

Press release
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Product variety for perfect centre-stage settings

Zumtobel presents a versatile product portfolio for professional shop lighting

Four major trends are having a decisive influence on the design of lighting solutions for shops and retail spaces: centre-stage settings, authenticity, naturalness and sustainability. Every shop aims to showcase merchandise, products and hence actual brands effectively. Retail areas can be thought of as stages on which goods are able to achieve an intended effect thanks to the right lighting. Creative light designs can attract attention, extend the time spent in a store, awaken consumer needs and communicate brand values in a targeted manner. Products are only perceived as being of high quality if they are displayed in an authentic way. Consumers expect there to be some congruence between a product's appearance and its actual characteristics and benefits. This means that products must be perceived as naturally as possible, and authentic lighting must reflect the nature and quality of merchandise without adulterating them. The right light is capable of accent lighting, directing shoppers' eyes, highlighting goods harmoniously and showing details. The human eye is extremely sensitive to colour changes, especially to contrived displays in the case of organic products such as foodstuffs. Growing health consciousness and awareness of quality are encouraging lighting solutions that present naturalness and variety honestly without making merchandise look over-staged. The right lighting concept can not only emphasise freshness, it can also preserve it. Plenty of goods actually need gentle lighting that does not produce UV or IR radiation. Flexible colour temperature adjustments (Tunable White) give materials and the surfaces of products a natural look. Lighting can be optimally adjusted to suit the particular merchandise on display, and this makes it unnecessary to replace luminaires. Nevertheless, a lighting concept is only unmitigatedly advantageous if it takes into account environmental requirements as well as catering for the needs of shoppers and meeting product-related requirements. Sustainability is more than just a trend. As well as companies, customers and shoppers are also mindful of the importance of using materials in ways that conserve resources. Zumtobel's product portfolio is

in tune with these trends and provides lighting solutions that cater for both human and environmental needs.

lyon – Excellent lighting quality and outstanding energy efficiency



With its Lyon LED spotlight range, Zumtobel is marketing premium, efficient retail space lighting with a unique lens/reflector system that allows accurate, uniform accent lighting and a variety of beam patterns. Perfectly matched, high-performance LED models provide brilliant accent lighting with their aluminium-sputtered, high-precision reflectors made of polycarbonate, and are capable of illuminating merchandise in both narrow-beam and wide-angle light. Not only that, the Advanced Stable White version of these LED modules delivers optimum colour quality and colour stability (3000 K or 4000 K). The Essential Plus and Essential Stable White versions can be used for pinpoint accent lighting. Luminous flux levels of 1000 to 1200, 1700 to 2100 and 2300 to 2800 lm make these units an efficient alternative to HIT luminaires up to 50 W. With luminaire efficiency levels of 55 to 77 lumens per watt, Lyon beats conventional spotlight technology as well. The Advanced Stable White versions are equipped with a patented mixing chamber lens that ensures excellent colour mixing. There will be a new addition to the Lyon LED spotlight range in May 2012: a Tunable White version in two wattages. Its excellent colour rendering (Ra 90) and continuously adjustable colour temperature (from 2700 K to 6500 K) allow flexible white light adjustment in order to implement lighting solutions that are optimally matched to suit various products in situations where assortments of goods are constantly changing. This emphasises colours to best possible effect, improves the perceived quality of products and creates an agreeable atmosphere. Even sensitive products such as textiles, cosmetics and fruit can be illuminated from short distances thanks to IR- and UV-free light.

The clear lines of its die-cast aluminium housing lends Zumtobel's Lyon spotlight a touch of elegance and also allows strictly passive cooling of the LED modules



to ensure a long service life. Lyon achieves impressively constant lighting quality throughout the luminaire's service life. Its service life of 50,000 hours at 70% luminous flux ensures maintenance-free operation in shop and retail applications. Lyon's dimming function provides additional energy savings. Its brightness can be DALI controlled from 10-100%. With its excellent colour rendering properties, high-power LED modules and high energy efficiency, Lyon is a perfect tool for lighting and presenting goods in shops. This extensive product range means that all the lighting requirements of a retail area can be met using consistently uniform luminaires. The spotlight is available in matt black and matt white as standard and is installed on a 3-phase track. It can also be fitted as a semi-recessed spotlight. The product range also includes two sizes, reflectors that can be replaced without the use of any tools and other accessories.

Discus spotlight system – Form follows LED



For the first time ever, Zumtobel presents a spotlight design that is specially designed for LED technology in the shape of its Discus spotlight range. Thanks to its slim (28 mm) styling and die-cast aluminium design, Discus fits into any architecture inconspicuously. The spotlight system is available in three colours: black, silver and white. The purpose-built track-box adapter platform boasts an equally impressive compact, unobtrusive stylistic idiom that is completely in keeping with this minimalist spotlight concept. Zumtobel's Discus spotlight design won the 2010 iF Award for outstanding product design. A ring of cooling ribs is the spotlight's dominating design feature and provides passive cooling for the high-power LED module. The track-mounted and ceiling-recessed models of the Discus spotlight system allow integral lighting solutions and efficient retail space lighting using state-of-the-art light sources. The spotlights rotate through 360° and pivot through +/- 90°. Models for compact high-pressure discharge lamps ranging from 20 W to 70 W, in combination with Zumtobel's tried-and-tested reflector technology, complement the Discus spotlight system product portfolio.

Microtools – Miniaturised showcase lighting



The modular Microtools LED system reveals its strengths in extremely confined spaces: the miniaturised LED lighting heads are recessed into the modules as deeply as possible and therefore direct the customer's undivided attention to the illuminated product. This emphasises even the smallest product details elegantly and authentically. LED light is focussed intelligently to perfectly meet all requirements in a shop design context. Beam angles ranging from spot (16°) to very wideflood (68°) ensure that selective lighting accents direct the customer's focus onto individual items while other areas are uniformly lit. A variety of easily combinable modules is available to ensure versatile, highly flexible illumination - for general lighting, lighting accents or a combination of both. The front ring used for aligning the spotlights and for replacing the optics protrudes only 4 mm from the module. It therefore remains virtually invisible to the onlooker. As the 1.2 W LED chips produce very little heat, they can be placed close to the item on display. Lighting positioned directly on shelves also cuts energy consumption significantly. Besides this, each lighting head has a service life of 50,000 hours or more, thus making relamping unnecessary.

Supersystem – Multifunctional luminaire system



The Supersystem LED lighting system is an all-rounder for a wide range of lighting tasks and is made of aluminium in a natural anodised finish. This lighting system is versatile in use thanks to its innovative LED technology, resource-conserving use of materials and understated design language. Because of its pared-down shape and sophisticated appearance, this multifaceted system is

the ideal solution for subtle yet efficient room and product lighting. The fact that it can be fitted flexibly with various luminaire modules gives Supersystem a consistent appearance for complex lighting solutions in retail areas. As standard, the system is provided as single spot and triple spot with a built-in ballast, featuring three radiation angles between 10° and 41°. The LED's colour temperature can be either 3100 K (warm white) or 4600 K (intermediate white). This track-mounted luminaire system allows an extremely wide variety of combinations and application options to deliver attractive, emotive lighting with a consistent look. The fixtures can be mounted as recessed or surface-mounted tracks. The suspended version provides additional indirect ambient lighting that creates a special room ambience. Various types of luminaires such as Arcos spotlights or Resclite emergency lighting can also be added to the track system. Compact wallwasher modules fit into the module without fuss, thereby providing wide-area light for uniform illumination of vertical surfaces. Reduced thermal radiation means that the surfaces of sensitive products such as fruit and cosmetics are protected against damage by heat, even when directly lit from short distances, because the LED spots produce gentle, efficient light without any UV and IR radiation.

Ondaria – Gentle light for mellow moments



With its soft outlines and flowing silhouette, Ondaria blends flexibly into any interior and provides pleasant general lighting. Because of its ability to adapt to different interior designs, Ondaria does not divert

attention from displayed products; its gentle light and harmonious design enhance rooms. Zumtobel created Ondaria in collaboration with designer Stefan Ambrozus, it is a luminaire devoid of corners and edges and produces direct light that ensures agreeable ambient lighting. Ondaria lights prestigious areas of a store gently and uniformly, providing a pleasant atmosphere in retail spaces. Ondaria can be dimmed and controlled to suit individual needs thanks to its tried- and-tested dim²save LDE concept. It can be installed as a recessed, surface-mounted or pendant luminaire. Besides conventional light sources, there is also an Ondaria LED version that delivers stable white light using efficient technology which also ensures that installed loads are up to 50% lower.

The intermediate white light colour of the LED version (4000 K) achieves very high colour rendering quality (Ra > 80). A long service life of 50,000 hours and stable colour temperature technology are other benefits of this virtually maintenance-free LED technology.



Vivo Tunable Food whets the appetite



Zumtobel has added a special LED spotlight for food departments to its Vivo product range. Ten pre-programmed colour settings make it possible to obtain individually tuned lighting for fresh foodstuffs such as fruit, vegetables, cheese, bread and meat. In order to ensure the best possible experience, Zumtobel did not define the various colour points until they had been tested jointly with customers. Because, like fruit and vegetable departments, meat and cheese counters really catch the customer's eye; they have an impact on a grocery store's image and must therefore all be presented in an appetising manner. Appropriate light colours and light distributions suitable for particular products can be set on the actual spotlight. This means that a variety of food departments can be lit perfectly using Vivo Tunable Food. Vivo Tunable Food simplifies the hitherto complex operations involved in lighting by doing away with previously used reflector, filter and light source combinations. Vivo Tunable Food is controlled by a rotary switch on the spotlight or by DALI control. Authentic presentation of goods is guaranteed by a novel lens/reflector system, which guarantees uniform light distribution and good colour rendering ($R_a > 80$). IR- and UV- free radiation is gentle on foodstuffs and minimises the release of harmful heat. This spotlight allows consistent lighting of fresh produce departments and stores, and sports many impressive advantages over conventionally used metal halide lamps. The service life, efficiency, colour dynamics and lighting quality of Zumtobel's Vivo Tunable Food are setting new standards and demonstrate that LED luminaires are also perfectly suitable for fresh produce. The product range includes another identically designed Vivo LED spotlight in cases where a consistent lighting solution is required: Vivo LED Stable White can deliver powerful accent lighting for product assortments on shelves.



Zumtobel. The Light

Brief profile

The Zumtobel brand is a leading international supplier of integral lighting solutions that enable people to experience the interplay of light and architecture. As a leader in innovation, the luminaire manufacturer provides a comprehensive range of high-quality luminaires and lighting management systems for the most varied application areas of professional interior lighting – including offices and educational facilities, retail and presentation, hotels and wellness, health and care, art and culture as well as industry and engineering. Zumtobel is a brand of the Zumtobel AG group with its head office in Dornbirn, Vorarlberg (Austria).

Captions:

- Caption 1: With its high lighting quality and IR- and UV-free radiation, the Lyon LED spotlight range meets all the requirements for gentle lighting without having to use additional filters
- Caption 2: Quality of perception and efficiency: Lyon's powerful LED modules set shop and retail spaces centre-stage thanks to extremely precise accent lighting
- Caption 3: Discus spotlight system (design: EOOS) – an unobtrusively styled, low-profile, purist eye-catcher made of die-cast aluminium
- Caption 4: Microtools has miniaturised LED lighting heads for premium shelf lighting
- Caption 5: The multifunctional Supersystem luminaire system features an inspiringly pared-down design and an extensive product portfolio
- Caption 6: The round opal Ondaria luminaire ensures gentle light
- Caption 7: Fitted with LED or compact fluorescent lamps, as a recessed or surface-mounted luminaire, available in three design sizes, Ondaria offers plenty of flexibility
- Caption 8: Thanks to a programmable colour spectrum, Vivo Tunable Food provides just the right light colour for fruit, vegetables and meat
- Caption 9: The Vivo Spotlight range brings greater quality and efficiency to accent lighting in shops and supermarkets

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