



SalexSW x Signify 3D Printing  
#SalexSW3DContest

Contest Entry Guide & Tips

### Step 1

DESIGN A  
3D PRINTED  
LUMINAIRE



Online Configurator

<https://www.tailored.lighting.philips.com/en/us/>



### Step 2

SAVE AN  
IMAGE OF YOUR  
DESIGN



### Step 3

DOWNLOAD  
SOCIAL POST  
TEMPLATES



Download from blog post here:  
<https://www.salex.ca/salex-sw-3d-online-configurator-contest/>

### Step 4

DESIGN  
YOUR SOCIAL  
POST



- Import saved luminaire image into social template – [see tips & examples video](#)
- Feel free to get creative with repeat images, or embedding in an application photo
- Save the final social post asset as jpeg to upload to LinkedIn or Instagram

### Step 5

CREATE  
YOUR SOCIAL  
POST ENTRY



- Post on either channel or both; Post on your company’s or your personal social channel
- Must include the following in your post:

#### 1. Required text:

- a. “I / we just designed this fully recycled 3D Printed Luminaire for the #SalexSW3DContest”
- b. <INSERT YOUR TEXT HERE>:  
Briefly tell us what space fixture was designed for & why this design
- c. “Interested in designing your own? Check it out at [tailored.lighting.philips.com](https://www.tailored.lighting.philips.com)”

#### 2. Tag @SalexSW & @SignifyCanada

3. Hashtags: #3Dprinting  
#3DprintingbySignify #sustainability  
#SalexSW

#SalexSW3DContest

Enter before October 4, 2021

# Choose a Social Post Backdrop (x4 templates)

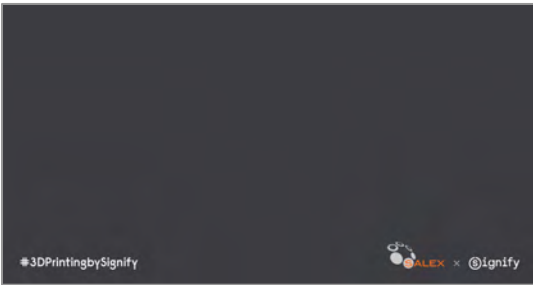
## Instagram



# Download Templates



## LinkedIn



# How to insert or embed image into template

1. Configure your product – click on rendered image to enlarge, and right-click the image to save the file to your computer
2. Download the social post templates
3. Insert image of template into a document – could be in Photoshop, Word or PowerPoint
4. Insert picture of 3D luminaire into the template, and whatever else you want to include, e.g. Hashtags, application photos etc.
5. Save the final social post as jpeg to insert as image on LinkedIn or Instagram
6. Make sure you include all the mandatory text in your post!

[Watch video](#)

# Example Social Posts LinkedIn / Instagram

## Required Text:

I/we just designed this fully recycled 3D Printed Luminaire for the [#SalexSW3DContest](#)

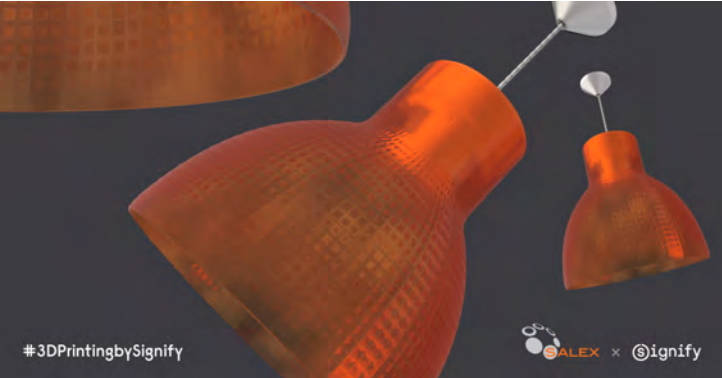
*<INSERT YOUR TEXT HERE: Briefly tell us what space fixture was designed for & why this design>*

Interested in designing your own? Check it out at [tailored.lighting.philips.com](http://tailored.lighting.philips.com)

#3Dprinting #3DprintingbySignify  
#sustainability #SalexSW

TAG: @SignifyCanada / @SalexSW

LinkedIn Social Post Image Examples w/template



Instagram Social Post Image Examples w/template



# Optional Additional Content for posts

## Ex.1

3D printed luminaires have a 47% lower carbon footprint vs. traditional luminaires. With ambitious sustainability targets to live up to, #Signify is serious about reducing waste in innovative ways. With endless design combinations at your fingertips, you'll have to admit that going green never looked so stylish.

#3Dprinting  
#3DprintingbySignify  
#sustainability #SalexLUC

TAG: @SignifyCanada /  
@SalexSW

## Ex.2

With 3D printed luminaires by **@SignifyCanada**, you can personalize, customize and tweak your luminaire to uniquely fit your needs with endless options for shapes, patterns, colors, sizes and more.

#3Dprinting  
#3DprintingbySignify  
#sustainability #SalexLUC

TAG: @SignifyCanada /  
@SalexSW

## Ex.3

Being able to 3D print a luminaire from **@SignifyCanada** shrinks the delivery window from what might have been months down to a matter of weeks.

Start designing today with 100% recyclable materials at:  
tailored.lighting.philips.com

#3Dprinting  
#3DprintingbySignify  
#sustainability #SalexLUC

TAG: @SignifyCanada /  
@SalexSW

## Ex.4

Say goodbye to crawling endless catalogs when you create something unique from scratch, tailored for your space and your brand. With 3D printed luminaires by **@SignifyCanada** you have access to an endless combination of colours, transparencies, and textures to bring your ideas to life.

#3Dprinting  
#3DprintingbySignify  
#sustainability #SalexLUC

TAG: @SignifyCanada /  
@SalexSW

## Ex.5

Create tailored luminaires at a fraction of the cost. With 3D printed luminaires by **@SignifyCanada**, you get a customized lighting solution while contributing to a sustainable future.

Start designing today with 100% recyclable materials at:  
tailored.lighting.philips.com

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