible to traffic behind

Adjustable fit

Secure harness for running

IPX4

Splash resistant, for rain



Be Seen, on the Road and at Work

Wearable lights and reflective products that help runners, riders, walkers and workers stay visible.



SpiderGlow · BA539
Illuminated wearable light



SpiderLit vest · HB434
USB rechargeable LED reflective vest



LumiSpike · BA828
COB clip light

FOR WORK

Industrial visibility

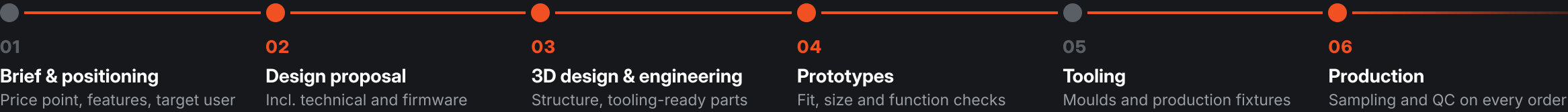
Lighting and reflective products for workplaces.



VoltVest · BA844
Illuminated vest for visibility at work

From Product Idea to Production

For retailers, we build complete SKU ranges around your price points and target features. For brands, we turn your product idea into a design proposal and carry it through to production.



Example project: **Proton (BA673 + BA674)** · iF Design Award 2025 · Taipei Cycle d&i Gold 2024

One team from brief to shelf

Every Order Sampled and Tested

We manage manufacturing from tooling to finished product, with sampling and quality control on every order.

240

Production team

150

Assembly workers

90

Factory staff

MANUFACTURING

- Plastic tooling
- Injection moulding, incl. double injection
- SMT assembly
- Spray painting
- Silk-screen, pad printing, laser etching
- Product assembly

IN-HOUSE TESTING

- Integrating sphere: light output
- IPX4 – IPX8 water resistance
- IP6X dust chamber
- Temperature and humidity cycling
- Battery inspection and cycling
- Water pressure up to 10 ATM



Assembly lines



Injection moulding



CNC tooling



Electronics assembly



Integrating sphere



Climate chambers

EU BATTERIES REGULATION

Compliant and prepared. All newly introduced products meet Regulation (EU) 2023/1542. See page 13.

CERTIFICATIONS



Production facility: ISO 9001 · BSCI
Packaging made from FSC-certified materials

Ready for Europe's New Battery Rules

The EU Batteries Regulation (EU) 2023/1542 replaces the old Battery Directive and applies in phases from 2024 to 2028. Not every supplier is ready for it. We are.



All newly introduced Organix products comply with the applicable requirements of Regulation (EU) 2023/1542, so our partners can sell into the European market with confidence.



Built into development

Battery requirements are considered from the first design proposal, not added at the end.

Fewer risks for your range

Products designed to the new rules help you avoid relabelling, redesign and delays at market entry.

One partner for design and compliance

Talk to us about how the regulation applies to your products and packaging.

Serving Partners in Europe, the USA and Japan



Sold in 20+ countries across Europe, North America, Asia-Pacific and South America.

MAIN EXPORT MARKETS

Europe USA Japan

iF DESIGN HERITAGE



Meteor armband light · BA010
iF Design Award 2012



Radiance shoe clip light · BA009
iF Design Award 2012, Gold

PARTNER RECOGNITION



Halfords Global Sourcing · 2018
Best Own Brand Range Development, for customer-focused new product development and market-leading designs

Let's Develop Your Next Lighting Range

Whether you want Lumixell distribution, a private-label range or OEM/ODM development, we can take your requirements from concept to production.

Start with three details: your target price point, the features you need, and your quantities.

We will suggest a range and send samples with your logo.

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LUMIXELL

