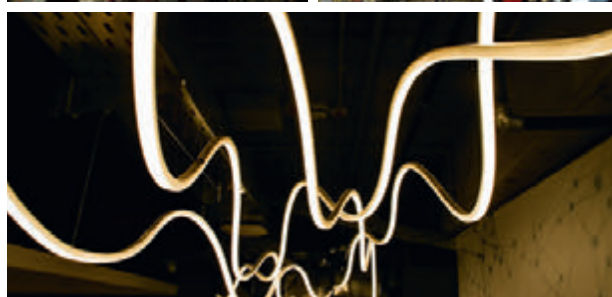
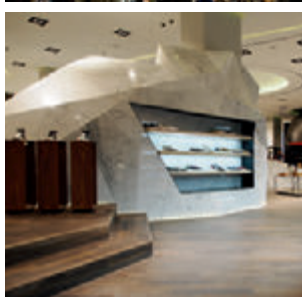
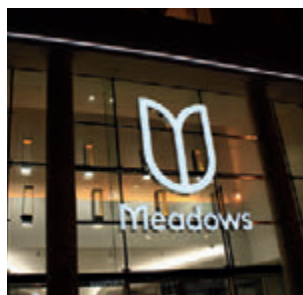
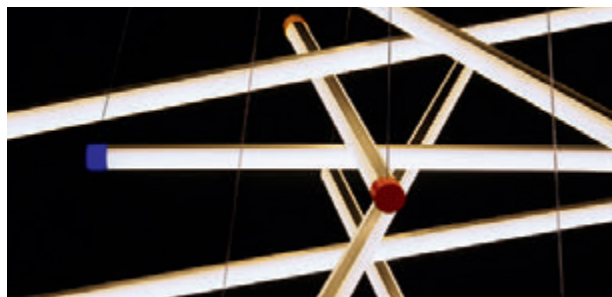
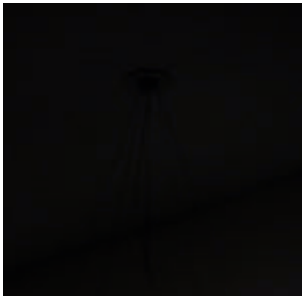


RETAIL LIGHT ING

LED LINEARTM
lighting solutions

Member of the
Fagerhult Group



RETAIL LIGHTING

Introduction

Founded in May 2006, our enterprise supplies high quality linear LED lighting solutions based on flexible printed circuit boards worldwide. Our offer is a cost effective, unique modular LED tool kit for interior or exterior linear lighting solutions - from mood to general lighting.

In this brochure we want to highlight the topic of retail lighting. Nowadays shopping is more than just buying new things, the emotional experience is also a focus of the customer's journey to the product. Shopping centers and shops are developing into recreational areas that entertain the visitor and convey messages. People want to be entertained and excited. Light plays an important role in this modern shopping environment. It is used to arouse emotions and create brand identities. It can help to develop a certain atmosphere, give orientation and illuminate goods in an optimal way. Furthermore the economical and ecological aspects play a role too.

In the design of these retail lighting solutions, authenticity, individualization, miniaturization of the luminaires and precise accenting play a central role. Discover the possibilities offered by our exceptional portfolio and let yourself be inspired by already realized projects. We provide the lighting to suit your needs!

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FACADE

Attracting attention

More and more façades are illuminated by light, shaping the nocturnal environment of the people. The goal and task of a lighting concept is to give buildings a character even in the dark. Regardless of the size, a professional lighting architecture can enhance any building and make it a nightly attraction. The linear and protected lighting solutions from LED Linear™ emphasize in particular the architecture of the buildings. The attention of the viewer is specifically directed to characteristic details, due to the flawless integration into the architecture.

Other challenges are environmental protection and energy savings. The illumination of façades needs to be assessed under ecological considerations for instance. Thus, pre-emanating light on the façade is perceived as disturbing, means unnecessary light pollution which can harm plants and animals. This can be countered by integrated systems and application-oriented luminance. LED Linear™ offers tailored solutions for indoor and outdoor applications using state-of-the-art encapsulation technology. Another feature of these professional lighting solutions is the high energy efficiency due to the use of Japanese LEDs of the highest quality. In this way, creative demands and sustainable use of the environment and resources can be reconciled.

Suitable products:



ADONIS
IP67

Impresses with
light intensity
and unrivaled
homogeneous
light emission
surface



VarioLED™ Flex
VENUS Family
IP67

Flexible, dot-free
design light line
for appealing
lighting accents



KALYPSO
IP67

Convinces with
light intensity
and unmatched
precise light
control



Photo Credits: A - Galeries Lafayette, Marseille, Architect: Moatti-Rivière, Lighting design: 8'18" in Marseille, Photos: François Moura | B - Allum Shopping Mall in Partille, Sweden, Partner: Luxlight | C - Suntec City, Singapore, Lighting design: Bo Steiber | D - Centre Commercial Brest



WINDOW

Catch the attention

The first impression counts. Only a few seconds will decide whether passers-by stop in front of a shop window or not. The shop window should therefore primarily attract attention and arouse curiosity and interest. This is achieved by striking elements, a pleasant lighting and a harmonious appearance that should ease the access to staging. The passers-by need to be able to see at a glance, which products they can expect. By providing the right information and messages, tell a story that evokes emotion, the passers-by will enter the shop - as potential customers. Apart from attracting customers, the shop window is the permanently visible business card. It is a visual key element for the brand message to be sustainably anchored.

The lighting plays an important role for all these purposes. By means of light, decorative linear accents can be set or the products can be perfectly staged. In a dynamic shop window, for example, the light itself moves into focus: a light installation that detects and reflects the movement of the passers-by in front of the window. There is movement in the shop window, which fascinates and makes one curious. Light must be dynamic and individually adapted to any season or collection, the daytime or special actions.

Suitable products:



LYRA IP40

Linear LED luminaire in a round aluminum profile - Perfectly shaped and stylish lighting solution



MARS IP20

Linear, modular LED recessed luminaire - The linear revolution of downlights



ADONIS IP67

Impresses with light intensity and unrivaled homogeneous light emission surface



Photo Credits: A - Crabtree & Evelyn, London, Architect: London Atelier Lighting design: Michael Grubb Studio, Photos: James Newton Photographs, Botanical Composition: Tina Tsang, Construction: Superbuild & Co | B - Lacoste Shop, London, United Kingdom





ENTRANCE

A special welcome to your customers

The entrance must be clearly visible and perceived by the customers as a welcome zone. It has a similar function as the shop window and is designed to seduce the customer to enter. Illuminated, friendly and attracting entrance areas arouse one's curiosity and are inviting. Often it is just an impulse which decides - a well placed special offer, an eye-catcher or the right light. With the use of orientation lighting already outside the shop, it is possible to attract attention and lead the way for your customers. A frame of light around the entrance makes it visible from a distance and supports orientation. A dynamic lighting with RGB or tunable white light can also help to attract attention with an outstanding entrance. This is how your customers feel at home right from the start, in the light of your brand.

Suitable products:



ADONIS
IP67

Impresses with light intensity and unrivaled homogeneous light emission surface



XOOLINE™
IP40/IP67

Setting accents with soft light curves or precise light direction



KALYPSO
IP67

Convinces with light intensity and unmatched precise light control



Photo Credits: A - HOME LAB' furniture store entrance area, North France, Lighting design: a2ca architectes Tourcoing | B - Meadows Shopping Centre, UK, Lighting design: Studio Fractal, Partner: Architainment Lighting Ltd, Photos: Studio Fractal and The Meadows Shopping Centre



MALL

A world of experience

Bright, open, modern, huge - shopping centers are offering unique shopping experiences with large selections of shops in one place. Architecture, colors and shapes, lighting design, material selection as well as the scent and sound concept of the interior design address all human senses. The creation of a holistic well-being for the visitor comes to the fore. Light plays an important role as it deeply changes the perception of space. In this application, cove or accent lighting are particularly frequent on the ceiling, letting the ambience appear larger and more open and emphasizing the modern character. A perfect lighting solution managing ceiling brightness to avoid gloominess during the day and creating a sophisticated atmosphere at night.

Suitable products:



VarioLED™ Flex
IP00

Flexible linear
LED Light lines -
The new
standard of light



VarioLED™ Flex
VENUS Family
IP67

Flexible, dot-free
design light line
for appealing
lighting accents



XOOCOVE
IP40

Optimum
solution for cove
lighting with
adjustable angles
and grazing
effects



Photo Credits: A - Ealing Broadway Shopping Center, London, Lighting design: BDP, LED Linear™ Partner: Architainment Lighting Ltd, Customer: British Land, Photos: Nick Caville/BDP | B - Minto Shopping Centre, Moenchengladbach, Architect: kadawittfeld-architektur, Lighting design: Licht + Schatten, Bernd Lafin, Customer: Unibail-Rodamco Germany GmbH, Interior architect: kplus konzept Düsseldorf | C - Centre Commercial Rosny 2





GENERAL

Surprising elements

Basically, each sales area has only one purpose: to convey that positive impression which leads to sales success. General lighting is needed everywhere to provide enough light for the customers to find their way around and make sure the store does not look gloomy. Previously, the choice of general lighting was almost exclusively based on functionality, the design of the luminaires and their symbiosis with the architecture have been in the background. Nowadays large ceiling areas are perceived more and more as an important architectural feature in retail, which opens the room upwards. The current trend in retail is therefore to use this space and thus “break” the expectations of the customers to arouse the interest with surprising elements and to separate spaces. The design plays with colors, surfaces and materials. Luminaires with an aluminum housing in a wooden ceiling present a harmonious composition of different materials. Linear LED luminaires enable freedom in lighting design. Continuous lines running over walls and ceiling bring an elegant frame into the sales space. Lighting that merges with its surroundings will create an attractive atmosphere without taking attention from the merchandises in the shop.



Suitable products:



MARS IP20

Linear, modular
LED recessed
luminaire - The
linear revolution
of downlights



LUNA IP40

Discreet and
elegant - the
lighting solution
for recessed
applications



XOOMINAIRE™
Family

Turn-key lighting
solutions for
general and
architectural
lighting
applications

Photo Credits: A - El Mercat Glories, market hall, Barcelona, Lighting design and photos: BMLD, Barcelona | B - Showroom Automotives Keim GmbH | C - Centre Commercial Alma, Rennes, Architect and lighting design: BE Voyons Voir Paris | D - Ikea France | E - Carrefour Angers Grand Maine



STAIRCASE

Provide security and orientation

In the shop or shopping center it can be difficult for the visitor to orient, the numerous products offered are in the foreground, everything is colorful and offers little clues for orientation. Stairways and escalators are fixed elements in the room that simplify orientation and ensure safety. By integrating light in a staircase it is already noticeable from a distance and thus supports the spatial orientation and the feeling of security of the visitors. The illuminated stairs also transport personality and emotions, create attention. Light supports the customer's perception, without letting him feeling confined in his decision. Because light and colors are subconscious, they form a space and enable a luminous path. A lighting environment is created, in which the customers like to stay - and easily find their way.

Suitable products:



ADONIS
IP67

Impresses with
light intensity
and unrivaled
homogeneous
light emission
surface



VarioLED™ Flex
VENUS Family
IP67

Flexible, dot-free
design light line
for appealing
lighting accents



VarioLED™ Flex
AMOR IP67

Miniaturized,
flexible LED
light line for
decorative
lighting



Photo Credits: A - El Mercat Glories, Barcelona, Lighting design and photos: BMLD, Barcelona | B - Lacoste Shop, London, United Kingdom | C - Mauritshuis, The Hague, Architect: Hans van Heeswijk architecten, Lighting design: Hans Wolff & partners, Photos: Ronald Tilleman (Credits: Mauritshuis) | D - Shopping mall escalators, Modehaus Braun, Moers

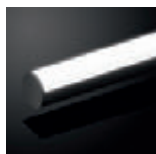


PRESENTATION

Set the right accents

The presentation of goods and products plays the central role in the shop. Perfect illumination is essential for drawing attention and can emphasize quality, fabrics and material. Products appear attractive and authentic at the same time. By using our luminaires with an excellent color rendering index (CRI > 95), the products are staged and perceived in their natural colors. The lighting must be exactly matched to the goods - light color and light quality are decisive. Warmer light is particularly suitable for leather goods, wood and natural warm tones, while cold white light perfectly presents jeans and suits, jewelry and high-tech goods. With different optics it is possible to emphasize fine material structures and enhance brilliance. Another big advantage of LED technology: compared to conventional lighting they develop significantly less heat and are free from IR and UV radiation. There is no discoloring - whether natural or synthetic fabric. By changing intensity, contrast, color, direction and uniformity in the presentation area, the light focuses on actual trends and emotional needs. A perfect lighting solution stimulates the target group.

Suitable products:



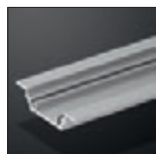
LYRA IP40

Linear LED luminaire in a round aluminum profile



VESTA IP40

The smart lighting solution for good light on presentation shelves



Contour 019

Flat and nearly invisible recessed profile

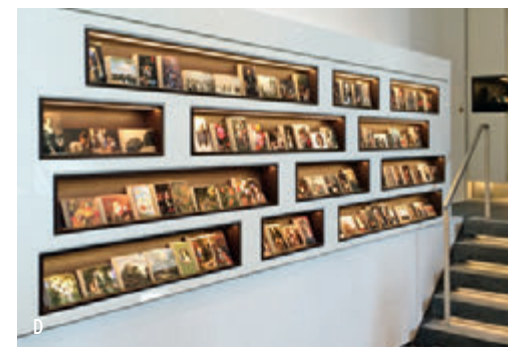


Photo Credits: A - Ulloa Óptico Serrano, Madrid, Photo: Alejo Baqué | B - Mall of the Emirates, Shoe Shop, Dubai | C - Euroshop | D - Mauritshuis, The Hague, Architect: Hans van Heeswijk architecten, Lighting design: Hans Wolff & partners, Photo: Ronald Tillemann (Credits: Mauritshuis) | E - Level Kids, Dubai, Lighting design: DPA Lighting, Distributor: Huda Lighting



EYECATCHER

Something special

Lighting can be used to make a statement and create that “wow” effect that makes your store stand out amongst others. Playful, stylish, minimalistic or extravagant - find that special piece that perfectly reflects your brand. Our luminaires fascinate due to their formal reductionism and make it possible to create completely new and exciting design elements. In the following, we want to let some of the designers speak, who worked with our luminaires to create out-standing eye catchers.

“Fire Dance” - The design is inspired by the silky, flexible nature of the unique material of VarioLED™ Flex VENUS. We built a temporary studio space where we could suspend, knot, weave and pattern the light lines. It likes to find its own innate form. We recalled the chain models of catenary arches by Gaudi and let the material fall into its native parabolic form. We then introduced kite lines and started suspending the light over surfaces to meet a variety of applications. This was an exploration where we try to capture a materials essence and then challenged ourselves to transport that into a functional object. The Fire Dance represents the first piece to come out of this study. We are inviting people to adjust and play with the form as we have and to create their own unique pattern.” - Eoin Billings - BILLINGS JACKSON DESIGN

“The concept for Sevenfold, my first ever permanent installation work at The Met in Bury, relied on finding an elegant, minimal, functional yet durable lighting solution. XOOTUBE was ideal as it fit perfectly into the design for my artwork. LED Linear’s slick aesthetic, adaptability, functionality, friendly approach and understanding of what artists require to realize their ideas allowed my fabricators and I to integrate the lamps seamlessly into this work. For my work, I am using seemingly regular lamps to make permanent, sustainable, hopefully memorable and experiential art installations for the public to enjoy for years to come. By working with LED Linear I am guaranteed that my vision and need for quality is achieved.” - Liz West

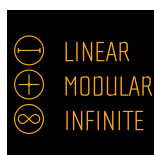
Suitable products:



XOOTUBE™ 38
IP40



VarioLED™ Flex
VENUS Family
IP67






Custom solution



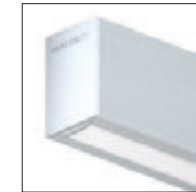
Photo Credits: A - Light Sketch, Aronson Lighting Design and RTLD Lighting Design | B - Liz West's Sevenfold, UK, Lighting design: Liz West, Photos: Jim Stephenson | C - XOOTUBE Mobilé | D - Fire Dance, a chandelier made out of VarioLED™ Flex VENUS | E - Custom solution for flexible inground installation

LINEAR LED LIGHTING SOLUTIONS – SUITABLE FOR VARIOUS APPLICATIONS IN THE RETAIL AREA

	VARIOLED™ FLEX IP00	CONTOUR 019	VARIOLED™ FLEX IP67/ HYDRALUX™ IP67	VARIOLED™ IP67	VARIOLED™ FLEX VENUS FAMILY IP67	VARIOLED™ FLEX AMOR IP67	ADONIS IP67	KALYP50 IP67	XOOLINE™ IP40/IP67
									
TYPE	Flexible linear LED Light line	Linear LED recessed luminaire	Flexible linear LED light line in IP67	Encapsulated linear LED light line in aluminum profile in IP67	Opal encapsulated flexible LED design light line	Miniaturized, opal encapsulated flexible LED design light line	Opal encapsulated linear LED luminaire	Encapsulated linear LED luminaire with linear lenses	Modular linear LED luminaire with minimum dimensions
PAGE	Mall	Presentation	Mall, General	Mall	Façade, Mall, Staircase, Eyecatcher	Staircase	Façade, Window, Entrance, Staircase	Façade, Entrance	Entrance
BENEFITS	<p>The new standard of light</p> <ul style="list-style-type: none"> • Most efficient LED Flex portfolio in CV operation with up to 163 lm/W • Optimal heat dissipation thanks to the flexible printed circuit board LED Linear™ Tj-Away Technology® • Free scalable from the reel 	<p>Flat and nearly invisible recessed profile</p> <ul style="list-style-type: none"> • Smallest installation depth enables new ways of decorative lighting • Homogeneous light output using VarioLED™ HD (high density) tapes • Easy installation 	<p>High protection and amazing flexibility</p> <ul style="list-style-type: none"> • Minimum bending radius of 30 mm • IP67 protected against water, salt water and UV radiation through a clear polyurethane encapsulation • VarioLED™ IP67: Ready to plug in and in customized lengths • HYDRALUX™: Field cuttable on site 	<p>High protection and optimum heat dissipation</p> <ul style="list-style-type: none"> • IP67 protected against water, salt water and UV radiation through a clear polyurethane encapsulation • Ready to plug (IP67), customized lengths and easy installation • Profile with excellent heat dissipation allows the use of powerful LEDs 	<p>Flexible, dot-free design light line for appealing lighting accents</p> <ul style="list-style-type: none"> • Dot free and absolutely homogeneous light emission surface • Flexibility combined with high durability: IP67 protected against water, salt water and UV radiation by an opal polyurethane encapsulation • Bending radius of 15 cm 	<p>Miniaturized, flexible LED light line for decorative lighting</p> <ul style="list-style-type: none"> • Dot free and absolutely homogeneous light emission surface • Maximum flexibility with minimum cross-section • IP67 protected against water, salt water and UV radiation by an opal polyurethane encapsulation • Bending radius of only 3 cm 	<p>Impresses with light intensity and unrivaled homogeneous light emission surface</p> <ul style="list-style-type: none"> • Small form factor and high performance linear light bar • Dot free and absolutely homogeneous light emission surface • IP67 protected by an opal polyurethane encapsulation and IK10 certified (impact resistance) 	<p>Convinces with light intensity and unmatched precise light control</p> <ul style="list-style-type: none"> • Allows the use of 3 precise and highly efficient linear optics (10° Wall grazing, 30° and 60° general lighting optics) • IP67 by an clear polyurethane encapsulation and IK10 certified (impact resistance) • Maximum grazing light performance 	<p>Setting accents with soft light curves or precise light direction</p> <ul style="list-style-type: none"> • 12 different optics (diffuser optics and linear lenses) • No visible light gap between the luminaires through lateral cable routing and transparent end caps
FEATURES	<ul style="list-style-type: none"> • Cross section: 9.5 mm x 2.1 mm • Variable lengths: 2,000 mm - 10,000 mm • Power: 3 W/m - 42 W/m • Luminous flux: Up to 5,260 lm/m 	<ul style="list-style-type: none"> • Cross section: 32 mm x 7 mm • Variable lengths of up to 4,010 mm • Power: 3 W/m - 15 W/m • Luminous flux: 250 lm/m - 2000 lm/m 	<ul style="list-style-type: none"> • Cross section: 12.5 mm x 3.8 mm / 3.5 mm • Variable lengths: 125 mm - 10,000 mm • Power: 3 W/m - 15 W/m • Luminous flux: Up to 1,900 lm/m 	<ul style="list-style-type: none"> • Cross section: 20 mm x 13.8 mm or 20 mm x 19.7 mm • Variable lengths: 125 mm - 4,000 mm • Power: 3 W/m - 25 W/m • Luminous flux: 220 lm/m - 2,900 lm/m 	<ul style="list-style-type: none"> • Top View (TV): 15.0 mm x 16.0 mm, bending direction vertically • Side View (SV): 20.5 mm x 10.0 mm, bending direction horizontally • Variable lengths of up to 5,000 mm • Power: 6 W/m - 15 W/m • Luminous flux: up to 1,330 lm/m 	<ul style="list-style-type: none"> • Cross section: 5 mm x 13 mm and bending direction horizontally (Side View) • Variable lengths of up to 5,000 mm • Power: 8 W/m • Luminous flux: 270 lm/m 	<ul style="list-style-type: none"> • Cross section: 20.5 mm x 25.5 mm • 5 standard lengths • Power: 6 W/m - 25 W/m • Luminous flux: 220 lm/m - 1,620 lm/m 	<ul style="list-style-type: none"> • Cross section: 20.5 mm x 25.5 mm • 5 standard lengths • Power: 6 W/m - 36 W/m • Luminous flux: 330 lm/m - 3,580 lm/m 	<ul style="list-style-type: none"> • Cross section: 19.5 mm x 22.5 mm • 4 standard lengths • Power: 5 W/m - 42 W/m • Luminous flux: 380 lm/m - 5,000 lm/m

VESTA IP40	LUNA IP40	LYRA IP40	XOOCOVE IP40	MARS IP20	XOOTUBE™ 38 IP40
					
Linear LED under cabinet luminaire	Linear LED recessed luminaire	Linear LED luminaire in a round aluminum profile	Linear LED luminaire for cove lighting applications	Linear, modular LED recessed luminaire	Linear LED pendant luminaire in a round housing
Presentation	General	Window, Presentation	Mall	Window, General	Eyecatcher
<p>The smart lighting solution for good light on work spaces</p> <ul style="list-style-type: none"> • 30° or 60° angled luminaire profile • Perfect, specially developed lighting solution for work spaces • Mounting profile perfect for base cabinets and corners • 6 diffuser optics 	<p>Discreet and elegant - the lighting solution for recessed applications</p> <ul style="list-style-type: none"> • Easy, tool-free installation with mounting springs • Very small installation depth of only 25 mm • With 12 optics suitable for many different recessed applications 	<p>Perfectly shaped and stylish lighting solution</p> <ul style="list-style-type: none"> • 360° adjustable for optimum directional light • With linear lenses for precise illumination or diffuser optics for decorative lighting • Allows a wide range of new applications 	<p>The optimum lighting solution with special mounting accessories for a wide range of cove applications</p> <ul style="list-style-type: none"> • Enables an easy installation • 360° adjustable for optimized directional light out of any cove structure • Round aluminum profile with linear lenses or diffuser optics 	<p>The linear revolution of downlights</p> <ul style="list-style-type: none"> • UGR glare rating of UGR < 13 • Optimum glare control through a black glare reduction • Available as freely configurable CV (constant voltage) variant as well as CC (constant current) variant incl. PSU 	<p>Iconic form factor for smart accents in lighting design</p> <ul style="list-style-type: none"> • 360° beam angle and absolutely homogeneous light through a round, opal PMMA housing • 10 different colored end caps • Reduced and iconic form factor for smart accents in lighting design
<ul style="list-style-type: none"> • Cross section: 26.5 mm x 29 mm • Variable lengths of up to 4,010 mm • Power: 3 W/m - 25 W/m • Luminous flux: 260 lm/m - 3,420 lm/m 	<ul style="list-style-type: none"> • Cross section: 32 mm x 17.5 mm • Variable lengths of up to 4,010 mm • Power: 3 W/m - 42 W/m • Luminous flux: 260 lm/m - 5,000 lm/m 	<ul style="list-style-type: none"> • Diameter: 20 mm • Variable lengths of up to 4,010 mm • Power: 3 W/m - 25 W/m • Luminous flux: 250 lm/m - 3,240 lm/m 	<ul style="list-style-type: none"> • Diameter: 20 mm • Variable lengths of up to 4,010 mm • Power: 3 W/m - 25 W/m • Luminous flux: 250 lm/m - 3,240 lm/m 	<ul style="list-style-type: none"> • Cross section: 41.5 mm x 33 mm • Variable lengths of up to 4,010 mm • Power: 5 W/m - 54 W/m • Luminous flux: 370 lm/m - 7,320 lm/m 	<ul style="list-style-type: none"> • Diameter: 38 mm • 4 standard lengths • Power: 15 W/m - 25 W/m • Luminous flux: 900 lm/m - 2,520 lm/m

XOOMINAIRE™ FAMILY



Linear LED design luminaire family

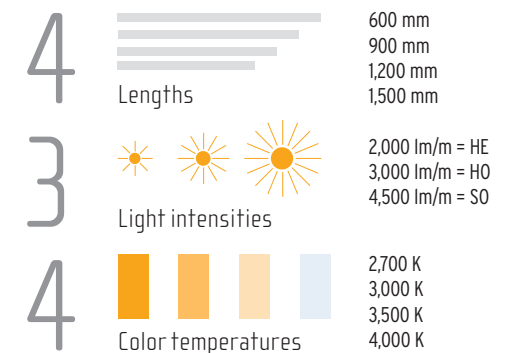
TYPE

PAGE

BENEFITS

The XOOMINAIRE™ family offers turn-key lighting solutions for general and architectural lighting applications. It stands at the crossroad of true flexibility and performance embedded in unmatched build quality luminaires. Each luminaire can be tailored to blend into any architectural concept thanks to 4 mounting types, various form factors and optics. XOOMINAIRE™ are the right candidates for architects and lighting designers to accomplish unprecedented offices, public facilities, showrooms and general lighting projects.

FEATURES





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