

## PRESS RELEASE

### VS MANUFAKTUR COLLECTION

CRAFTMANSHIP MEETS PERFECTION.



**VS Manufaktur continues the tradition of high-quality classic light fixtures from the Florian Schulz company.**

**Jens Schump has taken over the company, optimized the collection and combined its high-level design, technology and quality with the classic lights of the Florian Schulz company.**

**Steinheim/Murr – Germany. March 2022.** The light fixtures of VS Manufaktur display a combination of timeless, classic design and modern technical factors – including longevity, quality and stable value. In 2019 Jens Schump took over the company of Florian Schulz and renamed it to VS Manufaktur e.K. For over 40 years, Florian Schulz had sustainably developed and produced handmade exclusive, classic designed lights with first-class craftsmanship, quality and guaranteed longevity. The VS Manufaktur in southern Germany guarantees customers with this continued exclusive light design with high-quality workmanship. The new managing director Jens Schump follows in the footsteps of Florian Schulz GmbH, which has been known worldwide for decades as a guarantor of high quality, noble light design.

Jens Schump is the creative mind at the top of VS Manufaktur. He maintains the innovation, the development and the design of Florian Schulz and continues to lead the corporate culture with focus on the tradition of craftsmanship and timeless pure aesthetics of design. Lights from the VS Manufaktur set an incomparable accent in a room and guarantees lighting competence. His vision is to continue to manufacture lights with timeless design in the highest quality of craftsmanship and perfection. Jens Schump has proven entrepreneurial courage, while retaining the tradition of the design collection with the construction of handcrafted lights. The lights of VS Manufaktur emanate a classic, noble design that appears reserved yet obvious in a room. Through its streamlined interpretation of design, strong accents appear in an elegant, timeless, aesthetic result, that can be applicable to various room ambiances and combined with different types of interior style. The highest standard of quality is applied to energy efficiency. Design meets here with functionality, usefulness and competent craftsmanship.

"I will remain in the design interpretation of Florian Schulz, while incorporating some of my own accents of creative impulses. We will also continue to manufacture the classic lights. The customer receives consistent, classic design that is appreciated for decades later. That is what the brand VS Manufaktur is about", Jens Schump proudly states. „We will also continue to focus on our proven sustainability combined with longevity. If a light is damaged or malfunctions, it can be repaired" said Jens Schump, the 36-year-old manager.

Precession and aesthetics are effectively applied at VS Manufaktur. The lighting features have been updated specifically regarding quality and functionality and have been adapted to meet current technical standards, such as the ability to connect with KNX and Smart Home systems. Therefore, every light is not only a uniquely handcrafted product, yet also offers modern and qualitative technical functionality. Production occurs in southern Germany (Swabia) with experienced craftsmanship – made in Germany. Jens Schump continues to design new models of lights, retaining the proven design style while also adding his signature of modern technology, functionality, and creativity. Sustainability is important factor for Jens Schump: all VS Manufaktur lights are made for longevity. The design is similar to the timeless Bauhaus style with significant technology.

### **Jens Schump**

Jens Schump is a skilled metal former (focus on metal typography) and initially learned with craftsmanship from Florian Schulz and worked many years together with him. During that time Jens Schump developed his in-depth knowledge of the inner workings and design of high-quality lighting.

As the owner of VS Manufaktur, Jens Schump is committed to guarantee the best quality in lights and illumination; not only through the continuation of Florian Schulz's signature design as a focus, but also through the corporate responsibility to retain all personnel of Florian Schulz, as well as hiring more qualified employees. Jens Schump's vision is to guarantee design, standard of quality and longevity in combination with skilled craftsmanship.

### **Background:**

In 2019 Jens Schump took over the company Florian Schulz GmbH and renamed it to VS Manufaktur. The classics of the Florian Schulz Collection will be made, the well reputed quality and noble design remain preserved. Technology and operations have been updated. Jens Schump's predecessor, Florian Schulz, who passed in 2019, had inherited the luminary factory in 1973 from his parents. Previously Florian Schulz had completed his apprenticeship as a metal former and then continued to work in his parent's craftsmanship business. He concentrated on interior lightening made from brass. These lights were later produced in Ludwigsburg by a team of 10 skilled craftsmen. Over the years Florian Schulz developed a substantial collection of lights.

The ability to work with brass and the aspiration to make timeless and functional lights were his motivating and inspiring factors to make the best possible lightening for residential rooms. Florian Schulz has claimed a unique collection of highest artistic craftsmanship with timeless design combined with modern technology.

**Find out more: [www.vs-manufaktur.de](http://www.vs-manufaktur.de)**

Models from our collection:



You can download all the images from our collection at:

[www.vs-manufaktur.de/en/vs-manufaktur-marketing](http://www.vs-manufaktur.de/en/vs-manufaktur-marketing)



Our production:



You can find out in our image film and on our website  
even more about our traditional craftsmanship:

[www.vs-manufaktur.de/en/ueber-vs-manufaktur](http://www.vs-manufaktur.de/en/ueber-vs-manufaktur)

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