

Navo. For perfect light and customer guidance.



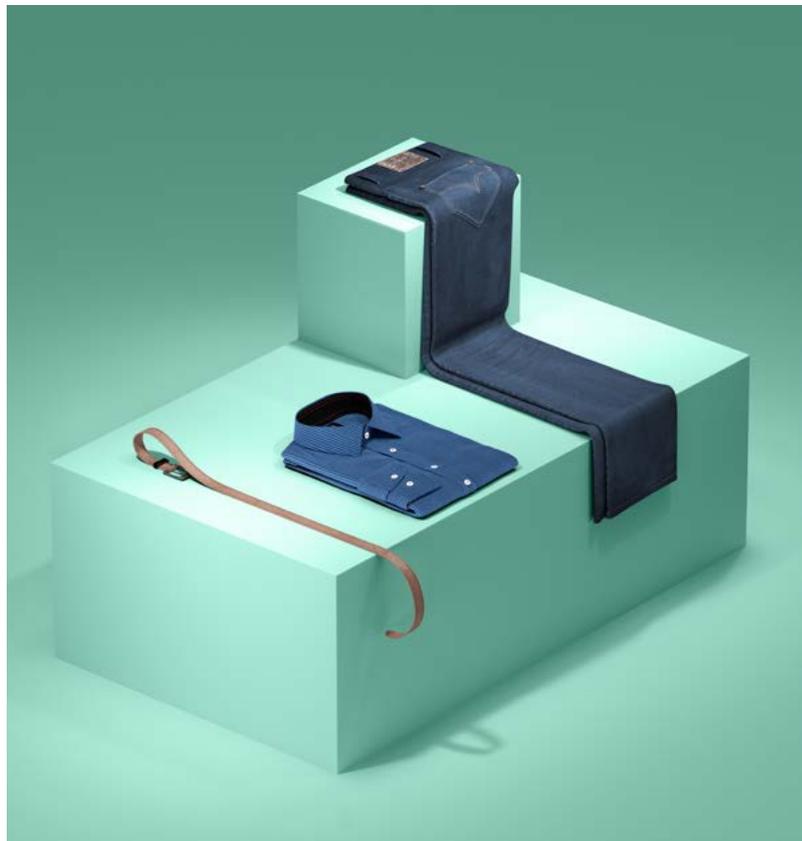
—
Navo
Setting standards
in aisle area lighting
—

Guiding retail light

Every merchandise presentation concept is measured in terms of retail productivity.



Navo
Made for the highest ceilings, highest requirements and highest efficiency.





A perfect interplay of light and shadow! Innovative double-directional washer Navo NSH efficiently distributes light for brilliant merchandise illumination without shadowing on ceilings of 6 metres in height.

Navo NSH is available in silver, anthracite and white



Navo sets new standards in high-contrast and cost-effective aisle area lighting – both in food and non-food retail environments. This award-winning luminaire provides dynamic and structured aisle lighting for brightly and evenly illuminated merchandise presentation.

Navo's aisle-centre positioning and point-formed light source provide perfect merchandise accentuation. Compared to traditional strip lighting, it gives the products a more upmarket and vibrant appearance. Very long aisles can also be more efficiently illuminated to create a natural and inviting shopping experience.

The German Design Council awarded the German Design Award 2016 Special Mention in the category of Lighting to Navo.

Natural and inviting shopping experience

Vibrant and upmarket product illumination

Brilliant light that accentuates the products

Efficient and cost-effective LED lighting technology

Perfect glare control through indirect light guidance

Flexible adaptation to shop design changes



**GERMAN
DESIGN
AWARD
SPECIAL
2016**

Navo.
For perfect light
and customer
experience.



Guiding retail light



SAMSUNG

When everything's perfect, we check the details.

Our Lighting Design Centre develops innovative retail lighting concepts. One of its developments is Navo: the efficient aisle area lighting system.

Navo is based on innovative reflector technology for the powerful and effective illumination of product displays, on the one hand, and cost-effective operation on the other. Navo delivers effective aisle area lighting, even with the luminaries installed just every 3 metres.

Depending on the application situation, Navo is available as a directional or double-directional washer, each in either a surface-mounted or a recessed version. A surface-mounted wall washer version is also available.

Lighting Design Centre
*Light planning experts
develop customised and
efficient lighting concepts*

Application example for Navo NSK/DDF with NX reflector

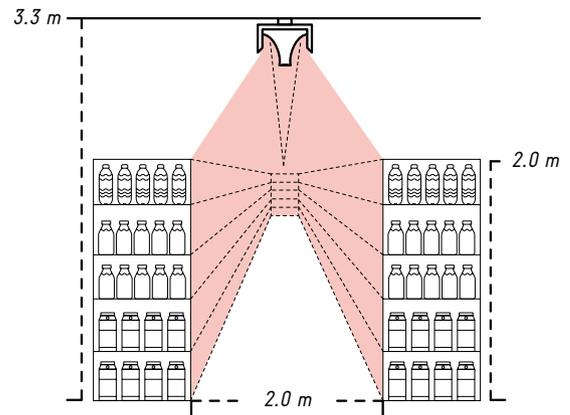
Navo NSK/DDF NX

Surface-mounted spotlight



Navo NEK/DDF NX

Recessed spotlight



The double-directional washer with NX reflector has a mounting height of 3.30 m. Its double-sided reflectors make it perfect for aisle lighting.

Application example for Navo NSK/DDF with NB reflector

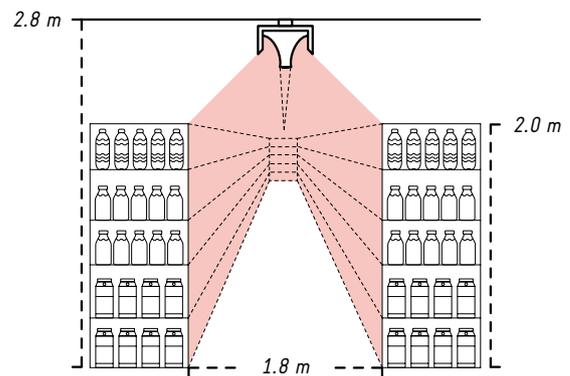
Navo NSK/DDF NB

Surface-mounted spotlight



Navo NEK/DDF NB

Recessed spotlight



This double-directional washer with NB reflector is used on lower ceilings and has a lower mounting height. It guarantees brilliant product illumination on both sides of the aisle, even at an obtuse angle.

Navo NSK and NEK/DDF
Silver, anthracite and white



Application example for Navo NSK/DF with NX reflector

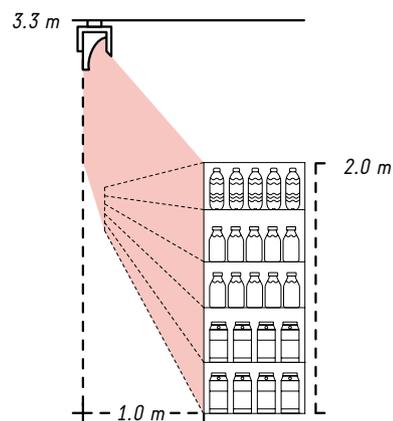
Navo NSK/DF NX

Surface-mounted spotlight



Navo NEK/DF NX

Recessed spotlight



The directional washer with NX reflector and mounting height of 3.30 m is the perfect choice for vibrant product illumination.

Application example for Navo NSK/DF with NB reflector

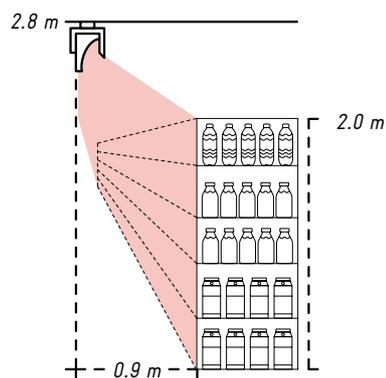
Navo NSK/DF NB

Surface-mounted spotlight



Navo NEK/DF NB

Recessed spotlight



Navo NSK and NEK/DF

Silver, anthracite and white

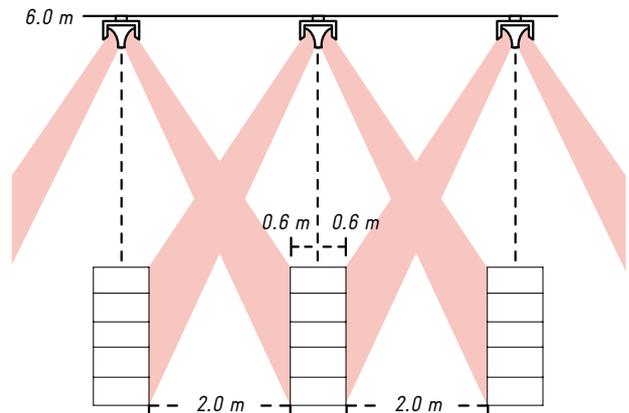


This single directional washer with NB reflector has a mounting height of 2.80 m. It guarantees efficient and targeted shelf lighting at just a short distance away from the shelf.

Application example for Navo NSH/DDF

Navo NSH/DDF

Surface-mounted spotlight

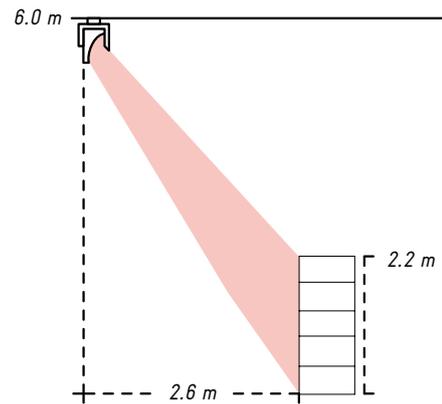


This double-directional washer has a bus bar height of 6.0 m for the efficient illumination of products in different aisle zones.

Application example for Navo NSH/DF

Navo NSH/DF

Surface-mounted spotlight



Navo NSH/DDF and DF
Silver, anthracite and white

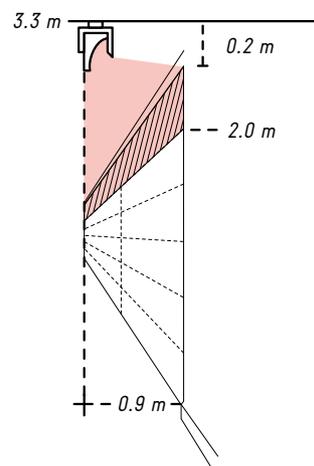


The Navo NSH/DF directional washer provides brilliant and cost-effective product illumination on ceiling heights of up to 6 m.

Application example for Navo NSW/DF Wallwasher

Navo NSW/DF

Surface-mounted spotlight

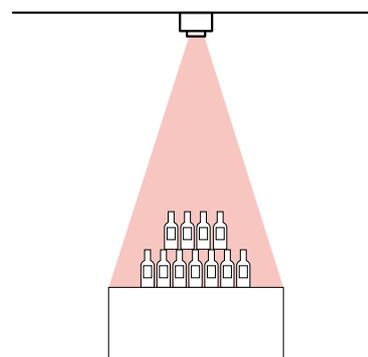


The NSW/DF wallwasher provides linear lighting for powerful wall illumination or product accentuation.

Application example for Navo NSG Downlight

Navo NSG

Surface-mounted spotlight



Navo NSW/DF and NSG
Silver, anthracite and white



When used as a downlight, Navo NSG puts an accentuating light cone on sales counters and gondola tops. The reflectors have a tilt angle of approx. 12°.

EDEKA Zurheide Essen, Germany



A lighting concept with an impressive feel-good factor
Food shopping at EDEKA is an experience that appeals to the senses



The lighting of long aisles is particularly efficient and cost effective

Thanks to Navo, the food products are dynamically illuminated





*Navo makes brilliant
and accentuating aisle
area lighting possible*

Part of the enjoyment of cooking and baking for both professional chefs at restaurants and amateur cooks at home is the selection of ingredients at the store.

EDEKA's "Frischecenter Zurheide Feine Kost" delicatessen supermarket in Essen has implemented a new lighting concept to enhance that experience. It optimises the colours of the dew-fresh fruit, sun-kissed salads and tender meat delicacies, giving them an even more appetising appearance with finely balanced luminosity levels. The Navo NEK

double-directional washer also bathes the products on the aisle shelves in homogenous, brilliant light. The Essen store has a low ceiling height, which is why the recessed version was installed there. There are always three components to any perfect lighting concept: lights, planning expertise and flexibility.

MPREIS Ötztal, Austria

Panelled wood facade, red flooring, grey concrete walls, dark furniture and large wall paintings make this one of the most unusual and interesting food retail outlets around.

MPREIS in the Ötztal valley combines urbanity and regionality in both its architecture and product range. So it required a very sophisticated lighting concept, which specifically united all the different elements of the store into an inspiring shopping environment. At the same time, the bistro area's lighting invites shoppers to sit down and take a break. The

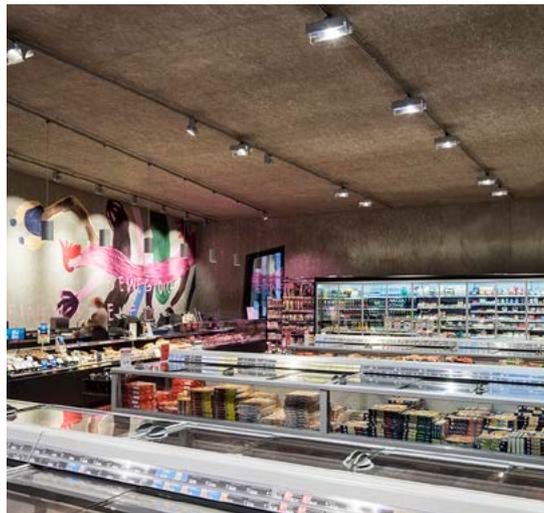
light emitted by the NSK double-directional washer dynamically illuminates the products along the entire length of the shelf. Six stringent lines of lamps are installed at a 90° angle to their bus bars on the ceiling. This arrangement permits very flexible adaptation to new merchandise presentations.



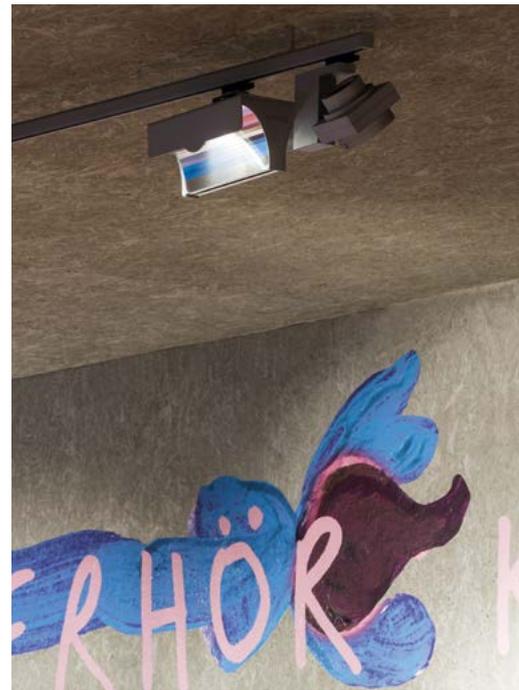
Light-intense Navo ensures the brilliant and cost-effective illumination of the products



Thanks to innovative reflector technology, Navo ensures homogeneous merchandise lighting



*High-contrast challenge
A light concept
for a modern yet cosy
atmosphere*



Navo sets new standards in appealing and cost-effective aisle area lighting.

NaturaSì Verona, Italy

Although they are only installed every 3 metres, the Navo luminaries efficiently direct the light onto the products



A balanced lighting concept incorporating Bop and Navo for natural colour rendering



|
NaturaSi
*In harmony with nature –
 natural light for organic
 food products*
 |

Organic food retailer NaturaSi of Verona, Italy, is committed to high standards of natural products and healthy eating. The lighting concept for its stores has to reflect this by being both natural in appearance and economical to operate.

As a result of the store's architecture the implementation of this ambitious lighting concept was a real challenge. The light had to compensate for the different ceiling heights of between 2.6 and 4.5 m. The Navo lights, which are specifically designed for efficient aisle area lighting, were used for the sales-promoting lighting of the organic products.

Thanks to the innovative reflector technology, the entire product range is illuminated with very homogeneous light. Only a few Navo lights, spaced at a distance of 3 m, are needed to deliver the sales-promoting light experience. Navo emits a natural, brilliant quality of light with excellent colour rendering to create a welcoming and natural environment.

Ansorg worldwide

Headquarters

Germany

Ansorg GmbH
Pilgerstraße 11
D-45473 Mülheim an der Ruhr
T +49 208 4846-0
info@ansorg.com
www.ansorg.com

France

T +33 1 44699510
info-fr@ansorg.com

United Kingdom / Ireland

T +44 207 954 3058
info-gb@ansorg.com

Benelux

T +31 20 5693840
info-nl@ansorg.com

Nordics

T +46 709 850 580
info-se@ansorg.com

Iberia

T +34 91 5755159
info-es@ansorg.com

Italy

T +39 347 316 59 76
info-it@ansorg.com

Switzerland

T +41 61 377 15 58
info-ch@ansorg.com

Austria

T +49 208 4846-0
info@ansorg.com

Eastern Europe

T +49 208 4846-0
info@ansorg.com

Middle East / India

T +971 4 3219203
info-ae@ansorg.com

Latin America

T +56 9 8950 7880
info-cl@ansorg.com

USA / Canada

T +49 208 4846-0
info@ansorg.com

Asia / Australia

T +49 208 4846-0
info@ansorg.com

Africa

T +49 208 4846-0
info@ansorg.com