

Retail Lighting.

**ansorg**



Good light is  
good business.

# LIGHT

IN THE FIELD OF  
RETAILING –  
PREMIUM QUALITY  
FOR MEETING THE  
HIGHEST  
REQUIREMENTS

**ansorg**





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We show your products in the right light



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LIGHTING AREAS IN  
SALESROOMS

We know everything about the retail market. The attractive and sales-promoting presentation of goods has been one of Ansorg's concerns for more than 55 years. Well-known brands worldwide rely on this know-how.

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WE ARE AT YOUR  
DISPOSAL

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# IN THESE SECTORS WE ARE AT YOUR DISPOSAL

Lighting for retailing realms – shops, boutiques, outlets, show-rooms, shopping malls and large-area stores – have been a main focus for Ansorg for over 55 years. In sectors such as fashion, automotive, department stores or health & beauty Ansorg has successfully positioned itself as a trend-setting supplier of modern lighting solutions. New standards, general principles and perspectives characterise the future lighting business. Good design, then latest technology, the highest degree of ecology are image and marketing factors which are convincing particularly at the point of sales and can be decisive for success.







# THE ADVANTAGES FOR ANSORG CUSTOMERS

WE SHOW YOUR PRODUCTS IN THE RIGHT LIGHT

WHAT  
DOES THE  
CUSTOMER  
GET FROM  
US?

- + Sales promoting lighting concepts
- + Extensive LED and HIT product range and technical competence
- + Economical and efficient lighting solutions
- + Lighting design & project management
- + Process and product quality
- + Global sales network for direct contact

HOW  
DO WE  
DO IT?

WHAT  
DISTINGUISHES  
US?

- + Development of lighting concepts on the basis of customers' needs / corporate design specifications
- + Flexible lighting systems for changing merchandising requirements
- + Innovative LED and HIT luminaires with convincing energy balance
- + Worldwide support for roll-outs
- + Competitive price level
- + Preparation of calculations of profitability
- + Competent support on the spot





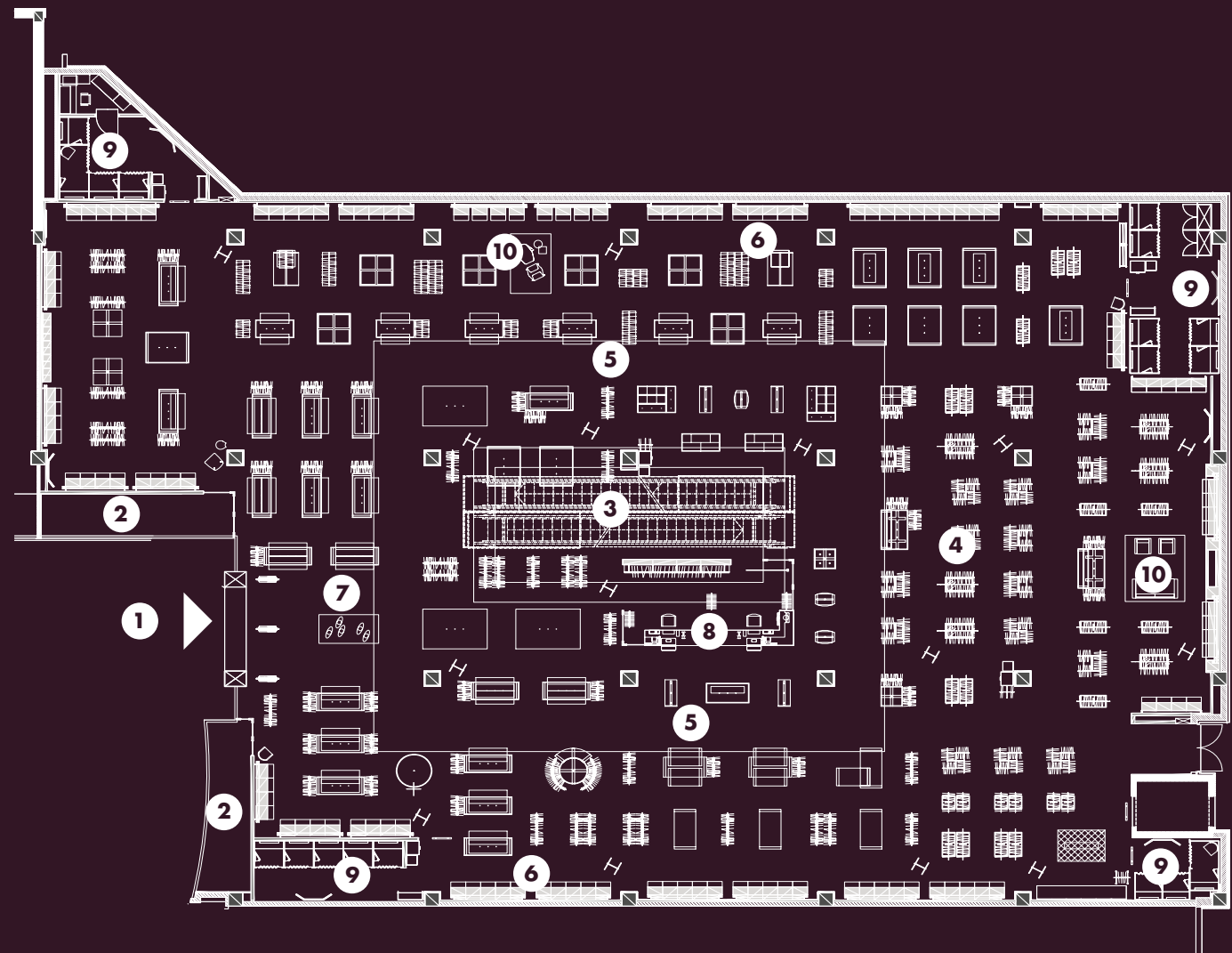
STELLARISSA

FRIEDERICHHERMAN

TAKE A  
CLOSER  
LOOK  
AT LIGHT



# SALES AREAS



**PRODUCTS**

Especially for the various retail sectors Ansong has put together a selection of luminaires which best cover all areas, requirements and terms of reference. Our product portfolio is a reliable basis as far as the technology and the optimum cost-benefit ratio are concerned. Moreover we also carry out brand-specific special production within the scope of the customer's respective corporate design.

**COMPETENCE**

Attractive, sales-promoting and economical goods presentation with lighting has been Ansong's concern for over 55 years. Our technical competence, confirmed by various test certificates, guarantees production in accordance with high quality and safety requirements. Ansong's logistic and sales structure provides optimum support and handling for international chain store operators.

**PLANNING**

Correct lighting creates a customer-friendly atmosphere and makes a guided tour with lighting possible. It guides the customer through the salesroom and ensures optimum presentation of the ranges. It is the conscious use of light, colour and brightness that ensures a positive mood in the salesroom – aiming at making sure that the customers feel good.

## 1 Entrance



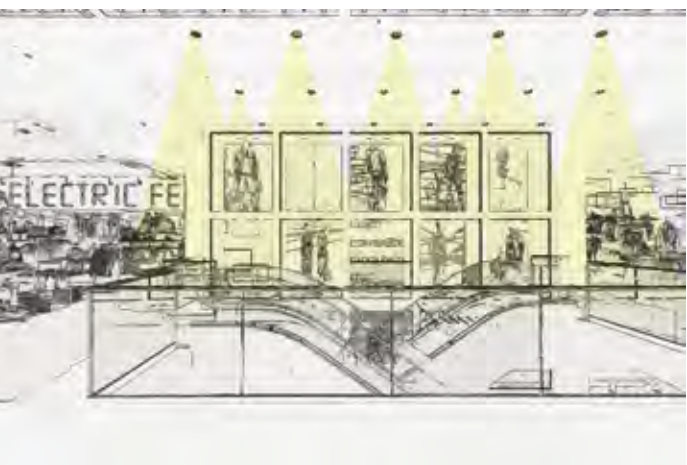
- + A bright and inviting entrance area pulls passers-by into the store => First impressions count.
- + The indoor lighting creates an attractive long-distance effect and guides your gaze into the interior of the salesroom
- + A higher lighting level near the entrance invites people to come in

## 2 Display window



- + The display window is the stage for communication with passers-by
- + The lighting is systematically coordinated with the state and value of the products
- + Dynamic lighting effects in order to decelerate the passers-by
- + Accent lighting rich in contrast with main areas of brightness sets the scene for products
- + Light from different directions (e.g. foreground and background lighting) creates room depth
- + Taking into account the ambient brightness in order to make it possible to see through the window panes
- + Use of track-mounted systems as typical, flexible lighting tools

## 3 Escalators / lifts



- + Light serves as a signpost and guides the customer up to the next sales level
- + The lighting-design setting of scenes for escalators and traffic areas supports the architectural identity of the building
- + Or: escalators and traffic areas often provide the only areas for the mapping of the architectural identity of the building, and the scene should be effectively set for them with light
- + Lighting of stairs and landings in accordance with standards
- + Special taking into account of reflections or shadows cast on stairs

## 4 Central area / Ambient light



- + Visual recording of the salesroom at a glance by means of well distributed bright spots
- + Different lighting concepts aligned to the customers' wishes
  - a) dramatic atmosphere with attractive appeal
  - b) ambient lighting with a quiet mood
- + Various lighting concepts adapted to every goods realm
- + Optimum colour rendition and brilliance on the goods

## 5 Loops / Main aisles



- + Light points the way and guides the customer into adjoining sales areas
- + Emphasises crossing points of the loops
- + Light gives large areas a structure
- + Light guides customers with visible effects on illuminated objects or indirectly by contrasts and darker areas

## 6 Peripheral areas



- + Illumination of peripheral areas and vertical surfaces creates a long-distance effect and orientation
- + The observer in this way receives visual reference points and thus a general overview of the room
- + Full-area, lighting of the peripheral areas going up as far as the ceiling so that observers perceive the goods in their entirety
- + No shadowing of the merchandise in the shelves when the customer is standing directly in front of them
- + Additional accents on the goods
- + The light must show good rendition of colours and of materials

## 7 Fascination points



- + Lighting high in contrast and and high luminances on the goods
- + Light increases the value of the goods and emphasises the colours and the material
- + Brilliance on the goods is an eye-catcher and attracts the customers' attention

## 8 Cash-register area



- + Glare-free workplace lighting for the personnel
- + Visible light (decoratively striking luminaires) imparts a sense of direction and makes it easier to find the cash register area

## 9 Fitting rooms



- + The optimum is soft lighting mounted to the right and left next to the mirror or in the wall and radiating diffusely and extensively
- + Low luminous densities in order to avoid glare
- + Lamps with excellent colour rendition
- + Avoid exclusively directed "spot" light from above as otherwise shadows are produced and every "tiny wrinkle" is emphasised

## 10 Lounge areas



- + Areas for withdrawal and resting in pleasant surroundings
- + Warm white light sources with reduced luminance for a private atmosphere







# TAKE A CLOSER LOOK AT PROJECTS





## PRODUCTS



**BRICK BSS**  
106

- + Qualitatively high-grade material version made of diecast aluminium
- + The position of the tilting mechanism at only one point makes it possible to use it as a directional spotlight or as a downlight



**LIGHTSTRIPE LCS**  
154

- + Extensive, modular luminaire system for universal lighting tasks
- + Extensible to form an infinitely long lighting duct system
- + Maximum flexibility, since it can at any time be adjusted to changed space situations





# KARL LAGERFELD

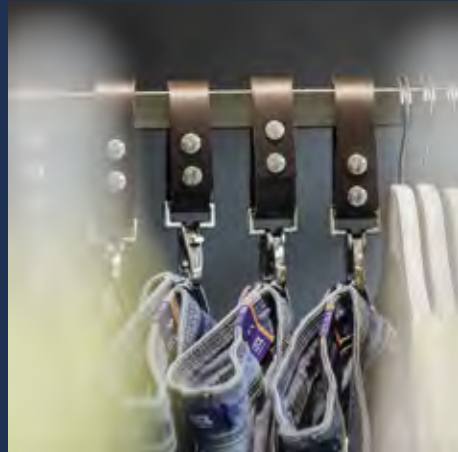
PARIS, FRANCE



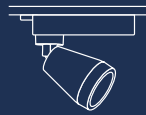
## PROJECT DETAILS

- + Area: 181m<sup>2</sup>
- + Architect: Plajer & Franz Studio, Berlin
- + Lighting design: Plajer & Franz Studio, Berlin / Ansorg D
- + Photographer: Michel Fiquet, Paris
- + Luminaires: Brick, Lightstripe, Special solution





## PRODUCTS



**BRICK BSS**  
106

- + Qualitatively high-grade material version made of diecast aluminium
- + The position of the tilting mechanism at only one point makes it possible to use it as a directional spotlight or as a downlight



**PUNTA RHC**  
122

- + Large tilting angle of between 0° and 70° permits ceiling-high lighting with optimum luminous efficiency
- + Tool-free recessing mechanism saves mounting time and reduces mounting costs







#### PROJECT DETAILS

- ✦ Area: 140 m<sup>2</sup>
- ✦ Architect: project ARC, Essen
- ✦ Lighting design: project ARC, Essen
- ✦ Photographer: Roman Thomas, Celle
- ✦ Luminaires: Brick, Punta

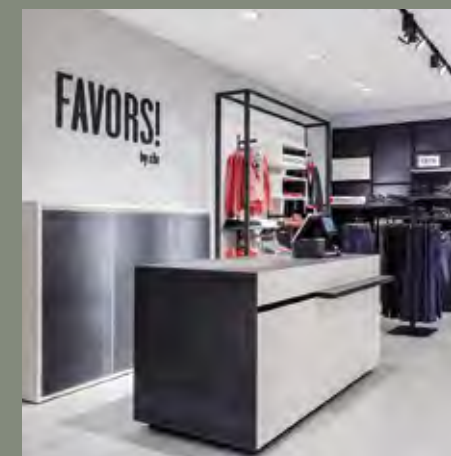






# FAVORS!

GERNSBACH, GERMANY



## PRODUCTS



### BIT BTC 102

- + Particularly economical spotlight with a light output ratio of up to 80%
- + Material selection from the point of view of sustainability
- + Very good price/performance ratio (low investment per kLm)



### CARDO CBI 126

- + The design networking with the series Brick, Lightstripe and Cardo Systems favours the creation of a harmonious ceiling design
- + Due to mounting on gim-bals, the light can be directed in any direction desired





## PROJECT DETAILS

- + Area: 186 m<sup>2</sup>
- + Architect: Riesterer GmbH, Freiburg
- + Lighting design: Ansorg D
- + Photographer: Roman Thomas, Celle
- + Luminaires: Bit, Cardo



# STREET ONE

PADERBORN, GERMANY



## PRODUCTS



**BRICK BSS**  
106

- + Qualitatively high-grade material version made of diecast aluminium
- + The position of the tilting mechanism at only one point makes it possible to use it as a directional spotlight or as a downlight



**PUNTA RHC**  
122

- + Large tilting angle of between 0° and 70° permits ceiling-high lighting with optimum luminous efficiency
- + Tool-free recessing mechanism saves mounting time and reduces mounting costs



**LIGHTSTRIPE LLW**  
154

- + Extensive, modular luminaire system for universal lighting tasks
- + Extensible to form an infinitely long lighting duct system
- + Maximum flexibility, since it can at any time be adjusted to changed space situations





# STREET ONE

PADERBORN, GERMANY



- PROJECT DETAILS
- + Area: 226 m<sup>2</sup>
  - + Architect: project ARC, Essen
  - + Lighting design: Ansorg D
  - + Photographer: Achim Venzke, Hennef
  - + Luminaires: Brick, Punta, Lightstripe





C&A  
DÜSSELDORF, GERMANY



## PRODUCTS



CARDO CBI  
126

- + The design networking with the series Brick, Lightstripe and Cardo Systems favours the creation of a harmonious ceiling design
- + Due to mounting on gimbals, the light can be directed in any direction desired



TAKE TKC / TKL  
96

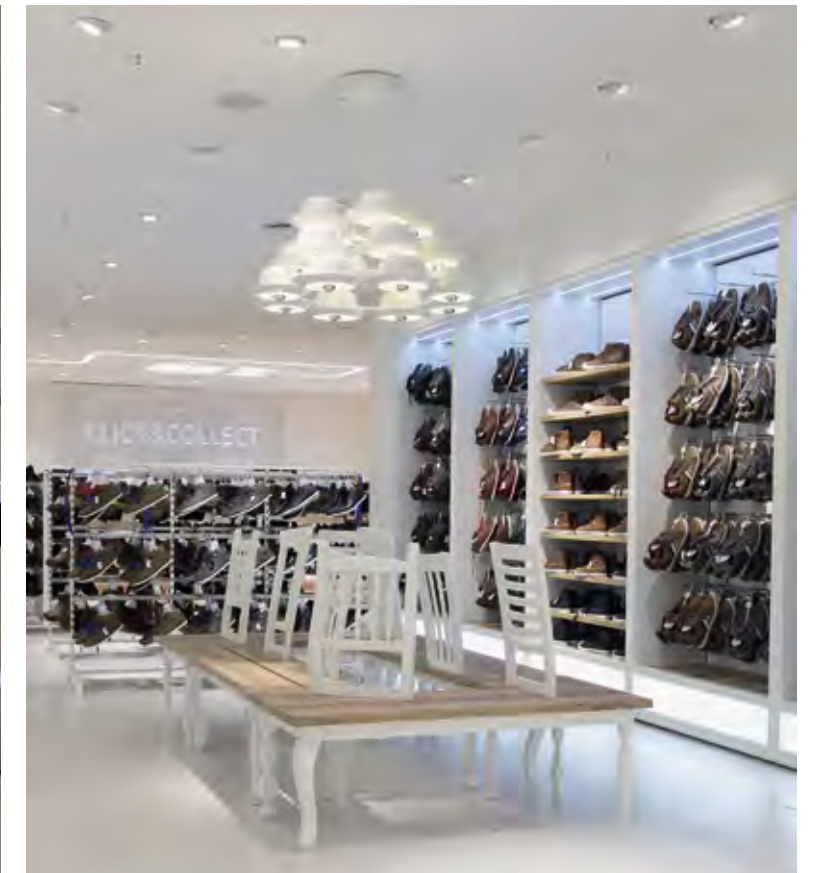
- + Economic efficiency and long product life due to a high-quality luminaire housing
- + Optimised reflector technology for brilliant light quality and high efficiencies
- + Maintenance and user-friendly and can be fitted without the use of tools



MAXX MBL  
130

- + The reflector is the shape-determining moment
- + Excellent glare-reduction of the reflectors for perfect ease of vision
- + Large variety of structural shapes

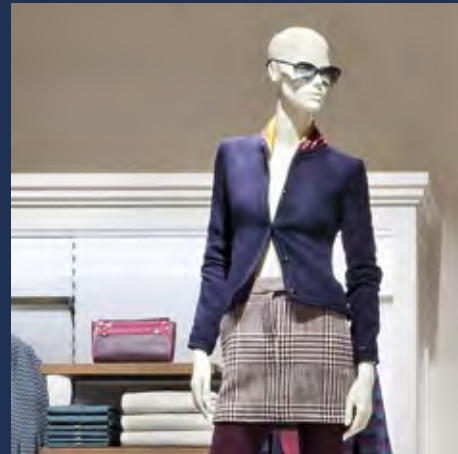
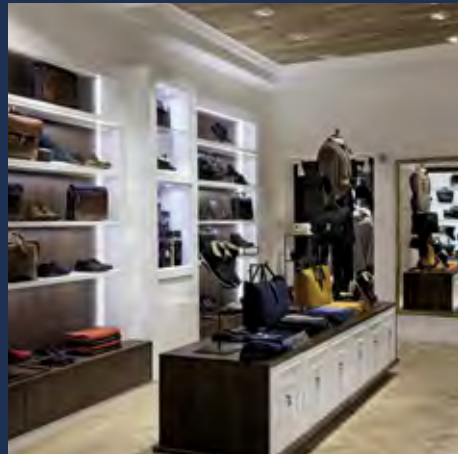




#### PROJECT DETAILS

- + Area: 11,000m<sup>2</sup>
- + Lighting design: Ansorg D
- + Photographer: Roland Krauss, Wien
- + Luminaires: Cardo, Take, Maxx, Stage, special LED solutions





## PRODUCTS



**TECNO TBL**  
104

- + Reduction to a basic geometrical shape
- + Facelift: greater economic efficiency due to optimised reflector efficiency



**BRICK BML**  
106

- + Qualitatively high-grade material version made of diecast aluminium
- + The position of the tilting mechanism at only one point makes it possible to use it as a directional spotlight or as a downlight



**LIGHTSTRIPE LCL**  
154

- + Extensive, modular luminaire system for universal lighting tasks
- + Extensible to form an infinitely long lighting duct system
- + Maximum flexibility, since it can at any time be adjusted to changed space situations





# TOMMY HILFIGER

DÜSSELDORF, GERMANY



## PROJECT DETAILS

- ✦ Area: 1,156m<sup>2</sup>
- ✦ Lighting design: Ansorg D
- ✦ Photographer: Tommy Hilfiger
- ✦ Luminaires: Brick, Tecno, Cardo, Lightstripe, Special solutions







## PRODUCTS



### CARDO CBI / CRI 126

- + The design networking with the series Brick, Lightstripe and Cardo Systems favours the creation of a harmonious ceiling design
- + Due to mounting on gimbals, the light can be directed in any direction desired



### PUNTA RHI / RHC 122

- + Large tilting angle of between 0° and 70° permits ceiling-high lighting with optimum luminous efficiency
- + Tool-free recessing mechanism saves mounting time and reduces mounting costs



### LINEA SRV 132

- + Good glare reduction of the reflectors for optimum ease of vision
- + MultiWatt ballast increases the flexibility for the use of various lamp wattages
- + Solution for ambient lighting with good price/performance ratio





#### PROJECT DETAILS

- + Area: 4,355m<sup>2</sup>
- + Lighting design: Ansorg D
- + Photographer: Christian Tepper, Hanover
- + Luminaires: Cardo, Punta, Linea, Cardo System

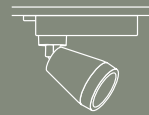


# ROBERTO VERINO

MADRID, SPAIN



## PRODUCTS



**BRICK BSS**  
106

- + Qualitatively high-grade material version made of diecast aluminium
- + The position of the tilting mechanism at only one point makes it possible to use it as a directional spotlight or as a downlight



**CARDO CBI**  
126

- + The design networking with the series Brick, Lightstripe and Cardo Systems favours the creation of a harmonious ceiling design
- + Due to mounting on gim-bals, the light can be directed in any direction desired



**MAXX MCB**  
130

- + The reflector is the shape-determining moment
- + Excellent glare-reduction of the reflectors for perfect ease of vision
- + Large variety of structural shapes





# ROBERTO VERINO

MADRID, SPAIN



## PROJECT DETAILS

- + Area: 120m<sup>2</sup>
- + Shopfitting: Teinco
- + Lighting design: Ansorg F
- + Photographer: Max Schulz, Mülheim
- + Luminaires: Brick, Cardo, Maxx





# CROCS

BRISTOL, UK



## PRODUCTS



### CARDO CRL 126

- + The design networking with the series Brick, Lightstripe and Cardo Systems favours the creation of a harmonious ceiling design
- + Due to mounting on gimbals, the light can be directed in any direction desired





## PROJECT DETAILS

- + Area: 100m<sup>2</sup>
- + Lighting design: Ansorg D
- + Photographer: Roman Thomas, Celle
- + Luminaires: Cardo







## PRODUCTS



ORIO TAL  
98

- + High-quality design
- + Innovative and efficient technology
- + Optional accessories: Lens Tools



CARDO CBL  
126

- + The design networking with the series Brick, Lightstripe and Cardo Systems favours the creation of a harmonious ceiling design
- + Due to mounting on gimbals, the light can be directed in any direction desired







## PROJECT DETAILS

- ✦ Area: 550m<sup>2</sup>
- ✦ Lighting design: Ansorg D
- ✦ Photographer: Richter & Fink, Augsburg
- ✦ Luminaires: Orio, Cardo







# GALERIES LAFAYETTE

JAKARTA, INDONESIA



## PRODUCTS



### VELO VEL 110

- + Integrated temperature separation between reflector and ballast equipment in a very confined space: this results in a higher product life for all of the components and at the same time makes a compact structural shape possible
- + Efficient reflectors and a high light output reduce the number of luminaires required



### CARDO CBI 126

- + The design networking with the series Brick, Lightstripe and Cardo Systems favours the creation of a harmonious ceiling design
- + Due to mounting on gimbals, the light can be directed in any direction desired



### MAXX TCO 130

- + The reflector is the shape-determining moment
- + Excellent glare-reduction of the reflectors for perfect ease of vision
- + Large variety of structural shapes



# GALERIES LAFAYETTE

JAKARTA, INDONESIA



- PROJECT DETAILS
- + Area: 12,000m<sup>2</sup>
  - + Architect: Plajer & Franz Studio, Berlin
  - + Lighting design: Litac, Jakarta
  - + Photographer: diephotodesigner.de, Berlin
  - + Luminaires: Velo, Cardo, Maxx, Lightstripe, Punta



# GALERIES LAFAYETTE

JAKARTA, INDONESIA







PRODUCTS



VELO VEL  
110

- + Integrated temperature separation between reflector and ballast equipment in a very confined space: this results in a higher product life for all of the components and at the same time makes a compact structural shape possible
- + Efficient reflectors and a high light output reduce the number of luminaires required



LIGHTSTRIPE LCS  
154

- + Extensive, modular luminaire system for universal lighting tasks
- + Extensible to form an infinitely long lighting duct system
- + Maximum flexibility, since it can at any time be adjusted to changed space situations



PIZZA PLC  
134

- + The intrinsic brightness of the luminaire serves as a ceiling design element
- + Integrated downlights with high luminous intensity for accentuation





# MARKS & SPENCER

RIYADH, SAUDI ARABIA





# MARKS & SPENCER

RIYADH, SAUDI ARABIA



- PROJECT DETAILS
- + Area: 4,185m<sup>2</sup>
  - + Architect: Lyons+Sleeman+Hoare Architects, Hook
  - + Lighting design: NDY Light, London & Ansorg D
  - + Photographer: Nic Arnold, Dubai
  - + Luminaires: Velo, Lightstripe, Pizza





# Q HOME DECOR

RIYADH, SAUDI ARABIA

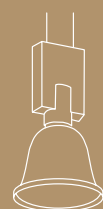


## PRODUCTS



VELO VEL  
110

- + Integrated temperature separation between reflector and ballast equipment in a very confined space: this results in a higher product life for all of the components and at the same time makes a compact structural shape possible
- + Efficient reflectors and a high light output reduce the number of luminaires required



SINO SCI  
142

- + Zoomable lighting: fine tuning for adjustment to individual room heights
- + The modular structure, the 'plug and play' connector system in the electrical installation and the bayonet mechanism of the reflector make mounting easier and reduce the cost



LIGHTSTRIPE LCS  
154

- + Extensive, modular luminaire system for universal lighting tasks
- + Extensible to form an infinitely long lighting duct system
- + Maximum flexibility, since it can at any time be adjusted to changed space situations





## PROJECT DETAILS

- ✦ Area: 3,800m<sup>2</sup>
- ✦ Architect: Q Home Decor, Dubai
- ✦ Lighting design: Ansorg D
- ✦ Photographer: Nic Arnold, Dubai
- ✦ Luminaires: Velo, Cardo, Maxx, Linea, Sino, Lightstripe, Special solution





# JASHANMAL

DUBAI, UNITED ARAB EMIRATES



## PRODUCTS



PUNTA RHI  
122

- + Large tilting angle of between 0° and 70° permits ceiling-high lighting with optimum luminous efficiency
- + Tool-free recessing mechanism saves mounting time and reduces mounting costs



VELO VEL  
110

- + Integrated temperature separation between reflector and ballast equipment in a very confined space: this results in a higher product life for all of the components and at the same time makes a compact structural shape possible
- + Efficient reflectors and a high light output reduce the number of luminaires required



LIGHTSTRIPE LCS  
154

- + Extensive, modular luminaire system for universal lighting tasks
- + Extensible to form an infinitely long lighting duct system
- + Maximum flexibility, since it can at any time be adjusted to changed space situations



# JASHANMAL

DUBAI, UNITED ARAB EMIRATES

## PROJECT DETAILS

- ✦ Area: 1,230 m<sup>2</sup>
- ✦ Architect: Schwitzke + Partner, Dubai
- ✦ Lighting design: Ansorg D
- ✦ Photographer: Max Schulz, Mülheim, Oliver Tjaden, Düsseldorf
- ✦ Luminaires: Punta, Velo, Cardo, Special solution

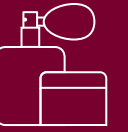






# THE BODY SHOP

MADRID, SPAIN



## PRODUCTS



**BRICK BSS**  
106

- + Qualitatively high-grade material version made of diecast aluminium
- + The position of the tilting mechanism at only one point makes it possible to use it as a directional spotlight or as a downlight



**PUNTA RLC**  
122

- + Large tilting angle of between 0° and 70° permits ceiling-high lighting with optimum luminous efficiency
- + Tool-free recessing mechanism saves mounting time and reduces mounting costs



**MAXX TCO**  
130

- + The reflector is the shape-determining moment
- + Excellent glare-reduction of the reflectors for perfect ease of vision
- + Large variety of structural shapes



# THE BODY SHOP

MADRID, SPAIN



## PROJECT DETAILS

- + Area: 67m<sup>2</sup>
- + Architect: GS Arquitectos Madrid
- + Lighting design: Ansorg D
- + Photographer: Pablo Calzado, Madrid
- + Luminaires: Brick, Punta, Maxx







## PRODUCTS



### LIGHTSTRIPE LCS / LEL 154

- + Extensive, modular luminaire system for universal lighting tasks
- + Extensible to form an infinitely long lighting duct system
- + Maximum flexibility, since it can at any time be adjusted to changed space situations





# SAMSUNG

DIEGEM, BELGIUM



## PROJECT DETAILS

- + Area: 260 m<sup>2</sup>
- + Architect: Dalziel + Pow, London
- + Lighting design: Ansorg D
- + Photographer: Dalziel + Pow, London
- + Luminaires: Lightstripe







# OTE

ATHENS, GREECE



## PRODUCTS



### BIT BTC 102

- + Particularly economical spotlight with a light output ratio of up to 80%
- + Material selection from the point of view of sustainability
- + Very good price/performance ratio (low investment per klm)



### PUNTA RLC 122

- + Large tilting angle of between 0° and 70° permits ceiling-high lighting with optimum luminous efficiency
- + Tool-free recessing mechanism saves mounting time and reduces mounting costs

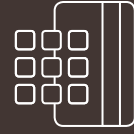




#### PROJECT DETAILS

- + Area: 170m<sup>2</sup>
- + Lighting design: Ansorg D
- + Photographer: Max Schulz, Mülheim
- + Luminaires: Bit, Punta, Suspended luminaires (LED)





## PRODUCTS



### LIGHTSTRIPE LML / LEL 154

- + Extensive, modular luminaire system for universal lighting tasks
- + Extensible to form an infinitely long lighting duct system
- + Maximum flexibility, since it can at any time be adjusted to changed space situations







#### PROJECT DETAILS

- + Area: 1,216m<sup>2</sup>
- + Architect: Itten + Brechbühl AG, Bern
- + Lighting design: Ansorg D
- + Photographer: Peter Schönenberger, Winterthur
- + Luminaires: Lightstripe, Suspended luminaires, Special solutions





# TAKE A CLOSER LOOK AT PRODUCTS



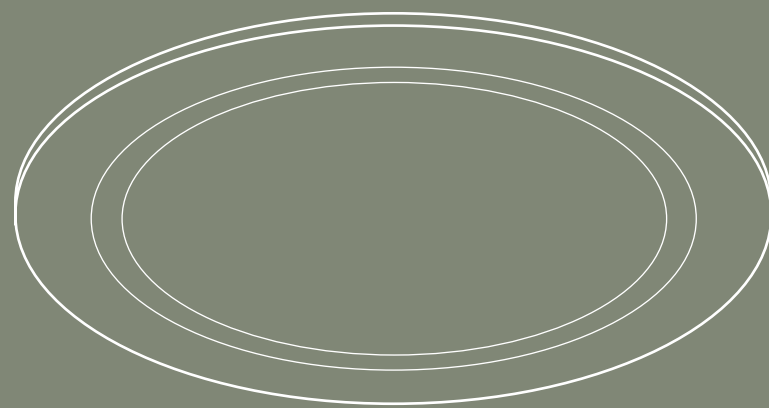


# PRODUCT OVERVIEW

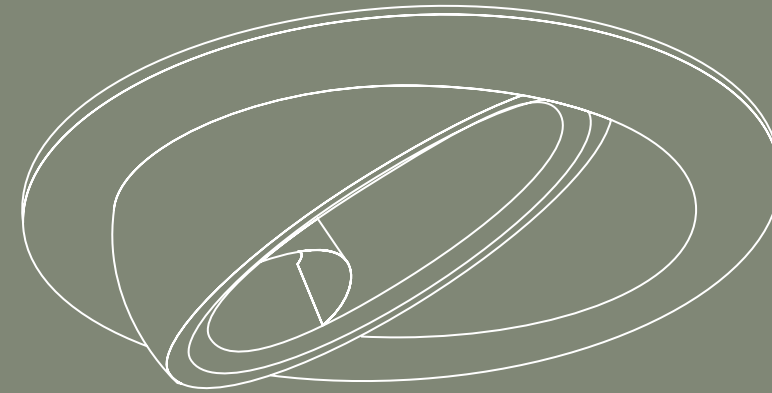
THE PRODUCTS AT A GLANCE AND AN EXPLANATION OF SYMBOLS CAN BE SEEN ON PAGE 156



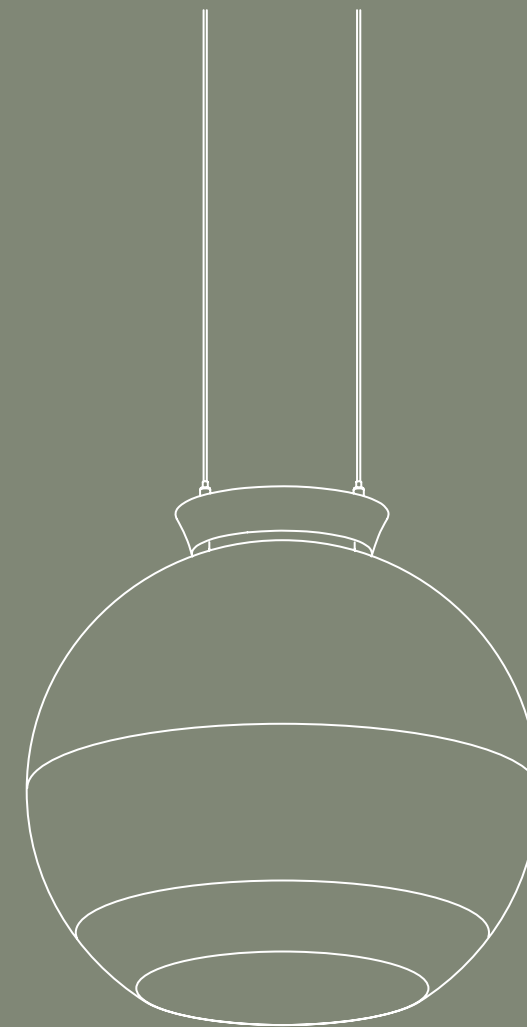
SPOTLIGHTS  
92



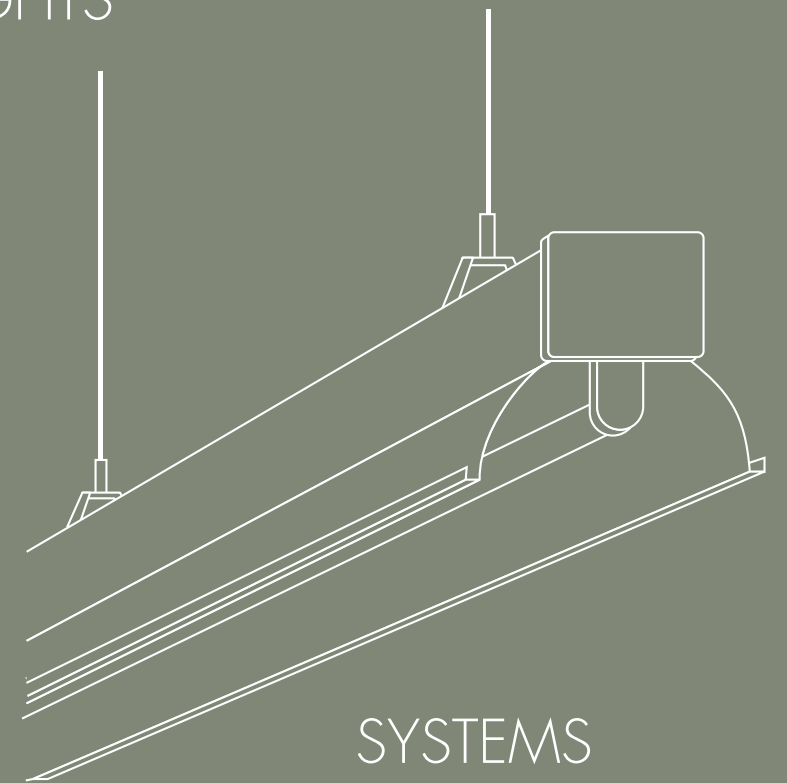
DOWNLIGHTS  
128



RECESSED SPOTLIGHTS  
114



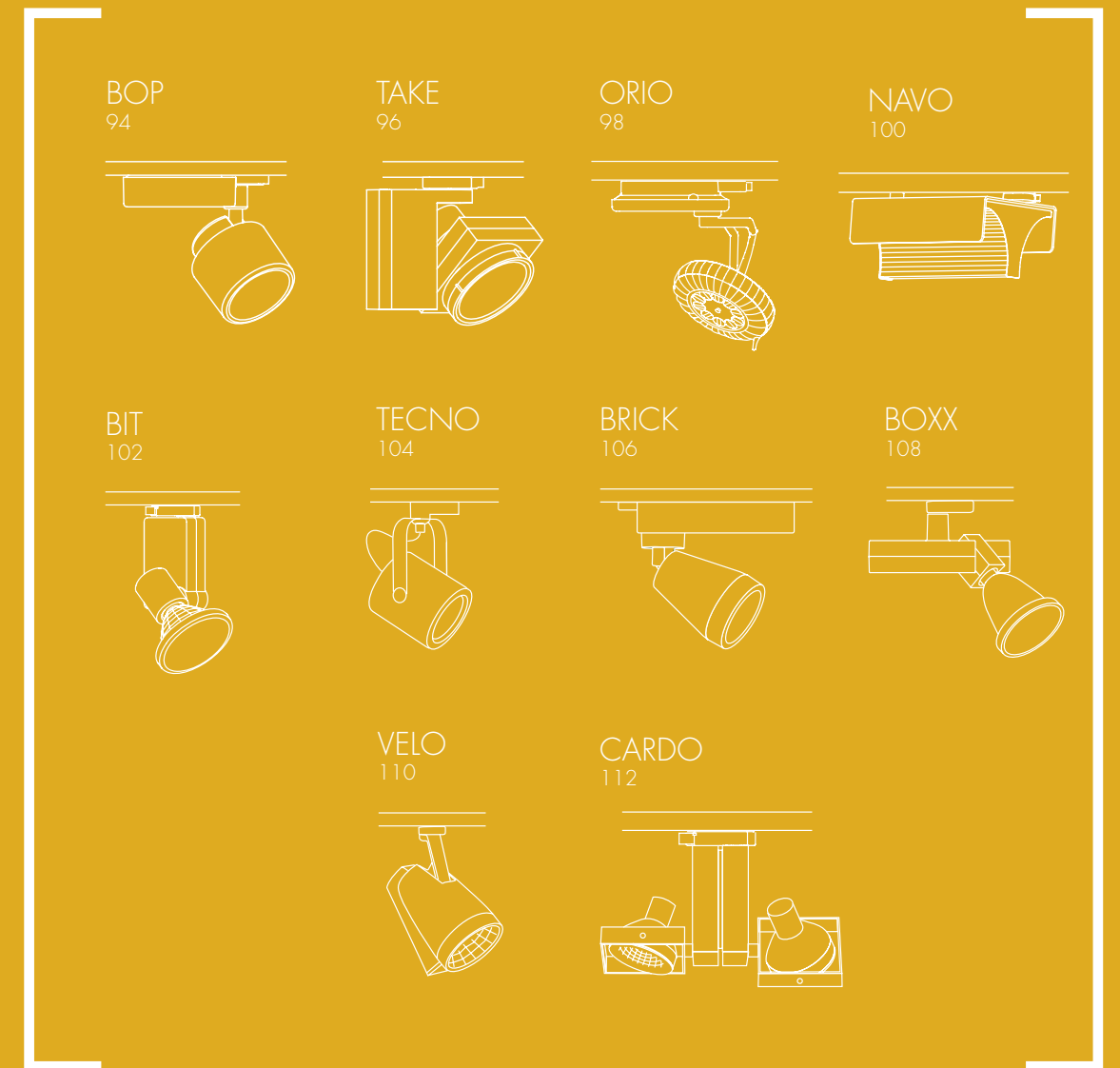
SUSPENDED LUMINAIRES  
136



SYSTEMS  
148



# SPOT LIGHTS







# BOP



Colour



The compact spotlight BOP was conceived for the power track and as a product for semi-recessing. BOP provides an optimum price/performance ratio. The design is balanced and characterised by generously dimensioned radii. BOP gives the ceiling an uncluttered appearance and is recommended also for low room heights and for suspended ceilings with shallow recessing depths. The spotlight head made of glass fibre-reinforced plastic shows lower thermal conductivity. BOP is also available using the very latest LED technology.

	Lighting technology	Wattage/ lumen categorie	Reflectors	Mood filter/ colour temperature	
BKL	LED	2,000lm/3,000lm		2,700K/3,000K/ 4,000K	
BTK	HIT/G8.5	20/35/50 W		RS BD SN GD	





# TAKE



Colour

The spotlight TAKE embodies modern, sophisticated design and brilliant light quality. Innovative convex faceted reflector technology provides TAKE with very high operational efficiencies and produced brilliant, non-glare presentation light. The horizontal arrangement of the ballast housing and the lighting head makes the spotlight, with its very low mounting height, appear compact and, at the same time, light. TAKE, moreover, brings along an abundant range of accessories such as Mood filters and glare-reduction attachments. All of the accessories can be fitted easily and without the use of tools. Not least, TAKE impresses with its ease of maintenance and user-friendliness.



	Lighting technology	Wattage/ lumen categorie	Reflectors	Mood filter/ colour temperature	
TKL	LED	2,000lm/3,000lm/ 4,000lm/5,000lm		2,700K/3,000K/ 4,000K	
TKC	HIT/G8.5	20/35/50/70 W		RS BD SN GD	





# ORIO



	Lighting technology	Wattage/ lumen categorie	Reflectors	Mood filter/ colour temperature	
TPL	LED	2,300lm		3,000K	

Colour

☐
☒
☐

The LED spotlight ORIO is eye-catching due to its original and high-quality design. ORIO presents itself unmistakably in its functional design on the power track or as a recessed version and can be particularly recommended for modern and sophisticated lighting concepts in all sectors. The innovative joint mechanism permits flexible orientation of the lighting head. Powerful LED modules in combination with novel reflector geometry produce rotationally symmetrical light imaging. In order to supplement the brilliant light quality from ORIO or to change the beam angle, lenses can be changed without the use of tools.





# NAVO



**Colour**



Using efficiently LED technology NAVO sets the standards for an economical and sales-promoting ambient lighting equally suitable for food and non-food. Larger sections of shelves can also be efficiently and economically illuminated. NAVO is available as spotlight and recessed spotlight each with directional or double-directional washer. In addition a spotlight wall-washer for high decorations is available.

	Lighting technology	Wattage/ lumen categorie	Reflectors	Mood filter/ colour temperature	
NSK_DDF	LED	8,000lm		2,700K/3,000K/4,000K	
NSK_DF	LED	4,000lm		2,700K/3,000K/4,000K	
NSK_WW	LED	4,000lm		2,700K/3,000K/4,000K	





Colour

☐ ☒ ☐

In the form of the surface-mounted spotlight BIT, the product range was extended by a very economical and efficient spot-light. By the use of high-grade components and reflectors a light output ratio of more than 80 % was achieved. The neutral, unobtrusive use of shapes makes it possible for BIT to be used in a variety of ways. The choice of materials was made espe- cially from the points of view of sustainability and environmentally compatible disposal.

# BIT



	Lighting technology	Wattage/ lumen categorie	Reflectors	Mood filter/ colour temperature	
BNL	LED	3,000lm		2,700K/3,000K/ 4,000K	
BTC	HIT/G8.5	20/35/50/70 W		RS BD SN GD	





Colour

With a functional, minimalistic shape and great technical flexibility, TECNO spotlights are ideal for numerous lighting tasks. The TECNO range is supplemented by various accessories such as colour filters, honeycomb grids and barn doors.

# TECNO






	Lighting technology	Wattage/ lumen categorie	Reflectors	Mood filter/ colour temperature	
TBL	LED	2,000lm/3,000lm/4,000lm  5,000lm		2,700K/3,000K/4,000K	
TML	LED	3,500lm		2,700K/3,000K/4,000K	
TMS	HIT/G8.5	20/35/50 W			
TTC	HIT/G8.5	20/35/50/70 W		RS BD SN GD	




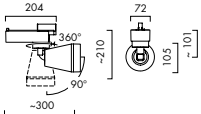

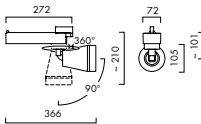

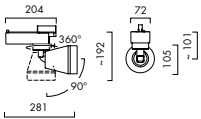


# BRICK



Colour  


With pared-down shapes and functional flexibility, the BRICK spotlight range permits a large number of design and lighting schemes. The spots can be turned through 360° and tilted 90° and hence it is possible to illuminate the whole room, the light reaching almost every position in it. Through the four different beam angles BRICK can be recommended both for ambient and accent lighting purposes, in shops and stores as well as for transit zones in public buildings.

	Lighting technology	Wattage/ lumen categorie	Reflectors	Mood filter/ colour temperature	
BML	LED	2,000lm/3,000lm		2,700K/3,000K/4,000K	
BSS	HIT/G8.5	20/35/70 W		RS BD SN GD	
BMS	HIT /GU6.5	20 W			





# BOXX



Colour



The product philosophy of "the reflector as a luminaire" has been taken a step further with BOXX. The shape concentrates on essentials, while the function is based on high-quality lighting and electrical equipment. What is special about BOXX is the continuous adjustment of the focusing from narrow to wide beam carried out without any change of reflector which means that this is an extremely user-friendly design. Due to its flat shape this spotlight is suitable for areas with low ceilings.

	Lighting technology	Wattage/ lumen categorie	Reflectors	Mood filter/ colour temperature	
LTL	HIT/G12	35/50/70/100/150 W		<div>RSBD</div> <div>SNGD</div>	
LTN	HIT/G8.5	20/35/50/70 W		<div>RSBD</div> <div>SNGD</div>	





# VELO



	Lighting technology	Wattage/ lumen categorie	Reflectors	Mood filter/ colour temperature	
VEL	HIT/G8.5	35/70 W		RS BD SN GD	

Colour

VELO is a spotlight with a mono-casing into which the transformer has been integrated. An efficient temperature management system leads to a markedly longer service life. The toolfree replacement system for the reflector and the safety glass is a feature which indicates VELO's ease of handling. Anti-glare, mood filter or diffuser are meaningful accessories and supplement VELO's basic equipment.





# CARDO



## Colour



The CARDO double spotlight was developed for use fitted in power tracks or mounted on the ceiling and as a pendant luminaire. The articulation of the gimble-mounted light heads enables light to be distributed over the room in any direction. The orthogonal alignment of the luminaires produces the appropriate, calm ceiling pattern. The CARDO product series is of modular design and various lighting techniques can therefore be combined without any problems.

	Lighting technology	Wattage/ lumen categorie	Reflectors	Mood filter/ colour temperature	
CPK	HIT/G8.5	35/70 W		<div>RS</div> <div>BD</div> <div>SN</div> <div>GD</div>	

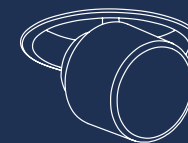


# RECESSED SPOT LIGHTS

BOLA  
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BOP  
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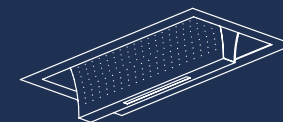
ORIO  
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PUNTA  
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NAVO  
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CARDO  
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# BOLA



	Lighting technology	Wattage/ lumen categorie	Reflectors	Mood filter/ colour temperature	
SBI	HIT/G12	35/50/70/100/150 W		 	

**Colour**



Wallwashers underline the architecture, provide spatial orientation and define proportions. With its special reflector technology, BOLA succeeds in achieving a wide and uniform light distribution on the walls up to the ceiling. Moreover, this wall-washer has a low recessing depth.



# BOP



Colour



The compact spotlight BOP was conceived for the power track and as a product for semi-recessing. BOP provides an optimum price/performance ratio. The design is balanced and characterised by generously dimensioned radii. BOP gives the ceiling an uncluttered appearance and is recommended also for low room heights and for suspended ceilings with shallow recessing depths. The spotlight head made of glass fibre-reinforced plastic shows lower thermal conductivity. BOP is also available using the very latest LED technology.

	Lighting technology	Wattage/ lumen categorie	Reflectors	Mood filter/ colour temperature	
BEL	LED	2,000lm/3,000lm		2,700K/3,000K/ 4,000K	
BTE	HIT /G8.5	20/50/35W		RS BD SN GD	




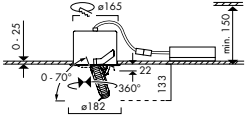
# ORIO



Colour



The LED spotlight ORIO is eye-catching due to its original and high-quality design. ORIO presents itself unmistakably in its functional design on the power track or as a recessed version and can be particularly recommended for modern and sophisticated lighting concepts in all sectors. The innovative joint mechanism permits flexible orientation of the lighting head. Powerful LED modules in combination with novel reflector geometry produce rotationally symmetrical light imaging. In order to supplement the brilliant light quality from ORIO or to change the beam angle, lenses can be changed without the use of tools.

	Lighting technology	Wattage/ lumen categorie	Reflectors	Mood filter/ colour temperature	
TAL	LED	2,300lm		3,000K	



# PUNTA



Colour



PUNTA - the classic among the recessed spotlights convinces with its special abilities. The reflector housing is located flexibly on a running ring and, in that way, ensures optimum mobility. Adjustment, which is easy to carry out, does not require a locking mechanism. The newly developed tool-free recessing mechanism reduces the mounting costs. PUNTA stands for versatile use, from the pinpointed effect high up on the wall as far as the illumination of peripheral areas.

	Lighting technology	Wattage/ lumen categorie	Reflectors	Mood filter/ colour temperature	
RLL	LED	3,000/4,000/5,000lm		2,700K/3,000K/ 4,000K	
RLC	HIT/G8.5	20/35/50/70 W		RS BD SN GD	
RHC	HIT/G8.5	20/35/50/70 W		RS BD SN GD	
RHI	HIT/G12	35/50/70/100/150 W		RS BD SN GD	
NRL	LED	600lm		2,700K/3,000K/ 4,000K	
NRK	LED	4-10W		2,700K/3,000K	




# NAVO



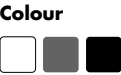
Colour  
☐ ☐ ☐

Using efficiently LED technology NAVO sets the standards for an economical and sales-promoting ambient lighting equally suitable for food and non-food. Larger sections of shelves can also be efficiently and economically illuminated. NAVO is available as spotlight and recessed spotlight each with directional or double-directional washer. In addition a spotlight wall-washer for high decorations is available.

	Lighting technology	Wattage/ lumen categorie	Reflectors	Mood filter/ colour temperature	
NEK_DDF	LED	8,000lm		2,700K/3,000K/4,000K	



# CARDO



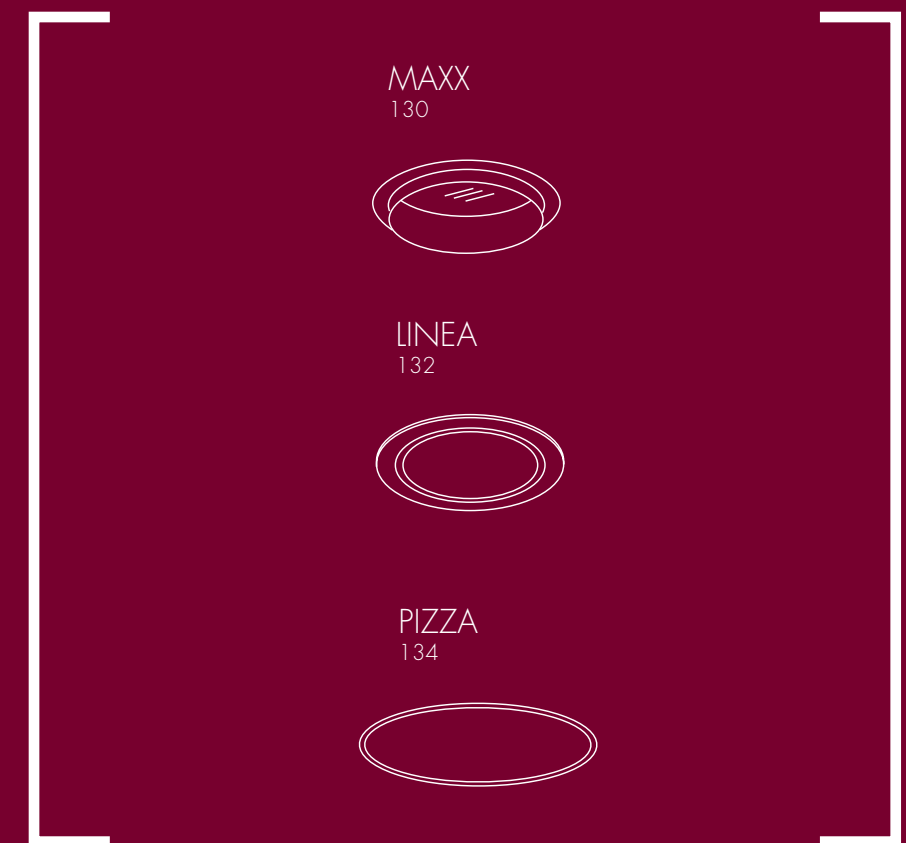
The CARDO product family comprises circular gimbal-mounted, recessed spotlights. At the same time, standardisation of the diameters (130 mm and 185 mm) not only gives the ceiling a calm, harmonious appearance but also permits combination with luminaires from any of our other product series. For complex and economical lighting schemes, recessed spotlights, wallwashers and downlights are therefore available.



	Lighting technology	Wattage/ lumen categorie	Reflectors	Mood filter/ colour temperature	
CRL	LED	2,000lm/3,000lm/ 4,000lm		2,700K/3,000K/ 4,000K	
CRI	HIT/G12	35/50/70/100/150 W		RS BD SN GD	
CRC	HIT/G8.5	20/35/50/70 W		RS BD SN GD	
CBL	LED	2,000lm/3,000lm		2,700K/3,000K/ 4,000K	
CBI	HIT/G8.5	20/35/50/70 W		RS BD SN GD	
CDC	QR-CBC51	max. 50W			



# DOWN LIGHTS





# MAXX



The MAXX product line is a range of luminaires of uniformly shaped design for universal lighting tasks. Innovative reflector equipment produces glare-free light and thus provides good visibility. Different reflector sizes and beam angles provide precise lighting options for a variety of uses.

	Lighting technology	Wattage/ lumen categorie	Reflectors	Mood filter/ colour temperature	
MBL	LED	3,000lm/4,000lm/ 5,000lm		2,700K/3,000K/ 4,000K	
MCL	LED	2,000lm/3,000lm		2,700K/3,000K/ 4,000K	
MHL	LED	600lm		2,700K/3,000K/ 4,000K	
TCO	HIT/G8.5	20/35/50/70 W			
MCA	HIT/G8.5	35/50/70 W			
MCB	HIT/G8.5	35/50/70 W			
MHN	QTHP12	max. 50 W			



# LINEA



Colour

LINEA is a family of powerful downlights with a selection of diameters. The advantages of the range are to be seen in the variety of available light sources and reflectors. The downlights yield balanced ambient lighting in retail areas or halls and are used for high-performance but economical lighting solutions.

	Lighting technology	Wattage/ lumen categorie	Reflectors	Mood filter/ colour temperature	
SRV	HIT/G12	35/50/70/100/150 W		<div>RSBD</div> <div>SNGD</div>	
TCC	TC-DEL/-TEL	2*26 – 42 W			
SRL	LED	4,000lm/5,000lm		2,700K/3,000K/ 4,000K	



# PIZZA



Colour



PIZZA is a downlight series for compact fluorescent lamps. The luminaires are closed with white opal acrylic glasses. Thus the impression of a hovering disc or the appearance of diffused daylight falling through an opening in the ceiling is created. The range is supplemented by luminaires with integrated powerful downlights for accentuation. PIZZA is suitable both for ambient lighting and for the entrance areas or points of decoration.

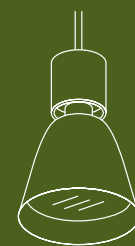


	Lighting technology	Wattage/ lumen categorie	Reflectors	Mood filter/ colour temperature	
PLC	TC-L/-2G11	3*18 W 3*24 W			
PLL	LED	3,000lm		3,000K	
PAL	LED	3,000lm		3,000K	
PPL	LED	3,000lm		3,000K	



# SUSPENDED LUMINAIRES

MAXX  
CLASSIC  
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MAXX  
FACTORY  
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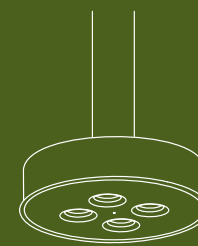
CLASSIC  
140



SINO  
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PIAZZA  
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COLLECTION  
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CLASSIC



The innovative reflector technology of the suspended luminaire series MAXX with various interchangeable reflectors produces non-glare light and thus provides high visual comfort. Various shade variants permit optimum adaptation to the interior.

# MAXX SERIE



FACTORY

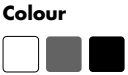


FACTORY



	Lighting technology	Wattage/ lumen categorie	Reflectors	Mood filter/ colour temperature	
<b>Classic</b>	HIT/G12	35/50/70/100/150 W		RS BD SN GD	
<b>Factory</b>	HIT/G12	35/50/70/100/150 W		RS BD SN GD	
<b>Factory</b>	<b>LED</b>	3,000lm		3,000K	





CLASSIC is a suspended luminaire series which meets both decorative demand and also takes into account the aspect of technical merchandise lighting. This series of products is above all suitable for use as a suspended downlight for ambient or aisle area lighting, particularly when at the same time design structuring of the overall area is desired. Classic basic shapes in respective different design variants are available.

# CLASSIC



	Lighting technology	Wattage/ lumen categorie	Reflectors	Design	
Ball	HIT/G12	35/50/70/100/150 W		Translucent, metal-coated	
	TC/E27	15/18/22 W			
				Frosted	
				Opal	



# SINO



## Colour



Its modular type of construction provides SINO with enormous flexibility - on the one hand due to the variable suspension height, on the other due to the option of the interchangeable reflectors and the continuously adjustable tilt-out angle. In addition, the bayonet mechanism means extreme ease of assembly and permits fast and simple handling on site. This suspended luminaire is a favourably priced lighting alternative, particularly for lighting large car showrooms or in the food and discount sectors.

	Lighting technology	Wattage/ lumen categorie	Reflectors	Mood filter/ colour temperature
SCI	HIT/G12	70/100/150 W		





The Piazza suspended luminaire series is presented in an appealing, geometrical design. The luminaire was developed for great room heights of five metres and more. Due to the use of different beam angles it is recommended for a homogeneous and also for accentuated ambient lighting. Piazza is available in a square and also in a round version with diffuser plate for functional light with an attractive long-distance effect.

# PIAZZA



	Lighting technology	Wattage/ lumen categorie	Reflectors	Mood filter/ colour temperature	
PRL	LED	8,000lm/12,000lm		3,000K/4,000K	
PSL	LED	8,000lm/12,000lm		3,000K/4,000K	



# COLLECTION



Colour



Its modular type of construction provides SINO with enormous flexibility - on the one hand due to the variable suspension height, on the other due to the option of the interchangeable reflectors and the continuously adjustable tilt-out angle. In addition, the bayonet mechanism means extreme ease of assembly and permits fast and simple handling on site. This suspended luminaire is a favourably priced lighting alternative, particularly for lighting large car showrooms or in the food and discounter sectors.

Basic principle:



LAMP SHADES  
(5 options)

+



FURTHER VERSIONS ON REQUEST

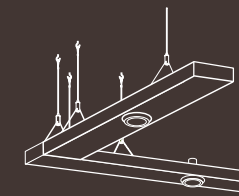


	Lighting technology	Wattage/ lumen categorie	Reflectors	Mood filter/ colour temperature	
CPA	HIT/G12	35/50/70 W			
CPA	TC/E27	15/18/22 W			
CPL	LED	2,000lm/3,000lm		2,700K/3,000K/ 4,000K	

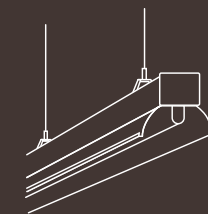


# SYSTEMS

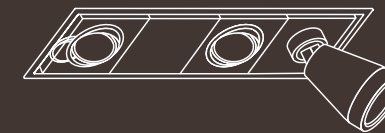
FLOATLINE  
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CORDLINE  
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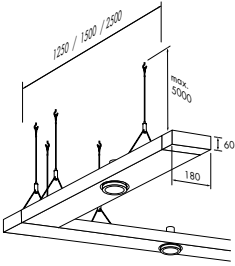


LIGHTSTRIPE  
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# FLOATLINE



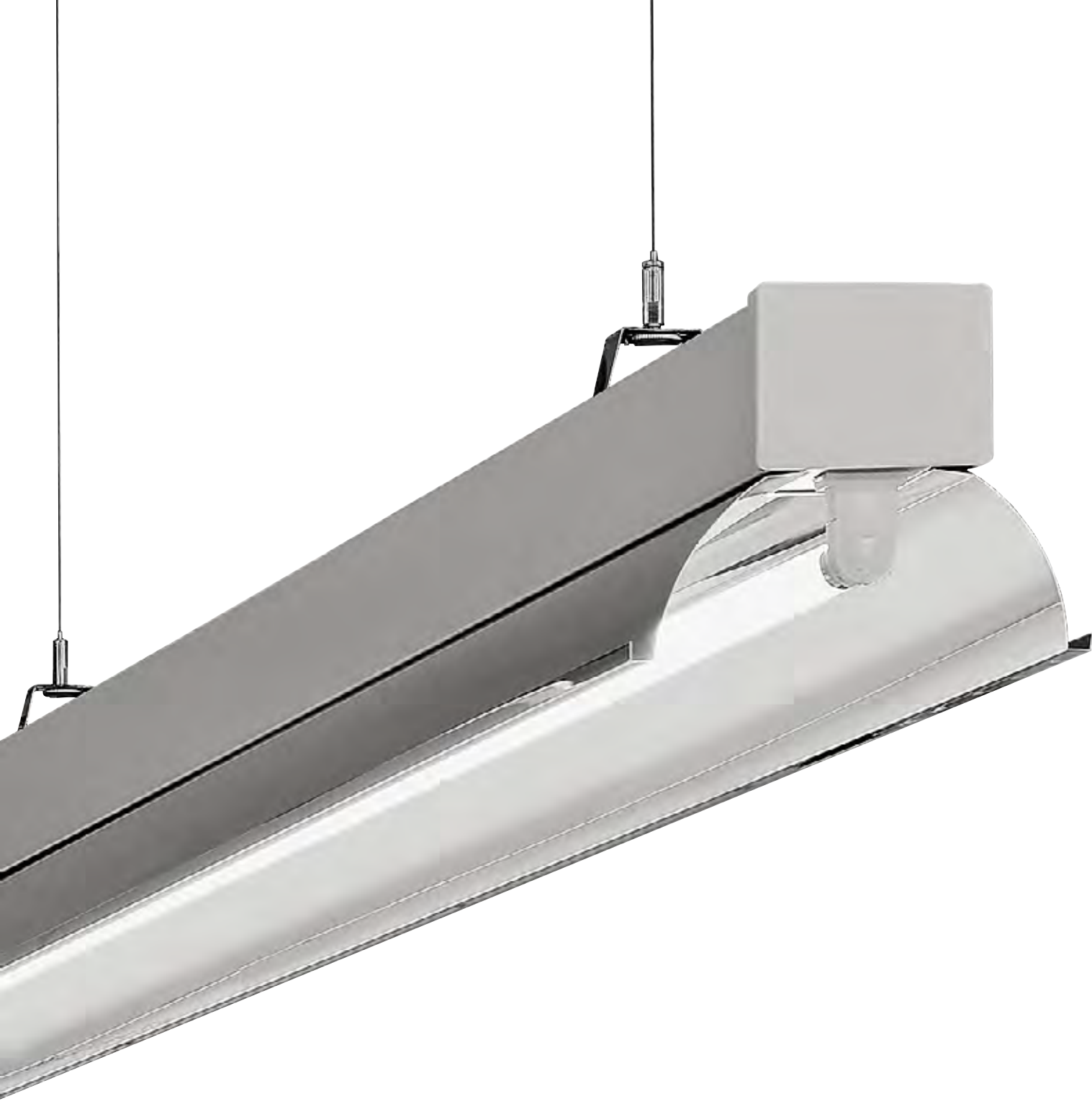
Lighting technology	Wattage/ lumen categorie	Reflectors	Mood filter/ colour temperature	
HIT/G8.5	20/35/50/70 W			
	2,000lm/3,000lm/ 4,000lm		2,700K/3,000K/ 4,000K	

**Colour**



With FLOATLINE, Ansorg provides an economical, linear suspended luminaire system that was developed specially for high-walled salesrooms covering a large area. Gimbal-mounted profile spotlights fitted with efficient HID lamps are integrated without a frame into the closed system and ensure flexible and brilliant illumination of the merchandise. FLOATLINE is suitable in particular for use above counters, promotional activity areas and traffic zones.





# CORDLINE

Lighting technology	Wattage/ lumen categorie	Reflectors	Mood filter/ colour temperature	
T16	1 x 35/49/80 W 2 x 35/49/80 W			
	1 x 35/49/80 W 2 x 35/49/80 W		Double-asymmetrical, aisle with a range	
	1 x 35/49/80 W		Asymmetrical, peripheral area	
	1 x 35/49/80 W 2 x 35/49/80 W		wide angle, ambient lighting	
	1 x 35/49/80 W		anti-glare lighting, cash desk area	

**Colour**



CORDLINE is a strip line lighting fixture system for fluorescent lamps for ambient lighting in the retail trade. The system can be fixed directly to the ceiling or suspended from round steel chains. The individual profiles are available in three different lengths and can be connected to each other quickly and without the use of tools. The system range comprises rectangular aluminium reflectors as well as profiles with power tracks for the use of spotlights with adapters.



# LIGHTSTRIPE

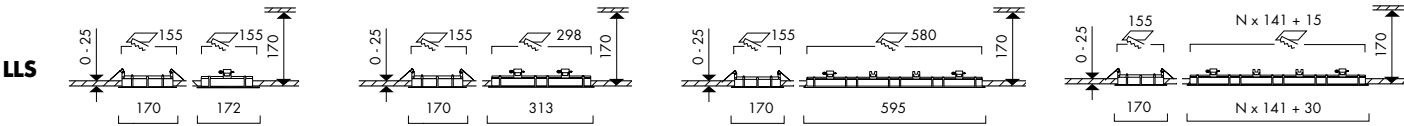
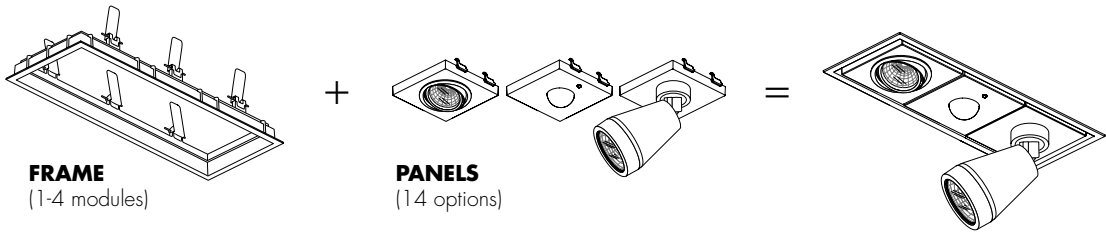


## Colour



LIGHTSTRIPE is a modular luminaire system. The fitting frames are available in various lengths or for arrangement in rows of infinite length for the formation of linear structures fastened in the ceiling cut-out without any use of tools. The modular panels are equipped with different types of luminaires and are fastened in the fitting frame by means of a suspension mechanism, without the help of tools. All of the panels can be replaced at any time and their variants are designed in such a way that they flexibly perform every lighting task.

## Basic principle:

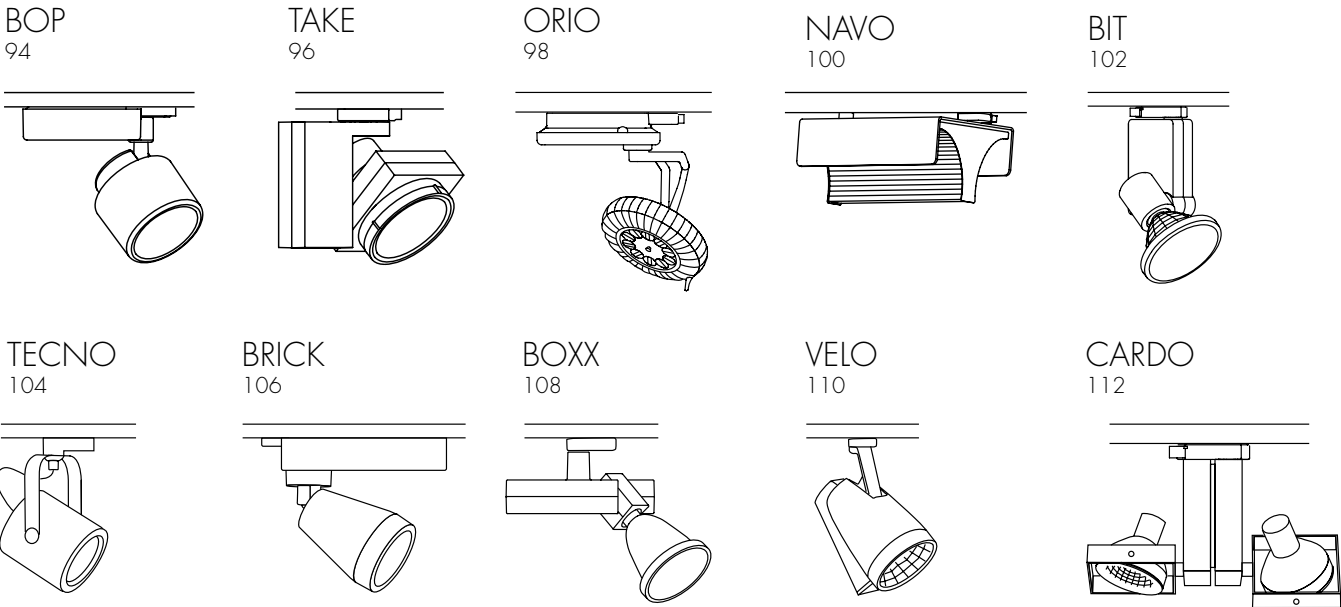


	Lighting technology	Wattage/ lumen categorie	Reflectors	Mood filter/ colour temperature	
LKL	LED	2,000lm/3,000lm/ 4,000lm/5,000lm		2,700K/3,000K/ 4,000K	
LDL	LED	2,000lm/3,000lm		2,700K/3,000K/ 4,000K	
LBS	HIT/G8.5	20/35/50/70 W		RS BD SN GD	
LCL	LED	2,000lm/3,000lm		2,700K/3,000K/ 4,000K	
LCS	HIT/G8.5	20/35/50/70 W		RS BD SN GD	
LEL	LED	2,000lm/3,000lm		2,700K/3,000K/ 4,000K	
LWL	LED	3,000lm/4,000lm		2,700K/3,000K/ 4,000K	
LLW	HIT/G12	35/50/70/100/150 W			
LLS emergency light	LED	6 W			
LLS loud- speaker					

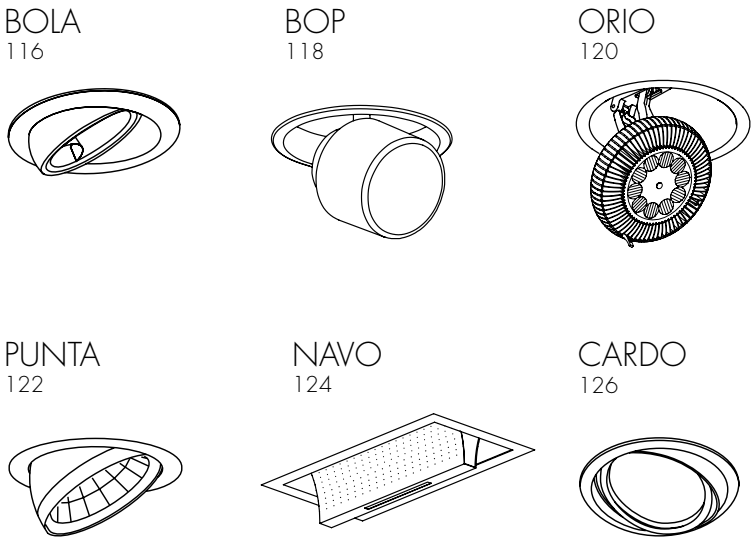


# PRODUCTS AT A GLANCE

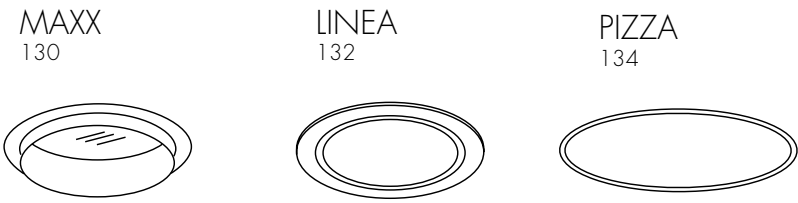
## SPOTLIGHTS



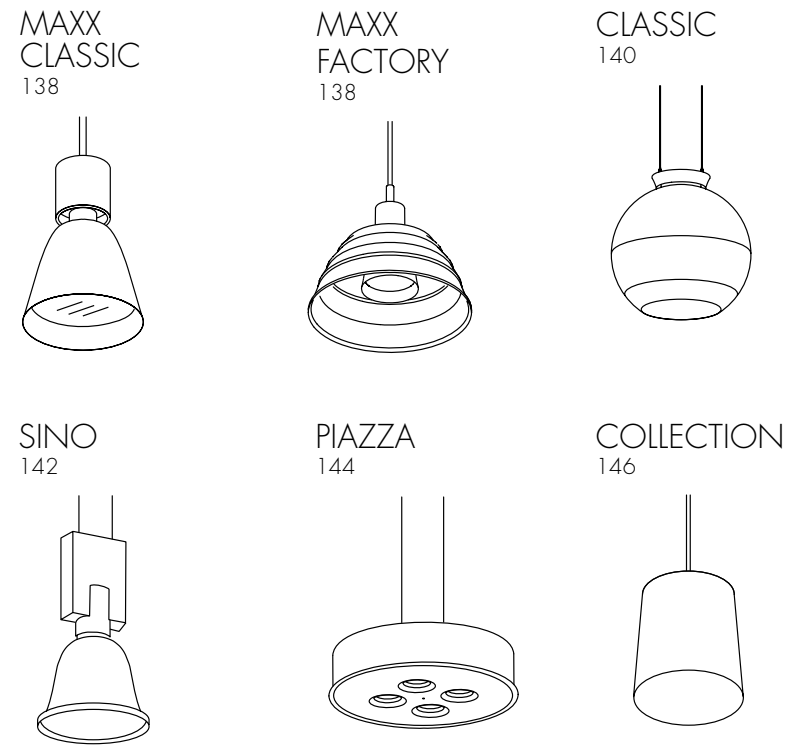
## RECESSED SPOTLIGHTS



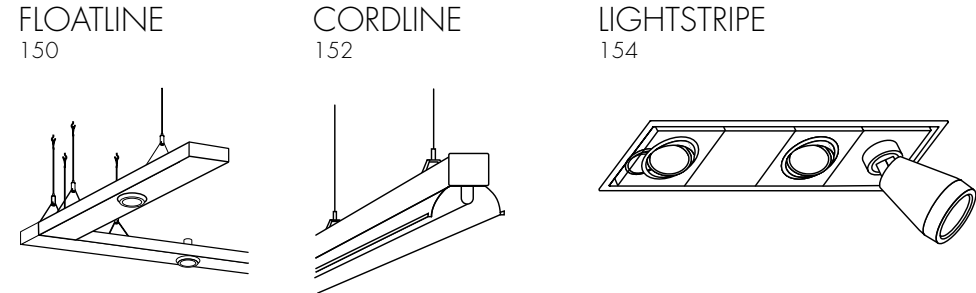
## DOWNLIGHTS



## SUSPENDED LUMINAIRES



## SYSTEMS





# EXPLANATION OF SYMBOLS

## REFLECTORS & FILTERS



SSP  
Super Spot



SP  
Spot



SP-WFL  
focusable Spot - Wide Flood



SP-VWFL  
focusable Spot - Very Wide Flood



MFL  
Medium Flood



MFL.S  
Medium Flood Soft



MFL-WFL  
focusable Medium Flood - Wide Flood



DDF  
Spotlight with double-asymmetrical light distribution



DF  
Spotlight with asymmetrical light distribution



FL  
Flood



FL.S  
Flood Soft



FL  
Flood Oval



WFL  
Wide Flood



VWFL  
Very Wide Flood



Wallwasher



Asymmetrical



Reflector wide angle

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