

The history of DEFA

DEFA was founded in 1946 by Didrik Eidsvig (the grandfather of the current owner).

The company logo and name derive from **Didrik Eidsvigs FABrikker**.

The DEFA brand is today well recognized in many European markets.

1946:

“D. Eidsvig fabrikker” was founded in 1946 by Didrik Eidsvig (the grandfather of the current owner).

It all started with the manufacturing of toys including dolls, airplanes and cars for the Norwegian market.

The company was located in Sandvika, Oslo. The logo was the company name “D. Eidsvig Fabrikker”.

1950:

In the fifties DEFA started to manufacture aluminium light fittings, switch boxes, aluminium OEM parts for the car industry and the first engine preheater.

The DEFA building in Sandvika was built. DEFA became the first Norwegian sub-supplier for the Swedish car industry.

The company name and logo was updated to the abbreviation “DEFA”. **D** for Didrik, **E** for Eidsvig and **FA** for Fabrikker (Norwegian for Factory).

1960:

In 1960 DEFA introduced its first engine heater. It started with two versions only, one universal heater which fitted most car brands and one heater specially made for each model. The interior heater was introduced.

In the late sixties, DEFA established and started to manufacture products at Nesbyen in the valley of Hallingdal. Main office and product development was still located in Sandvika. The logo got a simple facelift.

1970:

In the seventies, DEFA started to manufacture aluminium sink brackets and the first vehicle battery charger.

OEM parts for e.g. Volvo and SAAB was considerably part of the manufacturing capacity.

The well-known framed DEFA logo was established and used above a drawing of the main office building in Sandvika. The logo was mainly used in black.

1980:

Early in the eighties, DEFA introduced a complete car heating system which contained of an engine pre-heater, interior heater, the first electronic battery charger for mounting in the engine room and a 12V display for mounting inside the cabin. The display and the necessary pick-up time were controlled by the outside temperature.

In the eighties, DEFA also started to manufacture its first car alarm system and established a development department at Kongsberg, Norway.

A facelift of the logo was implemented. The main office picture was removed and the red color was established.

1990:

The car alarm system was developed and the first MC alarm was accessible.

The vehicle pre-heater concept was developed with other fans, engine pre-heaters and chargers.

Two new decorative indoor lighting families were developed.

Based upon the development, DEFA was divided into three separate divisions; Automotive, Electronics and Lighting Division.

Logos for each brand were established.

2004:

Lighting Division added electronic outlet products to its product menu. Outlets for mounting on walls and poles.

Electronic Division added boat alarm systems to its product menu.

2005:

DEFA established DEFA Technology, Wuxi, a separate manufacturing unit in China.

DEFA Lighting AS was established as a separate sales and project organization. Lighting Division is focusing only on manufacturing.

DEFA Lighting established the company logo.