

## Lintra – Rethinking linear retail lighting

The new Lintra range of luminaires from Ansorg is setting innovative standards in retail lighting. This linear system has been specially developed for use in the retail sector and offers visual variety for a wide range of applications from shelf-lined sales areas to large-scale stores.

Thanks to its directional beam characteristics, Lintra projects more light onto the goods placed on the shelves than conventional continuous row or linear lighting systems. The diffuse light distribution of standard linear systems is now a thing of the past. It works particularly well in the aisles of discount stores and in food retail. Equipped with state-of-the-art LED technology, the optical system can illuminate the vertical shelf surface up to a height of three metres, evenly and in a typical 3D view.

The track-mounted luminaires can be arranged variably at intervals of up to three metres. The conductor rail system does not need to be fitted throughout. This allows accentuating spotlights, loudspeakers and other components to be easily integrated into the tracks. Thanks to the reduced number of luminaires, the system saves a significant amount of energy and material, thus contributing to efficient and sustainable economic management.

Lintra offers linear optics with three different beam characteristics that can be adapted to almost any architectural situation. This enables highly flexible shopfitting. Even with an installation height of three to four metres and variable aisle widths of 1.80 to 3.20 metres, uniform vertical illumination of the shelves is guaranteed.

**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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There are two Lintra versions available:

1. Lintra LLT (length 1.40 metres): This luminaire, installed along the aisle, offers three light distributions for narrow, medium and wide aisle zones. Compared to the double-asymmetric light distributions that you might normally find in retail, these characteristics ensure more light exposure on the goods and therefore optimum illumination of the shelf surfaces. The Lintra LLT is available with the following beam characteristics: Double Narrow Beam (DNB), Double Medium Beam (DMB) and Double Wide Beam (DWB).

2. Lintra LMT (0.6 metres): This compact lighting solution can be installed both lengthways and crossways on the track and therefore also along the aisle. In a double panel, this luminaire combines double-row linear optics with beam characteristics that illuminate both normal and extra-wide aisle zones equally well. It also ensures excellent gondola head illumination and offers maximum flexibility for completely transformed shelf geometries thanks to all the various installation options. The Lintra LMT is available with three light distributions: Double Narrow Beam (DNB), Double Medium Beam (DMB) and Double Wide Beam (DWB).

## Product information

Lighting technology: LED  
Material: Sheet steel  
Power: LLT: 71.8 W

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LMT: 57.5 W

Lumen category: LLT: up to 12,857 lm

*(depending on the choice of light colour)* LMT: up to 10,286 lm

Installation: Track mounted

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