

Ansorg at PLDC – the entire world of lighting at one place

Ansorg, a pioneer in contemporary lighting design, will be showcasing the highlights of its creative lighting portfolio, providing illuminating insights into its flexible product development process and bringing top experts from all over Europe to PLDC in Paris.

The movers, shakers and trendsetters in the global lighting design market will be shaping the future of their industry at the Professional Lighting Design Convention in Paris (1–4 November 2017). It's the perfect platform for Ansorg to discuss the latest technological developments and inspiring lighting solutions with its longstanding partners and business associates in architecture, design, research and manufacturing. Ansorg is the supplier and developer behind the new ideas and technical solutions used by famous planners and reputed architecture firms to create their stunning lighting concepts.

Ansorg and its comprehensive lighting portfolio are regularly responsible for highest quality lighting innovations in the food, fashion and automotive segments. Compliance with the company's self-imposed quality standards is ensured by way of continuous, self-critical product and service testing in its own laboratories. Comprehensive and modern technical equipment allows Ansorg to respond quickly and flexibly to unusual customer requests. It also has competent designers who are capable of reliably and flexibly delivering custom products that are individually tailored to the customer's premises; recently demonstrated in the European roll-out of an international sports good article retailer. Even highly specialised custom designs for the refurbishment of fashion stores are possible at short notice and in optimum quality. Ansorg regularly makes key contributions to the

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Contact person for more information:**

Ansorg GmbH | Eva Danischus
Pilgerstraße 11 | D-45473 Mülheim a. d. Ruhr
T +49 208 4846-0 | press@ansorg.com | www.ansorg.com

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advancement of the lighting design industry and it collaborates closely with its partners to push the boundaries of technical and aesthetic feasibility. Ansorg's most recent innovations are on show at PLDC Paris. One of the highlights is the ultra-flexible, award-winning Coray family, a range of universal specialist luminaires for all retail applications. Another is the INspire light control system that is used to ensure the POS has the perfect atmosphere at all times. Youzon is a new lighting concept that transforms fitting rooms into a personal experience space, and the Beauty Dish brings professional photographer lighting into health & beauty stores around the world.

Why don't you come and see for yourself!

We hope you'll have time to visit our stand S51 and talk to our experts from all over Europe, who'll be happy to provide you with further information.

About Ansorg

Ansorg specialises in the design of innovative luminaires and lighting solutions for the retail sector. In close collaboration with planners, designers and architects, Ansorg develops and implements technically sophisticated, cost-effective and aesthetically appealing lighting concepts. The product portfolio extends from premium surface-mounted and recessed spotlights, downlights and suspended lamps to modular systems – all incorporating the very latest LED technology. Ansorg has own branch offices and an international network of partners and suppliers to ensure that customers all over the globe can benefit from Ansorg quality. Ansorg's lighting concepts and products are now available in more than 150 countries around the world.

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