

Guiding retail light

|
*A passion for light,
pioneering lighting concepts
and agile solutions for
retail environments*
|

Creating buying impulses,
showcasing goods and inviting
customers in: that's what a
well-planned lighting concept
delivers in a retail setting.
And that's what has always
made Ansorg special.

Ansorg combines technical know-how with quality design and lighting expertise. We apply these qualities to a single purpose: setting the scene for your goods to promote your sales. For this, we rely on design-oriented quality products, innovative light control and economical lighting technology.

And the scenes we set are always made to measure. That's because the question »How do you wish your customers to see your shop?« should be answered not only by your shop conditions, but also and above all by your brand identity. And that's where we come in – we ensure exceptional brand experiences every day.



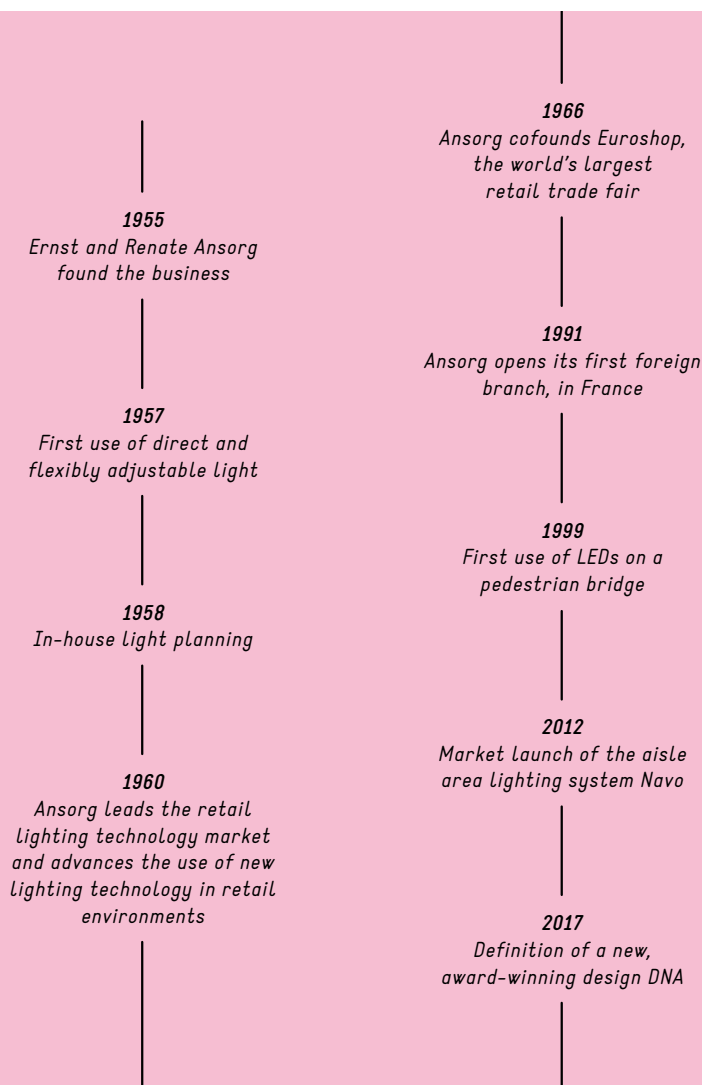
Our background is retail light. Our present is retail light. And our future? We will continue to think retail light.

*It was back in the 1950s
that Ernst and Renate
Ansorg realised how using
light to showcase
products made customers
more willing to buy*



We here at Ansorg have a 60-year history to look back on. And that history has always revolved around one thing: the presentation of merchandise. Our founders, Ernst and Renate Ansorg, were in the business of selling window dummies in 1955, when they noticed that their goods were not being adequately displayed in shops. The lighting was either too weak or too poor. And that's when they hit upon the idea, revolutionary for the time, of developing lighting concepts specifically for the retail trade.

Much has changed since then in the retail trade, in customer behaviour and in lighting technology. But in all those years, there's one thing that hasn't changed: the question of how we can help retailers to present their merchandise and enhance even further the effect of lighting on sales promotion. Because that is still what motivates us to this day.



Once everything is perfect, we get down to the details.

Light-planning expertise

From inviting to fresh and appetising products in food stores, lighting designed for remote effects in the fashion and automotive sectors, and spots picking out the tiniest highlights – it's the sheer variety of lighting and lighting technology that rekindles our fascination every day. Where do you want to direct your customers' gaze? How do surfaces and colours influence the light? And how does the lighting need to be adapted to them? These are the questions we ask ourselves every time we embark on a new project. And each of our projects begins with a well-planned concept.

Responsible for that concept are international light planners with decades of experiences who come from a variety of backgrounds spanning architecture, design and lighting technology. Based on their expertise in all retail sectors, they design tailor-made lighting concepts. Developed at the computer, the concepts are then tested in our light room – where we explore alternatives in order to find the perfect light for your brand.

By working in close collaboration with our product development and distribution departments, our ISO 9001ff-certified light-planning department ensures that our customers benefit not only from a unique light setting, but also from potential savings and, above all, from the latest innovative products.

Lighting Design Center
*Highly qualified light planners
come up with customised and
efficient lighting concepts*



The latest reflector technology is developed right here at Ansorg



Every product undergoes a 100 % inspection



All developments are tested in the Ansorg Light Lab using a goniophotometer



Product development

Our many engineers are responsible for further developing lighting technology. They work daily to enhance light control precision and luminance, reduce glare and improve energy efficiency, light quality and many other aspects of light design to make retail lighting solutions gradually more efficient and sustainable.

Individual designs

Tailor-made lighting solutions are our passion. And we don't stop at the pure lighting concept. We also consult closely with our customers to provide individually adapted technical solutions and, if required, will even develop entirely new, customised luminaires.

Certified test procedure

Our light laboratory is accredited by the German electrotechnology and IT association Elektrotechnik Elektronik Informationstechnik e. V. Regular tests, such as the measuring of luminous flux with our goniophotometer, thermomanagement calculations and 3D measurements all combine to ensure consistent quality. Selected products hold, among others, ENEC, CAS/CUS, EMV, EAC and SASO certification.

Efficiency

In line with your wishes, our light planners design a lighting concept that promotes your sales and sets the best possible scene for your merchandise, all the while keeping a close eye on economy. In concrete terms, this means that we provide a concept that not only achieves the best result possible with as few luminaires as necessary, but also particularly efficient, and in some cases specially developed, lighting technology.

New technologies

In close cooperation with our suppliers, we develop the technologies of tomorrow – especially for the retail sector. Whether it's better illumination for beauty products or brilliant solutions for the fashion scene, our international purchasing department makes sure that our customers are the first to enjoy their benefits.

Our goals
Quality, economic efficiency
and tailor-made
lighting concepts

Guiding retail light



Coray
*Award-winning spotlight family
for all retail requirements.*



Navo
*Sets standards for efficient aisle
area lighting.*

Floatline
*Ultra-slim suspended
luminaire system.*



For us, there's only one way to go for our customers, and that's forwards.

We are committed to the German design tradition: simple, minimalist and, above all, focused on functionality. That's why all of our products use high-performance technology – encased in elegant housing – with a single purpose: to direct the consumers' gaze onto your goods and not onto the luminaire itself.



Award-winning design

Our products have won several international prizes, including the Good Design Award, the Iconic Award and the German Design Award – as a Special Mention in the category »Lighting«.

Quality made in Germany

We work with suppliers all over the world, but production of the final article always takes place in Germany. That way, we can guarantee seamless quality management that does not rely on spot checks, but conducts a 100% inspection of every single product.

This is something our customers have been able to see for themselves since 2017 thanks to the introduction of the Ansorg seal of quality, which will in future appear on every newly developed product. With the seal, we guarantee the long life of a product and top-quality production.

Innovations from Ansorg

Our daily cooperation with international retailers is the basis for seminal developments in lighting technology. The needs of the retail trade are the starting point for the technologies of tomorrow. In the past few years, the main results of this work have been 3D reflector technology, which makes for top light quality, and the use of collimators in smaller luminaires. Collimators concentrate the light, even in small housings, to produce light that's both intense and precise.



No two sales rooms are the same: every item of furnishing or merchandise, every detail, no matter how small, is different. And each calls for a tailor-made lighting concept. That's something we can provide for you thanks to a project procedure that has been delivering success for years – and with services that cater to individual requirements.

We consult closely with our customers to discover and understand their needs and visions and so develop a customised lighting concept, oversee assembly and coordination with other trades and complete the job by ensuring the perfect adjustment of all luminaires for optimum light performance. This project procedure makes for consistent quality, but at the same time delivers a unique, tailor-made experience for the sales room in question.

According to our high standards of quality, we endeavour to offer our customers the perfect light setting and lasting value retention even after the project is completed. To this end, we offer an extensive service portfolio, spanning light planning and assembly, luminaire alignment and repair, down to planning the lighting design and configuring light control, so that you profit fully from your investment for many years to come.

Each lighting design begins with a single light. But that is not where it ends.



Surface-mounted spotlight

Extremely versatile, power-track mounted spotlights suitable both for accent and general lighting.



Systems

Our lighting systems are based on the modular principle and offer an extremely varied and flexible range of light design possibilities.



Recessed spotlight

For installation in cavities and suspended ceilings, with the larger part of the luminaire concealed. Swivel mechanisms enable targeted spotlighting of specific points. Down lights make for balanced ambient lighting.



Suspended luminaires

They bridge the gap between functional merchandise illumination and decorative element.

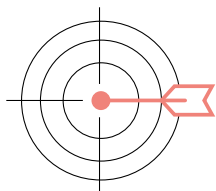
Light control via app

Different light moods, scenes and scenarios: with the INspire app, you can adjust your lighting concept effortlessly to a new range of goods or the time of day.

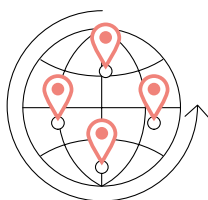
Supplies

We offer you power tracks, interchangeable reflectors, upgrading and fitting of luminaires with anti-glare rings, light-diffusing discs and films, and much more besides.

Our lighting concepts speak for themselves. So do the figures.



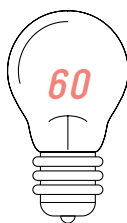
99 % of our customers are highly satisfied with Ansorg products



27 locations, 10 production sites and delivery to more than 150 countries



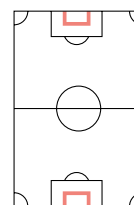
Employees from 16 nations and customer service provided by native speakers in nine languages



More than 60 years of experience in promoting sales with lighting and specializing in the retail sector



Every employee receives 2.5 days of further training a year



Our lighting designers plan the equivalent of more than 5 football pitches of retail space per week

Made in Germany

Melbourne, New York, Nice, Dubai, Basle, Helsinki, Santiago de Chile, London, Berlin and many, many more cities around the world: these days, our products and lighting concepts are used in more than 150 countries. And that's a figure we are very proud of. Founded as a German company, we have become a multinational player as our customers have become more and more international. What has been the most important factor for us in all this? Flexibility. Because only if we remain flexible can we respond to your needs and those of the market as fast as possible and worldwide.

International logistics

With an experienced, international team and supply contacts around the world, we offer you a profitable deal. Whether it's a question of economical procurement, provision of trained assembly teams or storage and transport logistics, we ensure a punctual and complete delivery on your behalf.

Global presence

Ansorg is there for you on four continents with its own branches and numerous cooperation partners. And that means we can offer you the support of an experienced team to plan and implement your lighting concept any time, anywhere in the world.



Guiding retail light

Bop BKL spotlights mounted on the six-metre-high ceiling make for accented illumination of the merchandise



Floatline and Cardo CBL act as guiding lights in the central aisle

With a flagship store in the Dubai Mall, Sun & Sand Sports goes for an interactive experience for discerning customers – and for a lighting concept that has to hold its own in one of the largest shopping centres in the world

The store presents 50 leading international sports brands and a multimedia world of experience on 1.810 m² of space beneath a ceiling six metres high, for which we developed an elaborate, customised lighting concept to create the perfect setting for the store's interactive world of experience.

The customer's express wish was for the lighting concept to combine efficient ambient lighting using the latest in LED technology with striking, individual lighting contrasts on the sales floors. Here, the many LED screens creating additional sources of light posed a particular challenge.

In order to attract attention within the 350,000 m² Dubai Mall, the store entrance

area is brilliantly lit with Vecto VDL recessed spotlights that make the store stand out from a distance and also from the other stores inside the mall. On the dark, open ceiling, Bop BKL spotlights provide striking highlights and accentuated illumination of the merchandise.

The lighting mood for the central aisle was created using the suspended luminaire system Floatline and Cardo CBL. Thanks to the DALI control system, preprogrammed light moods can be automatically alternated. For the peripheral areas and the graphic art reaching up to between three and four metres high on the rear walls, the Navo NSW wall washer creates soft lighting effects and lends the store exceptional depth.

*Sun & Sands Sports
flagship store goes for
sharp contrasts*

*Navo NSW on the walls
lends the store a special
atmosphere and depth*



Guiding retail light



A well-balanced lighting concept using the Bop and Navo luminaires shows colours in their true light

Installed only every three metres, Navo is particularly efficient in spotlighting the merchandise



Bop highlights the freshness of organic produce and generates a pleasant atmosphere

NaturaSi
*In harmony with Nature –
 natural light for organic
 fruit and vegetables*



When it comes to first impressions, there are no second chances. This also applies to foods, which should immediately look appetising to customers. You should be able to smell it, taste it and feel it – the honest quality of delicious foods produced in harmony with Nature.

That's why the organic supermarket NaturaSi in Verona, Italy decided to shed discerning and tasteful light on the great variety of healthy foods it stocks. The architecture of the store proved very challenging to the implementation of the ambitious concept. The lighting mood created here has set the trend for a friendly, sales-promoting illumination of organic produce.

The Navo luminaire, the specialist for efficient aisle area lighting, was used in Verona. Thanks to its innovative reflector technology, it casts a very even light over the entire range of goods. It only takes a few Navo luminaires spaced three metres apart to create a brilliant light experience. At NaturaSi, Navo makes for a brilliant, natural light and very good, true-to-life colour rendition. In

order to spread it evenly across all sales areas, the planners brought ceiling heights of 2.6 to 4.5 metres into alignment with the use of light. At the same time, the ceiling design harmonises with the light, unobtrusive friendliness of the shop interior.

The wide and at the same time dynamic radiance of the Navo luminaires creates a general mood that's friendly and relaxed. Sales-promoting accents are supplied by the surface-mounted Bop spotlight wherever freshness or colour require. The result is a friendly and intimately familiar shopping atmosphere created to showcase organic produce, which does justice to the quality of the products and equally to a perfect lighting concept.

For car showrooms, business long ceased to be just about the actual selling of cars. It's all about brand experiences these days. That's why we created a genuine experience for the luxury automotive segment.

In the middle of Düsseldorf city centre, Moll presents far more than Lamborghinis, Aston Martins and Co. to a discerning clientele. Our lighting concept underscores the simple elegance and clear design vocabulary of the cool, metallic surfaces.

Here, the modular lighting system Lightstripe is integrated harmoniously into the ceiling as an endless system and fitted with gimbal-mounted Cardo recessed spotlights. This combination provides the necessary flexibility for further technical elements, such as ventilation, cameras and emergency lighting, to be integrated into the system. The particular focus is on creating an impressive setting to

highlight the stars of the showroom. Cool light and good colour rendition bring out the best in the surfaces and materials. The soft, even light from the ceiling panels is accentuated by individual points of light (Cardo) built into the linear suspended luminaire system Floatline. They highlight the vehicle paintwork and underscore the dynamic lines of the bodywork.

The lighting guides customers around the showroom on their tour of discovery. The brilliantly spotlighted boutique selling clothes and accessories of premium car brands rounds off the exclusive setting and creates additional highlights.

Moll
*Modular solutions
create a
classy ambiance*



Especially good colour rendition and highlighting thanks to the combination of Lightstripe, Floatline and Cardo

Clear lighting and a pleasant atmosphere in the consultation area



Accented lighting creates highlights in the boutique area

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