

## Baseline – Simply Good Light

There have been periods throughout the history of design and architecture when the focus was on “back to basics”. The timeless quality of the clear, minimalist design language of the Bauhaus movement still fascinates us today. Architects like Ludwig Mies van der Rohe created a reduced style of crisp geometric forms that made possible the functional and effective use that remains typical of Bauhaus buildings to this day. They were stripped to essentials and devoid of everything not directly serving their purpose. Ansorg’s Baseline luminaire, predestined for retail applications, was designed according to the same basic philosophy.

This functional design does not seek the limelight. Instead, the highly effective LED strip blends discreetly and harmoniously into almost any room landscape. The Baseline luminaire provides high-quality light combined with economy. The mounting rail conceals state-of-the-art technology within a minimum of space. Baseline provides everything necessary for the ideal illumination of sales areas and merchandise and in good quality. Everything that does not directly serve the luminaire’s purpose has been eliminated. The result is a luminaire with an optimum light quality-to-cost ratio that makes purchasers sit up and listen. Preconfigured optics make for the ideal distribution of light from the powerful LED boards, which, in the high-efficiency version, generate up to 160 lumens per watt in a broad beam or a doubly asymmetrical beam for application-optimised light distribution. Together, these performance features ensure the luminaire’s extremely long life combined with very low running costs.

This wonder of efficiency is obtainable in lengths of one, two, three and four metres. The mounting rail requires just two suspension points per four

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metres, thus considerably reducing installation costs. Daylight and motion sensors can be optionally integrated into the system with the aid of a DALI control unit.

## Product details:

**Light technology:** LED

**Dimensions:** H 63 mm, B 63 mm, L 1,000, 2,000, 3,000, 4,000 mm

**Lumen category:** 3,000 lm/m, 4,000 lm/m

**Installation:** suspended strip system

**Models:** narrow beam, medium beam, wide beam, doubly asymmetrical, opal optic



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