

Company Profile.  
Quality Light.

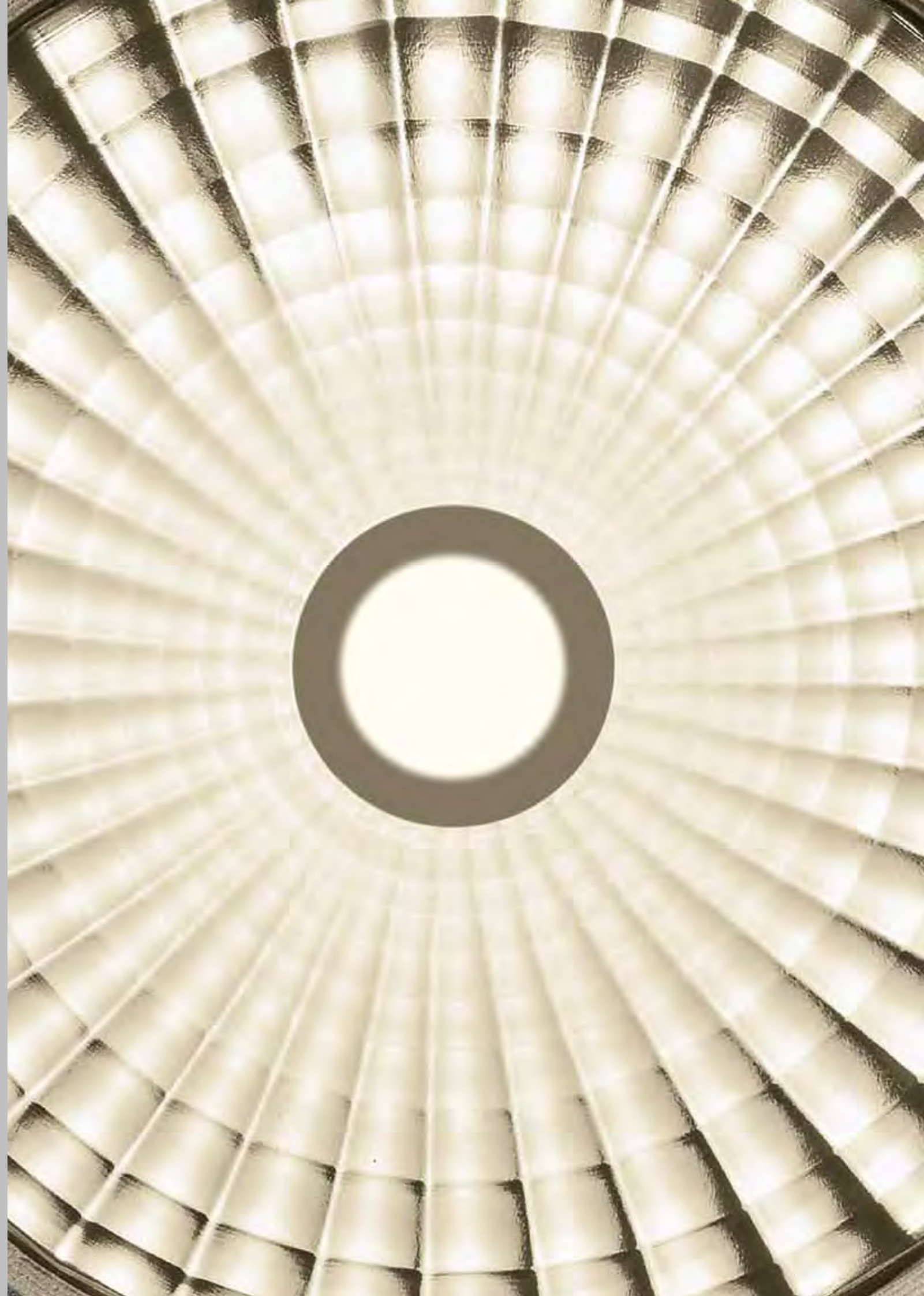
**ansorg**



Lighting solutions for retail.

INTELLIGENT  
LIGHTING.  
WITH ADDED  
VALUE.

**ansorg**





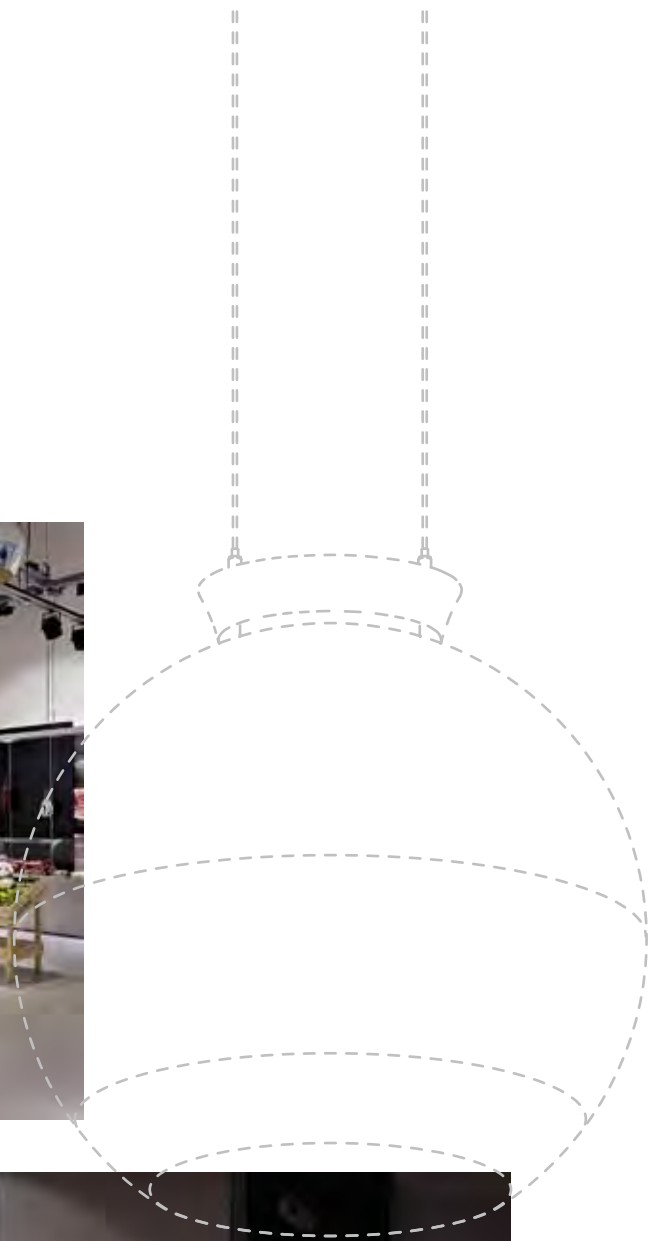
# LIGHTING SOLUTIONS FOR RETAIL.



LIGHT  
SETS  
SCENES

Ansorg is a leading supplier of innovative luminaires and lighting solutions for the retail sector. Cooperation with planners, designers and architects is the basis for the implementation of aesthetically convincing lighting concepts.

Besides technical competence, Ansorg places the focus on scene setting with light, as intelligently planned lighting can provide sales stimuli and promote the turnover. The conception of efficient and economical lighting solutions additionally saves energy and always provides the customers with an optimum cost-benefit ratio.



# WIDE VARIETY OF SECTORS

COMPETENCE AND EXPERIENCE IN THE RETAIL SECTOR



## FOOD

Lighting for food retailing is sophisticated. Good lighting underscores the quality of the goods and preserves them at the same time. A pleasant shopping atmosphere gives the trader's brand a profile and promotes the turnover. Ansorg has successfully implemented quite a number of economical and sales-promoting lighting concepts in this sector.

Get in touch with us. Or read our brochure „RETAIL LIGHTING – FOOD“.

## NON FOOD

Lighting for retailing realms – shops, boutiques, outlets, show-rooms, shopping malls and large-scale stores – have been a main focus for Ansorg for over 55 years. In sectors like fashion, automotive, department stores or health & beauty has successfully positioned itself as a trend-defining supplier of modern lighting solutions. Well-known brands rely worldwide on this know-how.

Contact us. Or read our brochures „RETAIL LIGHTING“ and „RETAIL LIGHTING – AUTOMOTIVE“

AUTOMOTIVE

BANKING/FINANCIAL SERVICES

BEAUTY/HEALTH

OPTICIANS

FASHION

CONSUMER ELECTRONICS

TELECOMMUNICATION

DEPARTMENT STORES

HOME STORES





# GALERIES LAFAYETTE

JAKARTA, INDONESIA



DEPARTMENT  
STORES





# KARL LAGERFELD

PARIS, FRANCE









# EDEKA REICHELT

BERLIN, GERMANY

FOOD









# WESTGATE APOTHEKE

COLOGNE, GERMANY













# OUR RANGE

THAT IS WHAT YOU CAN EXPECT FROM US

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# SALES-PROMOTING LIGHTING CONCEPTS

MORE TURNOVER THROUGH LIGHTING



Ansorg makes use of the sensuous experience quality of lighting for successful sales concepts. The effect of the lighting on the consumer therefore always stands as an equal alongside all of the technical issues. Every area of the product range, every product is provided with its own customised scene setting. In that way lighting becomes the effective instrument of corporate design and sets our customers apart from their competitors.

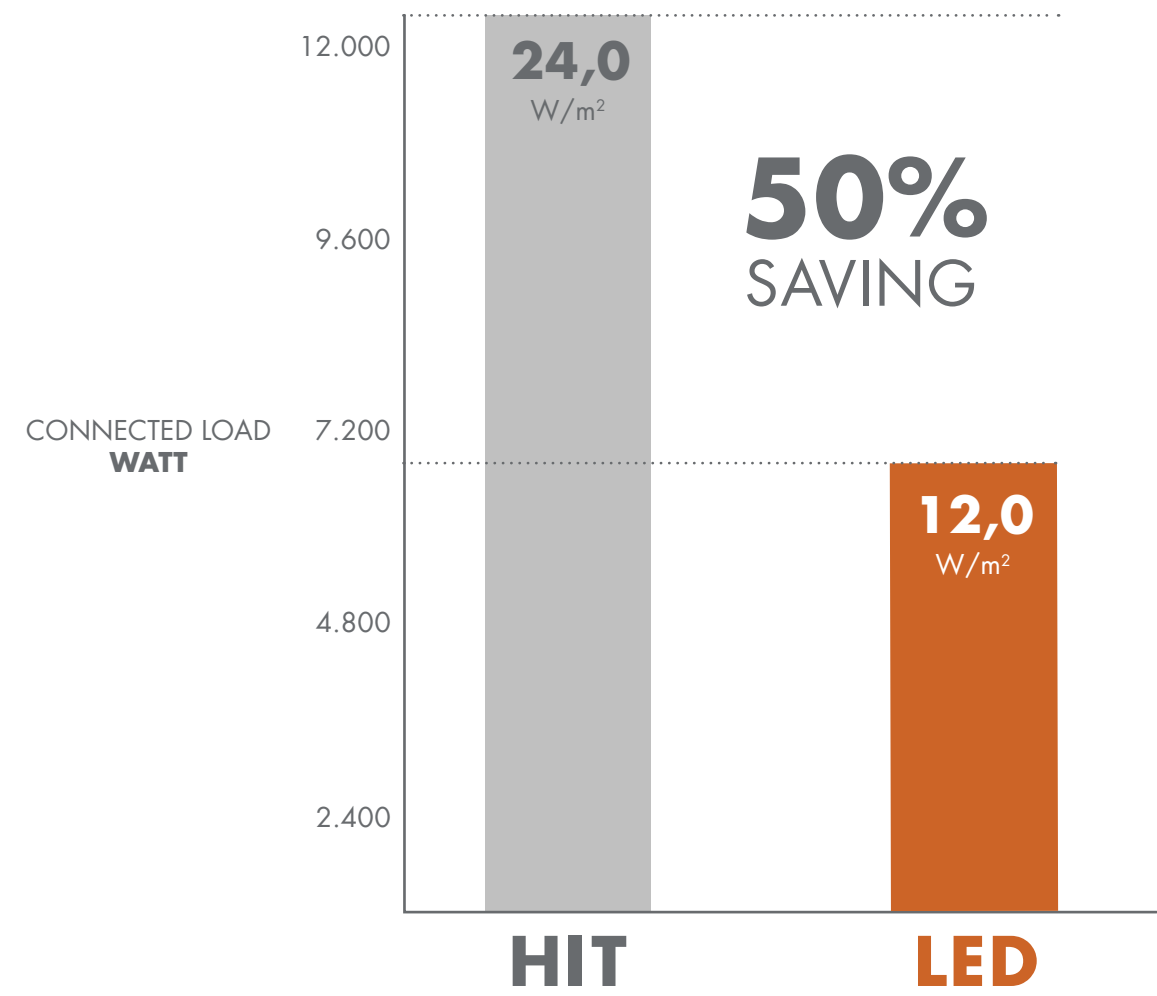


# ECONOMICAL AND ENERGY-EFFICIENT LIGHTING SOLUTIONS

COST AND BENEFIT ARE BALANCED

## EXAMPLE OF A LIGHTING CALCULATION FOR A SALESROOM \*

\*with a total area of 513 m<sup>2</sup>



Ansorg relies on innovative lighting technologies and global procurement structures so that lighting is always economical, too.  
By means of foresighted application of efficient system solutions we always provide our customers with an optimum cost-benefit ratio.



# LIGHTING DESIGN & PROJECT MANAGEMENT

LIGHTING IDEA. LIGHTING VISION

Ansorg stands for competent lighting design. From the first contact to the acceptance of the project we understand ourselves as partners. Know-how and creativity in project planning and implementation supply the basis for this.

## 1 BRIEFING

In direct contacts between our lighting designers and the client the first ideas are exchanged, possibilities discussed and targets and budgets are defined. On the basis of the architect's drawings and concepts the specific local basic conditions are coordinated.

## 2 PROJECT ANALYSIS

How can the room be structured and shaped with lighting? What use areas, visual axes and high-lights are there? How do the ground plan, the surfaces and the furnishing influence the room? Together areas are defined which are to be emphasised and those which are to be designed more reticently.

## 3 LIGHTING CONCEPT

The main parameters of the lighting concept describe both illuminances, type of mounting, lighting technologies and costs and the aesthetic effect of the room and of the luminaires. The lighting designer and the client develop the perfect solution for the project in a dialogue.

## 4 DETAILED DESIGN

After an order has been placed for the concept the luminaire types and positions are conclusively defined and, if required, coordinated with the other trades. Installation-related details are just as necessary here as exact dimension data in the lighting plan. Lighting calculation and CAD drawing programs are indispensable tools for this.

## 5 CONSTRUCTION SUPPORT

Construction progress is frequently accompanied by changes on the spot which we coordinate directly with the firms carrying out installation work in order to contribute to smooth project work flow.

## 6 LIGHTING DIRECTION

After the completion of all of the construction work and when the goods and the decoration are in place the work of the "lighting director" starts. He now aligns the luminaires and carries out the last small adjustments in order to optimise the lighting effect.





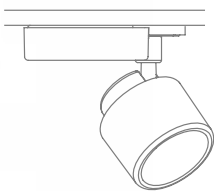
# INNOVATIVE PRODUCT RANGE

QUALITY BEYOND THE STANDARD.

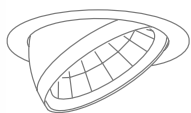


Ansorg has an extensive and technically mature standard product range. With these universal lighting tools all of the areas of a sales-room can be illuminated simply and in an energy-saving manner. The product portfolio extends from high-quality power tracks and recessed spotlights, via downlights and suspended luminaires as far as modular systems – with LEDs or based on conventional technology.

Give us a call or visit our website.



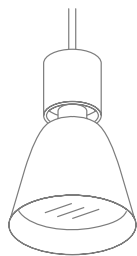
Spotlights



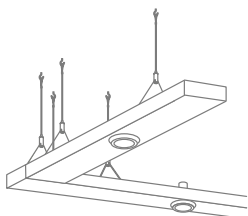
Recessed spotlights



Downlights



Suspended luminaires



Systems



# PROCESS AND PRODUCT QUALITY

RELIABILITY AND GUARANTEE



- + Certified measuring laboratory according to VDE (ID 40038002)
- + VDE-monitored production facility (ECS / CIG 021-024)

Ansorg defines its own quality of light. This standard is secured by means of professional quality management with systematised processes in all of the areas of our company (ISO 9001 and 14001). Documented by national and international certifications; naturally also for the products.



# REPRESENTED WORLDWIDE

GLOBAL SALES NETWORK FOR DIRECT CONTACT

Ansorg is present in the world's most important growth regions via its own establishments or agencies. For the implementation of the projects of our globally operating customers there is always a team of experienced designers and project supervisors available.

- Germany
- Switzerland
- Austria
- Netherlands
- France
- Italy
- Spain
- Greece / Cyprus
- Portugal
- Sweden
- Norway
- Finland
- United Kingdom
- Ireland
- United Arab Emirates
- India
- Australia
- South-East Asia
- Korea





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GOOD LIGHT  
IS GOOD  
BUSINESS  
TAKE A CLOSER  
LOOK AT US.

**ansorg.com**

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