

Glorea – retail light with deep brilliance and superb range

Mülheim an der Ruhr, the 28th of May 2024

With Glorea, Ansorg has once again developed a revolutionary lighting solution for retail applications: thanks to innovative 7-in-1 technology, the new luminaire from Ansorg combines deep brilliance with superb range across the entire sales area like no other luminaire. Glorea sets several standards at the same time: simple planning, no need for any light alignment over the entire service life and maximum surface flexibility with brilliant light.

Expertise of the Ansorg retail specialists

Consistently conceived with the challenges of retail in mind, Glorea offers decisive advantages in a market environment that demands flexibility, simplicity, quality of staging and high cost-effectiveness at the same time. Neither spotlight nor downlight concepts can achieve all this together.

In contrast to conventional general lighting, Glorea uses directional light to accentuate goods and rooms and bring them to life. The sales area can be flexibly designed and the way goods are presented changed to suit seasonal or promotion-related events without having to adjust the lighting. Brilliant lighting is always guaranteed. Time-consuming adjustments such as aligning the luminaires, repositioning or replanning are completely unnecessary.

Glorea thus solves one of the key challenges in retail: ensuring that products are presented in the best possible way while providing a high degree of flexibility when it comes to seasonal themes, promotions or special placements. With the best brilliance and high coverage, Glorea offers economic savings when it comes to the planning, handling and merchandising of the space.

**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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New technology: fewer luminaires but more light points on the surface

With the completely rethought 7-in-1 reflector technology, Glorea achieves unprecedented light control, which not only increases efficiency but also enhances brilliance with flexible product presentation. Ansorg's patent-pending technology produces seven directed beams of light with just one luminaire, which would otherwise only be possible with seven individual spotlights. Glorea can be installed in a completely flexible grid and ensures brilliantly three-dimensional light coverage with a unique range. Planning in a grid and the resulting light distribution means that Glorea can be easily implemented regardless of the architecture, furnishings, store design and positioning of the goods. Retailers with many shops in particular benefit from the ability to realise their lighting concepts regardless of the structural conditions in the various stores.

Glorea is available as a suspended, recessed and semi-recessed luminaire. The Glorea models are easy to integrate into existing concepts without any planning effort and can also be easily combined with other luminaires in the lighting concept.

Superiority in sustainability and cost-effectiveness

Glorea is also impressive in terms of sustainability and cost-effectiveness. The use of fewer materials and lower manufacturing costs as well as lower energy consumption with reduced CO₂ emissions make every lighting concept with Glorea an environmentally friendly solution. This significantly reduces operating costs, while at the same time the flexible product

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illumination provides a noticeable boost to the customer experience and sales promotion, which has a positive impact on sales and success.

Glorea is relevant for many different stationary sectors and applications, from department and home stores to automotive showrooms and fashion stores. The luminaire offers particular advantages for all types of promotional areas and seasonal structures. The luminaire transforms the sales area into a stage on which the store and goods are brilliantly showcased.

Product information

Lighting technology:	LED
Material:	Cast aluminium housing
Power:	38.7 W
Lumen category:	5130 lm
Installation:	Recessed and semi-recessed luminaire, suspended luminaire, Power rail
Design & Make:	Ansorg

The complete Glorea data sheet can be downloaded here: [insert link]

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