

# Guiding retail light

|  
*A passion for light,  
pioneering lighting concepts  
and agile solutions for  
retail environments*  
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Creating buying impulses, showcasing goods and inviting customers in: that's what a well-planned lighting concept delivers in a retail setting. And that's what has always made Ansorg special.

Ansorg combines technical know-how with quality design and lighting expertise. We apply these qualities to a single purpose: setting the scene for your goods to promote your sales. For this, we rely on design-oriented quality products, innovative light control and economical lighting technology.

And the scenes we set are always made to measure. That's because the question »How do you wish your customers to see your shop?« should be answered not only by your shop conditions, but also and above all by your brand identity. And that's where we come in – we ensure exceptional brand experiences every day.





Our background is retail light. Our present is retail light. And our future? We will continue to think retail light.



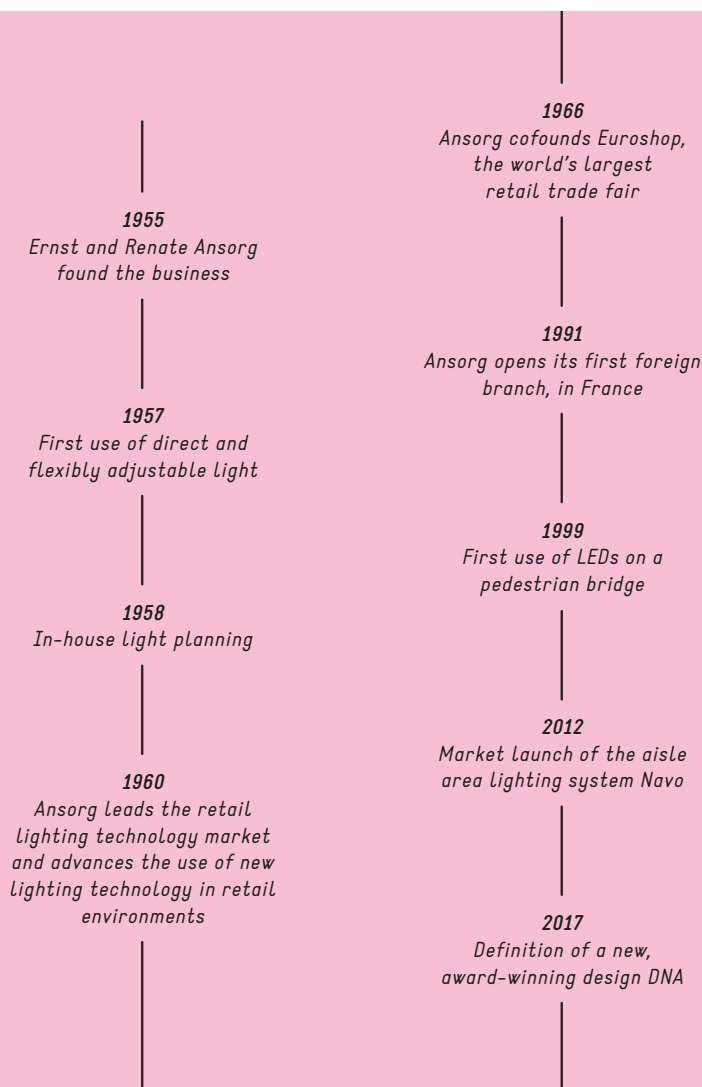


*It was back in the 1950s that Ernst and Renate Ansorg realised how using Light to showcase products made customers more willing to buy*



We here at Ansorg have a 65-year history to look back on. And that history has always revolved around one thing: the presentation of merchandise. Our founders, Ernst and Renate Ansorg, were in the business of selling window dummies in 1955, when they noticed that their goods were not being adequately displayed in shops. The lighting was either too weak or too poor. And that's when they hit upon the idea, revolutionary for the time, of developing lighting concepts specifically for the retail trade.

Much has changed since then in the retail trade, in customer behaviour and in lighting technology. But in all those years, there's one thing that hasn't changed: the question of how we can help retailers to present their merchandise and enhance even further the effect of lighting on sales promotion. Because that is still what motivates us to this day.



# Once everything is perfect, we get down to the details.

## Light-planning expertise

From inviting to fresh and appetising products in food stores, lighting designed for remote effects in the fashion and automotive sectors, and spots picking out the tiniest highlights – it's the sheer variety of lighting and lighting technology that rekindles our fascination every day. Where do you want to direct your customers' gaze? How do surfaces and colours influence the light? And how does the lighting need to be adapted to them? These are the questions we ask ourselves every time we embark on a new project. And each of our projects begins with a well-planned concept.

Responsible for that concept are international light planners with decades of experiences who come from a variety of backgrounds spanning architecture, design and lighting technology. Based on their expertise in all retail sectors, they design tailor-made lighting concepts. Developed at the computer, the concepts are then tested in our light room – where we explore alternatives in order to find the perfect light for your brand.

By working in close collaboration with our product development and distribution departments, our ISO 9001ff-certified light-planning department ensures that our customers benefit not only from a unique light setting, but also from potential savings and, above all, from the latest innovative products.

**Lighting Design Center**  
*Highly qualified light planners  
come up with customised and  
efficient lighting concepts*





*The latest reflector technology is developed right here at Ansorg*



*All developments are tested in the Ansorg Light Lab using a goniophotometer*



*Every product undergoes a 100% inspection*

### **Product development**

Our many engineers are responsible for further developing lighting technology. They work daily to enhance light control precision and luminance, reduce glare and improve energy efficiency, light quality and many other aspects of light design to make retail lighting solutions gradually more efficient and sustainable.

### **Individual designs**

Tailor-made lighting solutions are our passion. And we don't stop at the pure lighting concept. We also consult closely with our customers to provide individually adapted technical solutions and, if required, will even develop entirely new, customised luminaires.

### **Certified test procedure**

Our light laboratory is accredited by the German electrotechnology and IT association Elektrotechnik Elektronik Informationstechnik e. V. Regular tests, such as the measuring of luminous flux with our goniophotometer, thermomanagement calculations and 3D measurements all combine to ensure consistent quality. Selected products hold, among others, ENEC, CAS/CUS, EMV, EAC and SASO certification.

### **Efficiency**

In line with your wishes, our light planners design a lighting concept that promotes your sales and sets the best possible scene for your merchandise, all the while keeping a close eye on economy. In concrete terms, this means that we provide a concept that not only achieves the best result possible with as few luminaires as necessary, but also particularly efficient, and in some cases specially developed, lighting technology.

### **New technologies**

In close cooperation with our suppliers, we develop the technologies of tomorrow – especially for the retail sector. Whether it's better illumination for beauty products or brilliant solutions for the fashion scene, our international purchasing department makes sure that our customers are the first to enjoy their benefits.

**Our goals**  
Quality, economic efficiency  
and tailor-made  
lighting concepts



*Guiding retail light*



***Iqona***  
*Innovative lens technology for an  
emotional brand experience*



***Navo***  
*Sets standards for efficient aisle  
area lighting*

***Floatline***  
*Ultra-slim suspended  
luminaire system*



# For us, there's only one way to go for our customers, and that's forwards.

We are committed to the German design tradition: simple, minimalist and, above all, focused on functionality. That's why all of our products use high-performance technology – encased in elegant housing – with a single purpose: to direct the consumers' gaze onto your goods and not onto the luminaire itself.



## Award-winning design

Our products have won several international prizes, including the Good Design Award, the Iconic Award and the German Design Award as a Special Mention in the category »Lighting«.

## Quality made in Germany

We work with suppliers all over the world, but production of the final article always takes place in Germany. That way, we can guarantee seamless quality management that does not rely on spot checks, but conducts a 100% inspection of every single product.

This is something our customers have been able to see for themselves since 2017 thanks to the introduction of the Ansong seal of quality that can be found on every new product. With the seal, we guarantee the long life of a product and top-quality production.

## Innovations from Ansong

Our daily cooperation with international retailers is the basis for seminal developments in lighting technology. The needs of the retail trade are the starting point for the technologies of tomorrow. In recent years the products of this cooperation have mainly been the use of collimators in smaller luminaires and 3D reflector technology to optimise light quality. For more than 9 years Ansong has been using specially developed 3D faceted reflectors.

## Return of Light

ROL tells us what proportion of light reaches the target surface, i.e. the light that is directly available to the consumer to see the merchandise, rather than how much light is emitted from the luminaire.



**No two sales rooms are the same: every item of furnishing or merchandise, every detail, no matter how small, is different. And each calls for a tailor-made lighting concept. That's something we can provide for you thanks to a project procedure that has been delivering success for years – and with services that cater to individual requirements.**

We consult closely with our customers to discover and understand their needs and visions and so develop a customised lighting concept, oversee assembly and coordination with other trades and complete the job by ensuring the perfect adjustment of all luminaires for optimum light performance. This project procedure makes for consistent quality, but at the same time delivers a unique, tailor-made experience for the sales room in question.

According to our high standards of quality, we endeavour to offer our customers the perfect light setting and lasting value retention even after the project is completed. To this end, we offer an extensive service portfolio, spanning light planning and assembly, luminaire alignment and repair, down to planning the lighting design and configuring light control, so that you profit fully from your investment for many years to come.



# Each lighting design begins with a single light. But that is not where it ends.



## Surface-mounted spotlight

Extremely versatile, power-track mounted spotlights suitable both for accent and general lighting.



## Systems

Our lighting systems are based on the modular principle and offer an extremely varied and flexible range of light design possibilities.



## Recessed spotlight

For installation in cavities and suspended ceilings, with the larger part of the luminaire concealed. Swivel mechanisms enable targeted spotlighting of specific points. Down lights make for balanced ambient lighting.



## Suspended luminaires

They bridge the gap between functional merchandise illumination and decorative element.

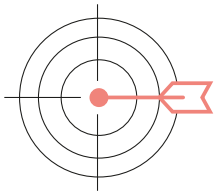
## Light control via app

Different light moods, scenes and scenarios: with the INspire app, you can adjust your lighting concept effortlessly to a new range of goods or the time of day.

## Supplies

We offer you power tracks, interchangeable reflectors, upgrading and fitting of luminaires with anti-glare rings, light-diffusing discs and films, and much more besides.

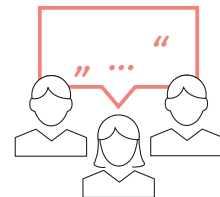
# Our lighting concepts speak for themselves. So do the figures.



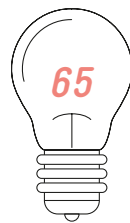
**99 % of our customers are highly satisfied with Ansorg products**



**27 locations, 10 production sites and delivery to more than 150 countries**



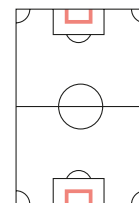
**Employees from 16 nations and customer service provided by native speakers in nine languages**



**More than 65 years of experience in promoting sales with lighting and specializing in the retail sector**



**Every employee receives 2.5 days of further training a year**



**Our lighting designers plan the equivalent of more than 5 football pitches of retail space per week**

### **Made in Germany**

Melbourne, New York, Nice, Dubai, Basle, Helsinki, Santiago de Chile, London, Berlin and many, many more cities around the world: these days, our products and lighting concepts are used in more than 150 countries. And that's a figure we are very proud of. Founded as a German company, we have become a multinational player as our customers have become more and more international. What has been the most important factor for us in all this? Flexibility. Because only if we remain flexible can we respond to your needs and those of the market as fast as possible and worldwide.

### **International logistics**

With an experienced, international team and supply contacts around the world, we offer you a profitable deal. Whether it's a question of economical procurement, provision of trained assembly teams or storage and transport logistics, we ensure a punctual and complete delivery on your behalf.

### **Global presence**

Ansorg is there for you on four continents with its own branches and numerous cooperation partners. And that means we can offer you the support of an experienced team to plan and implement your lighting concept any time, anywhere in the world.





Guiding retail light

*Vecto spotlights on the ceiling create atmospheric effects in the open-plan store*



*An attractive product presentation is achieved with Suno TLS*

**Ansorg created a genuine symphony of light in the Santiago department store to showcase an incredibly diverse range of products, from fashions to household appliances, and make them accessible to customers.**

The concept implemented at Falabella takes the complex individuality of the shop-in-store worlds of brands like Desigual, Americanino and Northface into account. It uses light to emphasise the strengths and characters of these brands without detracting from the guiding and structuring effect of the overall concept. Many different types of luminaires installed on an area of more than 12,000 square metres create a sales-enhancing effect that is finely orchestrated down to the last nuance.

To implement projects of this size around the world without delays and to customer requirements Ansorg has tailored its services to its products. There are local customer services teams on almost every continent to coordinate product deliveries and ensure that the project runs smoothly. Light is the

consummating element in any interior design concept, and it is always the last element to realise its full effect. Ansorg's pre-opening service ensures that all the elements work together harmoniously on opening day. To perfect the Falabella light symphony Ansorg precisely positioned every single luminaire on all the retail areas because a composition can only be strikingly beautiful if all the instruments are perfectly in tune. The trendsetting South American retailer was very impressed by the overall lighting concept and the lighting solutions from Mülheim provide Falabella with a decisive market advantage – not only by adding value but also by boosting sales. Specially composed lighting concepts for each store will continue to be Falabella's most important advantage over competitors in the future.

**Falabella**  
A symphony of light  
that perfectly presents  
the product range

Luminaires such as Suno TLS  
create right mood and the  
effect of depth







*A special light installation greets customers as they enter the store*

*Mona MIL accentuates the chilled goods in a fresh atmosphere*





*Navo NSK and Coray CMT  
brilliantly emphasise the  
merchandise presentation  
concept*

*Edeka Zurheide  
Luxurious lighting for a  
gourmet paradise*



**The flagship of “Zurheide Feine Kost im CROWN” opened its doors today for the first time in the heart of the Rhine metropolis Düsseldorf. With 12,000 m<sup>2</sup> of space over two floors, this gourmet market is without parallel in Europe.**

Entering the flagship store from Berliner Allee, visitors are reminded of a gourmet cruise on a luxury liner. This effect is created by stunning displays of luxury food products that are beautifully illuminated by 2,100 Ansorg luminaires.

The lighting guides the customer’s gaze through the ranges of delicacies and steers them away from the three entrance areas along the aisle into the various gourmet worlds. Floating LED light lines mounted in the form of swirling maelstrom draw guests down from the ground floor to the basement, where an appealing selection of fresh bakery products, excellent wines, exclusive champagnes and many other delights awaits them.

Whatever the requirement, a tasteful restaurant ambience, radiantly fresh fruit, mouthwatering chocolates, a perfectly illuminated range of goods or colourful floral arrangements, Ansorg creates the right mood and attracts attention with individually planned light colours, brightness levels, accented lighting and painstaking detail taken in the mounting and arrangement of luminaires. Welcome on board and bon appetit!

**For car showrooms, business long ceased to be just about the actual selling of cars. It's all about brand experiences these days. That's why we created a genuine experience for the luxury automotive segment.**

In the middle of Düsseldorf city centre, Moll presents far more than Lamborghinis, Aston Martins and Co. to a discerning clientele. Our lighting concept underscores the simple elegance and clear design vocabulary of the cool, metallic surfaces.

Here, the modular lighting system Lightstripe is integrated harmoniously into the ceiling as an endless system and fitted with gimbal-mounted Cardo recessed spotlights. This combination provides the necessary flexibility for further technical elements, such as ventilation, cameras and emergency lighting, to be integrated into the system. The particular focus is on creating an impressive setting to

highlight the stars of the showroom. Cool light and good colour rendition bring out the best in the surfaces and materials. The soft, even light from the ceiling panels is accentuated by individual points of light (Cardo) built into the linear suspended luminaire system Floatline. They highlight the vehicle paintwork and underscore the dynamic lines of the bodywork.

The lighting guides customers around the showroom on their tour of discovery. The brilliantly spotlighted boutique selling clothes and accessories of premium car brands rounds off the exclusive setting and creates additional highlights.

Moll  
Modular solutions  
create a  
classy ambiance



*Especially good colour rendition and highlighting thanks to the combination of Lightstripe, Floatline and Cardo*



*Clear lighting and a pleasant atmosphere in the consultation area*



*Accented lighting creates highlights in the boutique area*



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