



Cerno - verb (latin)

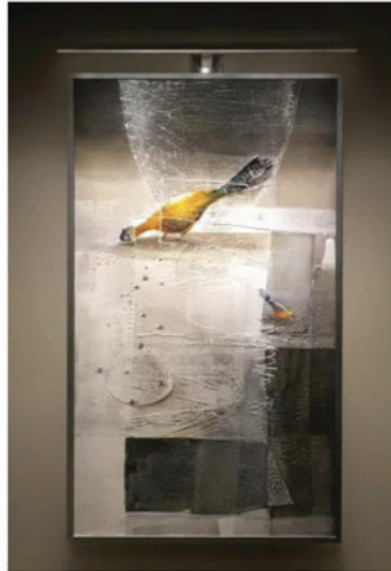
i. to resolve, distinguish, decide, sift, determine, to perceive.

CERNO GROUP

WELCOME OUR 3 NEW LIGHTING PARTNERS



cerno®



REVELITE®
fine art lighting



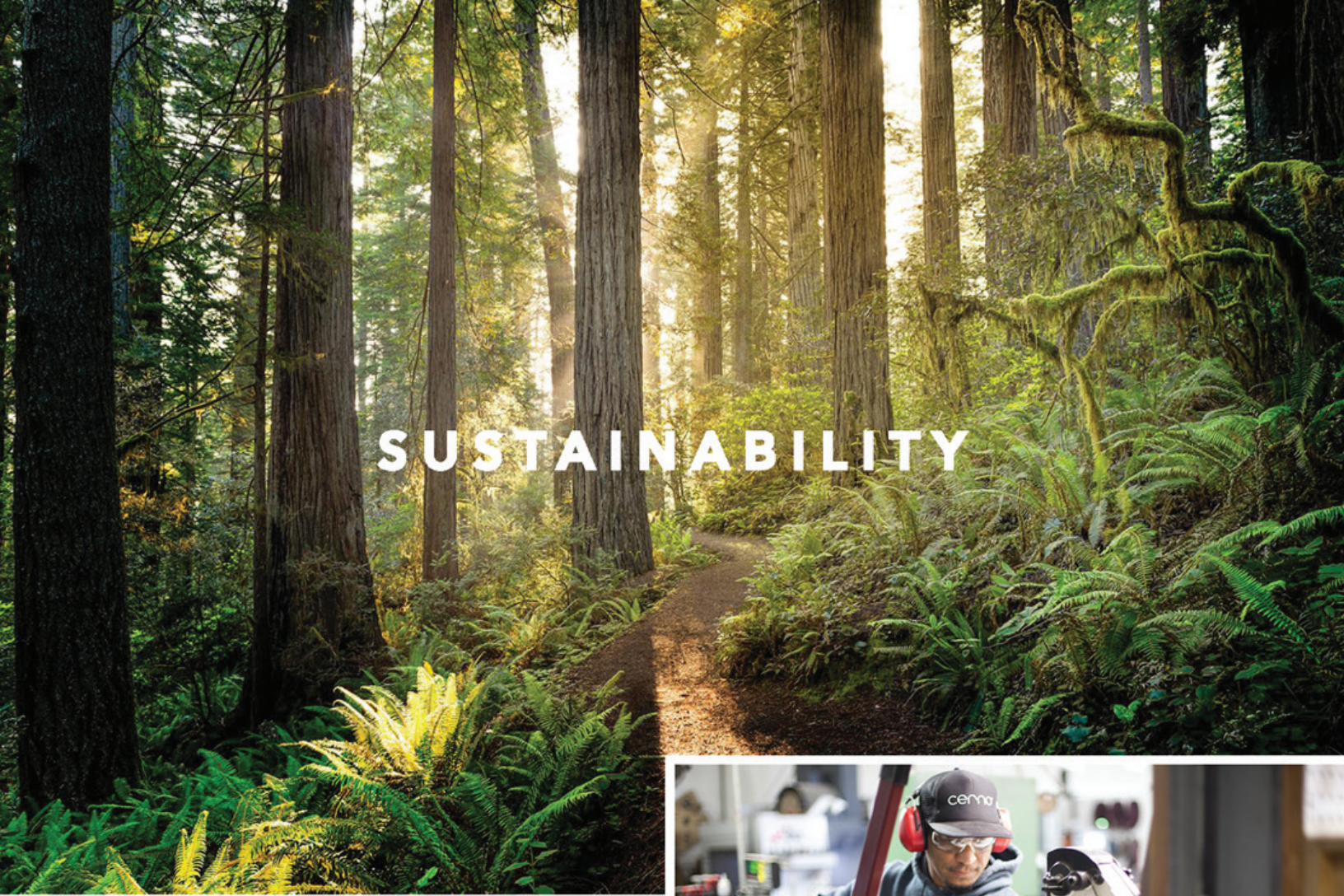
siemon & salazar

CERNO

We started Cerno because we love to design and build things. Our passion for design and manufacturing is fueled by a shared belief in the infinite power of human creativity. We believe that each finished product that we produce is a celebration of the inventive minds and industrious hands that brought it to life. The process of taking an intangible concept and developing it into a fully resolved finished light fixture is intoxicating. One could liken it to an artist's final stroke to complete a painting or a mechanic repairing the seemingly irreparable. It's this visceral sense of accomplishment that inspires us to continue designing and building things.

Cerno is a family, friendship and homage to our pasts. Twenty-five years ago we were kids growing up in Laguna Beach, California. Our

Values are inevitably a product of our heritage. Laguna Beach's creative culture and its natural environment played a significant role in shaping the professional and aesthetic ideals that guide Cerno today. Believing that something that does not exist can exist, is the most important step in the creative process. Growing up we saw this phenomenon proven time and time again by our parents, grandparents and friends. Although we attribute our drive and influences to different sources, Daniel's late grandfather, Steve, influenced all of us. Steve grew up on an extremely rural homestead where the existence of most objects depended on people's ability to create and fix them. For all of his 101 years he embodied the saying "where there's a will there's a way," and today we share this mentality with the rest of the Cerno team.



SUSTAINABILITY

SUSTAINABILITY

Cerno's Founders have a friendship dating back to when the three of them were young kids. Their bond was rooted in a passion for being outside and enjoying nature. They also shared a passion back then and now for building things. They believe that sustainability is not just about what is best for the environment but a moral obligation to respect nature and the raw materials it provides. It's also smart business.

VERTICAL MANUFACTURING

Cerno is a vertically integrated manufacturer. We are in control of our entire process and get to constantly improve and refine how we make things and strive to do it in the most sustainable way possible.





BUILT TO LAST

There are many different layers to sustainability. However, we believe that the most sustainable aspect of our process is building products to last a lifetime. We are fundamentally opposed to the idea that everything we consume is disposable. We strive to make light fixtures to endure years of use and designs that will aesthetically pass the test of time.

SERVICEABILITY

We design our lights to be serviceable for the life of the product. Should something go wrong we guarantee that we will fix any light that we have made. We are committed to keeping these lights out of a landfill.

We support people that want to fix items themselves.

MATERIAL YIELD

We constantly work to get the highest material yield possible, limiting waste. Examples of this include using CNC technology to maximize yield on all our CNC routers and lasers.

During the design process, we talk about material yield; if reducing something by 1" in length will increase material yield by 100%, we consider this.

We design products to take

advantage of our drop and extra material. For example, the Plura family is often made from drop material from other fixtures that we make.

We do not overbuild things. Other companies often use extra material to bulk up a design to increase weight and perceived value. This practice goes against our commitment to clean, modern design, and we always try to use the right amount of material to resolve our designs without using more material than necessary.

RECYCLE

We recycle all of our metal and plastics that we do not use.

