PORTRAIT WALTER NORZ

FOUNDER, OWNER PROLICHT

Norz Walter, born on 11.06.1967 in Seefeld in Tirol, was inspired since childhood by three things: the love of the Tyrolean mountains, speed and technology. Even before he was 10 years old Norz is rushing with his first pair of Atomic Race skis down the winter slopes. In the summer he then exchanges the racing skis with the road bike to explore the countryside. This passion for sports and outdoor activities has remained until today and has become a good balance to his profession.

Walter Norz takes his first step in his professional career very early by attending the HTL (Higher Federal Teaching and Research Institute) for Electrical Engineering in Innsbruck and discovers here his love of light and lighting.

The first money he earned himself he invested in a Honda XL 500 pole for speed before going on to graduate in business studies at the Leopold-Franzens University in Innsbruck after finishing the HTL. During his studies, the idea of starting his own company grows and Norz becomes self-employed distributing low voltage cable systems.

But the greatest inspiration for Walter Norz was his stay in Rome as part of a training course abroad. In the Italian fashion capital, he encounters excellent designs and fantastic lighting objects. Faced with these impressive experiences Norz decides to proceed with his company in that direction. He starts to work as a lighting designer. His focus on minimalist design later turns out to be far-sighted and will also become a hallmark of his company.

In 1993 Walter Norz founded in the attic of his home the company PROLICHT GmbH and completed all the tasks in one person, from design through development and engineering to marketing. Just three years later his first office opens with 12 employees in Innsbruck and the rapid development of the company began. Today PROLICHT GmbH has 120 employees and its own production facilities, which technically are state of the art and a showroom, which is an attraction in itself.

Walter Norz puts his courage to the test not just in sports (skydiving, speed diving) but also in building up his company, which thanks to his willingness to innovate and invest and to lay claim to requirements of the highest quality, functionality and design, becomes what it is today. PROLICHT Ltd has become one of Austria‘s leading manufacturers and designers in the lighting industry and has earned an excellent reputation in the architecture industry and in the retail sector. This innovative company is growing steadily and is present in around 70 countries.

Walter Norz is married and lives with his family in Tyrol.

PRESS CONTACT:
Thomas Bonora
Communication & Event Manager

M +43 676 6181390
thomas.bonora@prolicht.at

PROLICHT GmbH
Gewerbepark 9 | A-6091 Götzens
T +43 5234 33499 38 | F +43 5234 33499 22
www.prolicht.at

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