

Date: Monday, 20 February 2017

Page: 1 of 4

Making attitudes towards life visible – brilliant lighting concept and comprehensive service from Ansorg for Möbel Pfister

Feeling good at home. Whether a romantic, cuddling mood or a cheerful gathering with the family and friends – your own four walls provide a feeling of security and are the nicest place for harmonious hours together. The furnishings at the same time reflect the occupants' attitude to life. And the lighting creates the right atmosphere. Designed with variety and flexibility, nothing supports the desired mood as well as the correct lighting. It places accents and, together with the furniture, it shapes the character of the rooms. The Ansorg project in Contone in the Canton of Ticino for the furniture company Möbelhaus Pfister also involved lighting with more atmosphere and better accentuation. Its display of goods presents furniture in a manner in keeping with the times in cosy furnishing scenarios. In order to enhance the effect the Swiss market leader in the furniture and furnishing retail trade wanted to fundamentally renew its lighting concept and refurbish the building.

Responsive and adaptable

“What we were intending to do here was a great challenge. That's not something everyone can do”, remembers Florian Kneubühler, POS manager at Möbel Pfister, looking back. “We wanted a new lighting concept and at the same time to carry out conversion work. But for that we did not want to close by any means. For this operation on the open sales heart of our company we needed reliable partners having the flexibility and the logistics to react quickly to unforeseen situations. Due to the good co-operation on earlier projects we contacted Ansorg.” The lighting specialist

Please forward us a copy of any publication where this article is published, so we can assess any responses as part of our overall marketing and advertising strategy.
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Page: 2 of 4

company took up the challenge and placed about 2,500 new LED luminaires over the roughly 8,000 square metre large sales area.

Products, knowledge and experience – all from one and the same source

Like a matching piece of a jigsaw puzzle, Ansorg with its holistic service fitted into the project team and took on planning, mounting and aligning of the new luminaires. After that the employees of Möbel Pfister were given training in the correct handling of the new facilities. By means of this special further training offer Ansorg increases the benefit of new lighting concepts for its customers enormously. Since the light must move with every new goods presentation and be adapted so as to achieve the best effect. Now the employees are themselves permanently enabled to direct their lighting in the best possible way and can set the scenes for displays with even greater effect. An invaluable advantage in the highly competitive world of furniture sales.

On the large construction site the customer traffic always took priority. “The central success factor of the project was surely the good co-operation among all those involved”, says Thomas Gabriel, Sales Manager at Ansorg, Switzerland. “We were helped very much by the pinpoint accuracy of our just-in-time logistics and the strong commitment of our employees”, Gabriel continues. He was essentially involved in the planning that, with a modern lighting concept, brought Möbel Pfister into the LED age. The whole display now gleams in homogeneously brilliant light with excellent colour rendition and very well accentuated light intensities. The ambient lighting in the aisles was reduced a little by the lighting specialists. In that way the home furnishing examples shine out even more splendidly and realistically.

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Page: 3 of 4

Ansorg's technical capabilities and commitment also reduced the energy costs considerably. The lighting concept meets the strict Minergie requirements which apply in Switzerland for energy-efficient construction and operation of buildings. By the use of particularly efficient LED luminaires, success was achieved in cutting the total power consumption at Möbel Pfister in Contone to the extremely exemplary 8.5 watts/m².

Project information:

Customer: Möbel Pfister AG
Place: 6594 Contone, Switzerland
Area: 8,000 m²
Lighting design: Ansorg GmbH, Mülheim a.d. Ruhr
Energy consumption: 8.5 watts/m²
Luminaires: Bop, Cardo, Piazza
Photos: Peter Schönenberger, Winterthur

Images:



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Date: Monday, 20 February 2017

Page: 4 of 4



2016_Moebel_Pfister_Contone_0202



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