

STAGING

STAGING

The art of directing gazes,
capturing attention,
and creating stimuli.

**STAGING
MAKES A
DIFFERENCE**

RETAIL.

A pleasant ambiance has a decisive influence on the length of time a customer stays in a shop and whether they decide to purchase. The requirements to be met by the light design differ depending on the architecture of the space, type of goods, or target group.

Fashion | Groceries | Design | Malls

The retail sector in particular needs lighting solutions that make spaces as attractive as possible through the use of emotionally appealing, atmospheric lighting. The right lighting highlights and showcases goods.

PROLICHT offers perfect lighting solutions that are individually customized and manufactured for various goods or target groups. We use light to stage various lighting situations and moods in a space—this is PROLICHT's retail world.

ATMOSPHERIC LIGHTING

Light has a major influence on the way we feel and the decisions we take. Precise light planning can be used to manage perception and create atmosphere. The brand is made sensually perceptible for customers and shopping becomes a unique experience.

A harmonious interplay between the shop concept, interior design, and customized lighting determines the success of a fashion store. Nuanced lighting moods manage people's perceptions and subconsciously influence their decisions. A balanced lighting concept offers optimal illumination and significantly contributes to sales success.

FASHION

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Minimalist interior, geometric forms, and subtle colors place the high-quality technological and design products in the limelight. On the one hand, the focus is on highlighting the quality of the products and, on the other hand, it is on optimally staging the brand identity. Bright accent lighting directs the customer's gaze to important details like design and function.

DESIGN

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In the food retail sector, lighting design is a sales-promoting tool that should not be underestimated. The right lighting can help customers orientate themselves among large ranges of products and countless offers.

A lighting concept tailored to a shop's requirements can create an atmosphere that is structured, pleasant, and provides orientation.

GROCERIES

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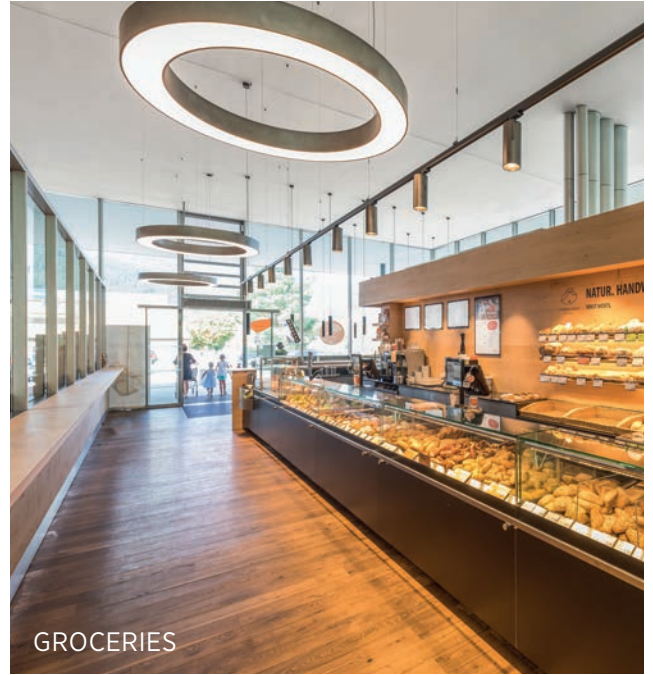
Malls offer brand diversity and entertainment. The difficulty with shopping centers lies in the large number of independent shops, which should not only convey an infrastructural connection but also a uniform overall impression. With the help of the architecture, design language, materials, color scheme, and lighting concept, a world of experience can be created that makes the brand emotionally accessible.

MALLS

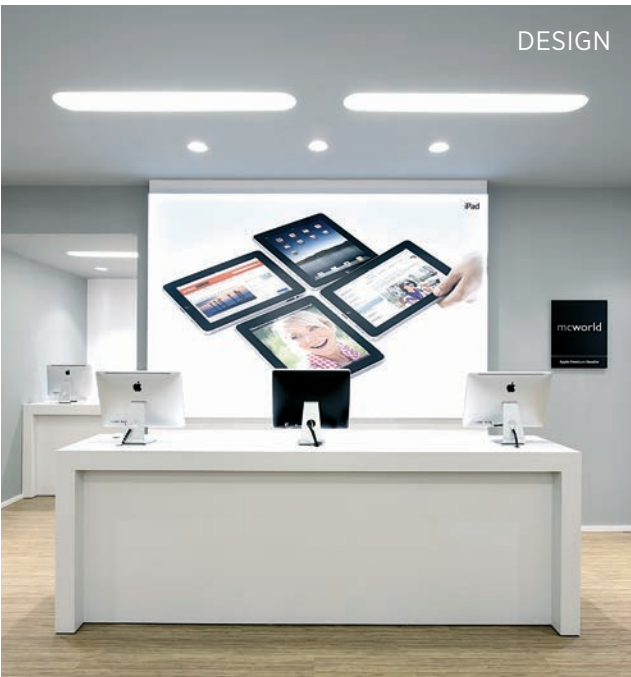
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FASHION



GROCERIES



DESIGN



MALLS





MECHANIQ — Sailer Boutique, Austria



2LOOK4 with IMAGINE | MECHANIQ | INVADER — Sandro Store Miami, USA

We attractively stage products by perfectly combining unobtrusive room lighting with focused accent lighting.

— Jessica Merle | Light Planning, Owl Studio



FASHION

People use their clothing to highlight their personality and reveal their emotional state. Fashion has many properties: it is a means of communication, can increase our beauty awareness, impresses with functionality, and boosts our sense of well-being. These points are also important factors when it comes to developing the store design. The success of a fashion store is largely defined by a harmonious interaction between the shop concept, interior design, and customized lighting solution. An individually planned lighting concept tailored to the brand conveys emotions and creates atmosphere. An ambience that invites a sense of well-being and creates the best conditions for consultations is an important factor for boosting sales. Nuanced lighting moods can be used to manage the perception of a salesroom

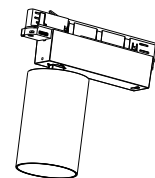
and direct attention to certain areas. In addition to creating an optimum atmosphere, the brand experience should also be tangible. This is intensified by the interior design, which reflects the brand colors or brand-specific shapes. Tailoring the color of the entire lighting fixture to the concept or alternatively using little accents, like a shine ring, to create a subtle yet consistent connection enables a high level of creative freedom when developing the store design. Thanks to the myriad of PROLICHT customization options, such as the color, shape, decal, or engraving, the brand can be optimally incorporated into the lighting concept and presented.

The luxury boutique Sandro in Miami impresses with a bright ambience that places the visual spotlight on the high-quality clothing items. To meet the fashion store's demanding requirements, the lighting concept is made up of various PROLICHT product lines. The profile system 2LOOK4, which can be flexibly adapted to the retail area through the use of spotlight inserts, was chosen to uniformly illuminate the store. In addition, spotlights from the INVADER line provide optimum basic lighting and meet the visual merchandising requirements thanks to their pivotability.

CENTRIQ — Boutique Sailer, Austria



The display window is the first point of contact between passers-by and the shop. The carefully staged, effective illumination of the display window attracts attention and arouses curiosity. Not only do the selection and placement of the goods play an important role, but the lighting must both perfectly present the products and convey a pleasant atmosphere to customers.



CENTRIQ puts the pure lighting effect in the foreground and impresses with its simple, uncomplicated positioning.



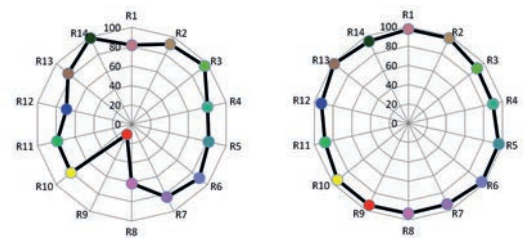
IMAGINE | CENTRIQ | MAGIQ — David Linley London, UK





The Special LED Fashion brilliantly stages the entire color spectrum without distorting the color temperature.

In the retail sector in particular, modern LEDs offer unique opportunities to stage products in their true colors. When illuminating clothing, with regard to the CRI value, the test color R9 is a particularly important factor for saturated red, but also R12 for saturated blue. With our fashion LEDs, we are able to offer light sources with outstanding values for presenting clothing.



CONVENTIONAL LED

SPECIAL LED FASHION

The luxury brand Escada stands for modern elegance, glamor, and sensual femininity. The new design concept in the Düsseldorf store offers the perfect framework for this. When implementing the lighting, care was taken to create an excellent lighting effect that supports the interior design without thrusting itself into the foreground.



GLORIOUS (customized) – Tally Weijl, Austria

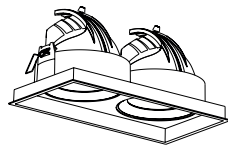


The fashion label Tally Weijl displays the season's latest trends in its stores. The entire concept is aimed at a young, fashion-conscious, and creative target group. In the shop in Vienna, the modern design is consistently implemented in white, gold, and pink. The large, color-coordinated, and unconventionally positioned GLORIOUS acts as a highlight and thereby underlines the brand values.

The aim of the well-known French clothing label Lacoste is to use its retail concept to further develop and strengthen the brand identity. To do this, the brand opts for professional shop lighting with a discreet appearance, which fabulously presents the legendary Lacoste product, the colorful polo shirts.



MECHANIQ — Lacoste Baden-Baden, Germany



MECHANIQ – Flexible, adaptable recessed spotlights with outstanding ease of use. This product line is therefore ideal as a simple solution for professional shop lighting.

In the square variant, the luminaire also comes as a twin version with two spotlights in the same housing. Various rotating and swiveling inserts enable outstanding flexibility with all spotlights for effortless adaptation to the regularly changing arrangements in retail areas.

ATMOSPHERE MAKES THE DIFFERENCE

CALM

Discreet, uniform, bright illumination enhances the presentation of goods through superb lighting effects. The homogeneous light, with few shadows, gives the space a low-key and pleasant appearance.



HIGHLIGHT

This brings individual products and zones to the fore with very bright, clearly delineated lighting. The intense light zones break up the retail area and guide the eye towards the merchandise being accentuated.





EXCELLENCE

Balanced lighting conditions create a pleasant basic atmosphere without shadows. The nuanced lighting with varying levels of brightness gives the room definition, adds accents, and yet still remains harmonious.



STAGE

This high-drama lighting scheme with stark contrasts and narrow-beam points of light immediately draws attention to selected products. Accentuated details and strong shadows create visual depth.



CENTRIQ – Harvey Nichols, Qatar

The international luxury retailer Harvey Nichols offers a wide range of high-quality clothing, accessories, and cosmetics in its flagship store in Doha. The brand products are presented over three floors with an optimally aligned lighting concept. The minimalist spotlights offer optimum ease of positioning and enable the luxury products to be precisely illuminated without any distractions.





CUSTOM LUMINAIRE BASED ON GLORIOUS AND BIONIQ — Dior Sunglass Boutique, France



The Dior Sunglass Boutique in Paris is the first store by a couture house to completely dedicate itself to the eyewear range. The brand is perfectly reflected by the store's interior: minimalist aesthetics in light colors with gold accents and shapes that mirror the design of the products.

At the request of the globally renowned luxury label, a specially designed custom luminaire was created based on our GLORIOUS and BIONIQ light. This unique piece not only impresses with the technical benefits of this tried-and-tested luminaire product line but is also optimally tailored to the store concept. Tailor-made in line with the customer's requests, the luminaire harmoniously blends into the room with its circular shape and gently rounded edges.



The GLORIOUS luminaire product line is characterized by a clean design that is easily recognizable. In addition to several sizes, it is also possible to choose between different proportions, finishes, optics, and color temperatures. These options for customizing the GLORIOUS create the necessary freedom to stage extraordinary projects.



High levels of illuminance and good color rendering are decisive in jewelry stores. The lighting concept should specifically direct the gaze onto the valuable pieces and accentuate both the materials and the quality of the products.



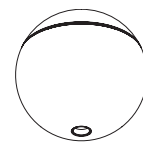
GLORIOUS | INVADER — Joyería Jenaro Jewelers, Spain





Modern cuts, luxury fabrics, and superior service—these values are also reflected in the store concepts used by the Czech brand Blažek. When selecting the perfect lights, not only did the functional requirements have to be met, but the decorative aspect also had to be clearly considered.

PROLICHT offers the luxury menswear brand the optimum solution in the form of the unique design element SNOOKER, which perfectly combines technology and design.



With its creative and playful form, SNOOKER offers maximum design flexibility and the freedom to produce variable arrangements. Adjustable both vertically and horizontally, this luminaire product line makes it quick and easy to react to changing lighting requirements.

Superdry, the British brand with Japanese spirit and American vintage, offers high-street fashion with great attention to detail. The pleasantly warm color temperature of the lighting heightens the inviting ambience of the Seefeld store, the design of which makes great use of wood and industrial elements.





KORONA SHINE creates colorful accents. The narrow plexiglass ring is available in several different colors and gives the luminaires a special charm. The colored shine ring can be used to harmoniously integrate the luminaire into an existing color concept. Kjus, one of the world's leading sports brands, uses the orange version of the KORONA SHINE to create a harmonious connection to the brand colors in its Zurich store.



SNOOKER SHINE





SNOOKER — Kjus Brand Store Zurich, Switzerland



2LOOK4 — Shop Strolz, Austria



It's about using the light to entice guests into the retail spaces and guide them around, whereby the light and material work together.

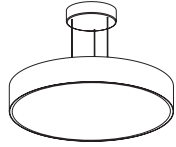


— Jürgen Kitzmüller | Architect



The 2LOOK4 profile system can be integrated into ceilings and walls without a trim and enables designers to create aesthetically perfect solutions with its joint-free design.

The skiing and sports shop Strolz in Lech am Arlberg proves that it is very much possible to credibly convey a synthesis between a trendy location and a rental station. The unique concept connects functional areas like the ski rental service with the refined shop interior. The sports retailer wants to create a feel-good ambience in its store that invites people to stay a while and enjoy. In this regard, Strolz focuses on light as the key design element. The products had to meet high aesthetic demands and offer a clean ceiling solution. With its various spotlight inserts, the 2LOOK4 profile system is the perfect solution. It can be integrated into ceilings and walls without a trim and has a joint-free design that creates subtle elegance.



The configurable SIGN panel light comes in various sizes and colors and can integrate into room concepts harmoniously or contrastingly as desired.

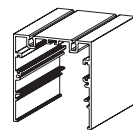


SIGN Diva — Caprice Showroom, Germany





IDAHO — Boutique Krys, France



With a freely configurable length and huge amounts of design freedom, the IDAHO luminaire creates a charismatic connection between light and architecture. Offering maximum lighting efficiency, this luminaire is the ideal solution for many room concepts.



Selected lights from the PROLICHT range can be customized with engravings. Text, logos, or brands can be continuously displayed along the entire length of the lights. As a further option, the engraving can be given a colored background to make it particularly eye-catching.

BRAND EXPERIENCE

To create effective brand experiences, a store must have a high recognition value, trigger emotions, and be unique. A positive brand experience helps boost sales and enhances customer loyalty. The corporate light concept is an important factor in creating a fully coherent solution. In cooperation with the light planner, the lighting and

effects have to be optimally designed to create characteristic lighting moods for the brand. Using lights in colors and shapes tailored to the store design creates a harmonious connection to the brand. Additional customization options, such as an image of the logo, complete the picture.



GLORIOUS — Snipes, Germany





Light plays a key role for an unforgettable shopping experience. In this regard, the perfect lighting concept is as unique as our customers' requirements and wishes.

– Lisa | Light Planning, PROLICHT headquarters

MOOD MAKES A DIFFERENCE

Every project is unique. A sophisticated lighting concept that heeds individual customer wishes and architectural requirements and perfectly presents the brand is essential for implementing unique projects. Thanks to our many years of experience and the expertise offered by our employees, we create the perfect room atmosphere for your customers through an optimally tailored lighting mood.

A retail area bathed in different light looks like a new world. Our light planning experts develop the desired lighting mood to expediently manage people's perceptions and direct their gaze to specific areas. As experts in shop lighting, we are aware of the high requirements associated with presenting goods in a modern, sales-promoting manner and know how to fulfill them. A lighting concept that considers

changes and new configurations from the outset visually blends into the shop concept even after its modification.

With our large range of products, which extends from spotlights to panel lights, PROLICHT can master all the challenges relating to lighting concepts in the retail sector. The combination of years of experience, excellent employees, and sophisticated products represents light design without compromise.



GLORIOUS — Baguette Zirl, Austria





IMAGINE | MAGIQ — Vitalia Reformhaus, Germany

When we have an extremely high product density, we prefer to homogeneously and extensively illuminate the displays.

—Sabine Wiesend | Light Planner, ORB. Atelier für Lichtgestaltung



GROCERIES

Lighting design is a sales-promoting tool that should also not be underestimated in the food retail sector. Shops with everyday products usually stock an extremely diverse range. They have multiple shelves and aisles and offer a myriad of different goods, meaning that customers can quickly start to feel somewhat lost. A lighting concept tailored to a shop's requirements can create an atmosphere that is structured, pleasant, and provides orientation.

Success in a competitive environment not only depends on the range of products, product quality, and service, but also an inviting, calm atmosphere while shopping. Customers want to receive guidance and have products presented to them clearly. Multiple challenges arise from shops stocking an extremely broad range of product groups. In the case of fresh food in particular, several things have to be considered. The lighting technology needs to be tailored to the sensitive food to prevent it from drying out.

The appearance of pastries, fruit, and vegetables can be optimally supported with the right light color. A special LED can make bread and bakery goods look particularly fresh and appetizing. The light absorbs the warm shade of the pastries, thereby reinforcing their effect. Fruit is optimally presented through the use of targeted accent lighting and a low level of basic lighting. This sensitive food group looks best when bathed in warm light.

With the PROLICHT Special LEDs and the intelligent reflector technology, luminaires can be excellently optimized for special application areas, such as the illumination of fresh meat, fish, and bakery goods. These modern LEDs are available for our popular retail luminaires OIKO, CENTRIQ, IDAHO, and IMAGINE, and offer unique staging opportunities.

The new design of the VITALIA stores combines modern rectilinearity with organic shapes and natural materials. The colors used have been incorporated into the lighting concept and create a harmonious interior design. By combining balanced basic lighting with nuanced accent lighting, a calm atmosphere is created despite the high product density and many different product groups.



IMAGINE — MPreis Kundl, Austria



Fruit and vegetables are optimally presented through the use of targeted accent lighting and a low level of basic lighting. The different colors in the fresh food department look best under warm light with natural color rendering. The colors are optimally presented and create a particularly powerful color image that highlights a fresh and appetizing appearance.

EVERYDAY PURCHASES

Grocery stores usually stock an extremely diverse range. They have multiple shelves and aisles and offer a myriad of different goods, meaning that customers can quickly start to feel somewhat lost. Lighting concepts that are specially tailored to these

requirements can create a pleasant atmosphere that gives structure to the large sales areas, accentuates presentation areas, and additionally offers customers orientation.



The higher red fraction in the MEAT+ LED makes meat products appear fresh and appetizing.



DELICATESSEN COUNTERS

When presenting fresh food like meat and dairy products, it is particularly important to make it look attractive and appetizing. The lighting technology needs to be tailored to the sensitive food to prevent it from drying out. The higher red fraction in the Special LED MEAT makes meat products look fresh.

The principle of color enhancement is also used to stage dairy products. Special LEDs can accentuate the color nuances of the different foods and optimally present them.





Petersilie
Petroselinum Crispum
Beseitigt
Frühjahrsmüdigkeit

Rosmarin
Rosmarinus Officinalis
Reguliert den Blutdruck
und den Appetit

Holunder
Sambucus
Schützt das Herz
und hält es jung

Hopfen
Humulus Lupulus
Hilft bei der Verdauung
und fördert den Schlaf

IDAHO – MPreis Kundl, Austria



MECHANIQ – Bäcker Ruetz, Austria



BAKERY GOODS

In addition to the aroma of freshly baked bread, the crispy, golden-brown appearance of the pastries also increases our desire to make a purchase. Lighting tailored to the shop counter and the color of the bakery goods helps make the products look particularly appealing. The Special LED Gold+ absorbs the warm shade of the pastries, thereby reinforcing their effect.



Bakery goods look particularly delicious under this pleasantly warm light with a heavy golden note.

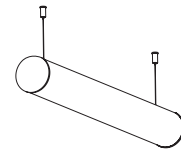
SERVICE & SEATING AREAS

Good lighting is essential for seating areas intended to invite people to sit down, relax, and enjoy themselves. Guests can only feel happy if the ambience is right. The right lighting is a big part of this. As seating and retail areas in supermarkets are generally positioned very close together,

several aspects have to be considered when planning the lighting. Combining general and accent lighting for the various areas creates a harmonious atmosphere that should convey comfort, coziness, and individuality.



BUNGA SYSTEM — Thai2go Baguette, Austria



GHOST Bunga luminaires can be decorated with adhesive letters to support the corporate identity.



As interlinked or creatively suspended light installations, the GLORIOUS luminaires create an inspiring and stimulating atmosphere in even the largest of rooms.



GLORIOUS | HANGOVER — Baguette Zirl, Austria



MAGIQ WALLWASH

PHARMACIES

Pharmacies are changing. The major trend of active health promotion and more well-being is also influencing the pharmacy sector. The expanded product range, on which more advice is required, demands that retail areas be redesigned. The Apotheke am Königsstuhl pharmacy uses pleasant basic lighting comprising recessed spotlights together with LED lines and creates a modern ambience with the VICTORY luminaire.



In the classic geometric shape of a triangle, the VICTORY represents a clear commitment to a clean design that is easy to recognize. The patented, white internal reflector provides efficiency and even light distribution.





diskretion



As engineers, we are passionate about driving development in global markets with innovative products. State-of-the-art technologies help us along the road from the initial idea to market maturity.

— Thomas | Head of Technology R&D, PROLICHT headquarters

INNOVATION MAKES A DIFFERENCE

We regard ourselves as a high-tech manufactory and are driven by innovation when developing unique products. This is firmly anchored in all of our highly qualified specialists as well as the way we work. Regardless of how specialized your requirements, our experience and the latest technologies enable us to construct and test even customized prototypes in record time.

State-of-the-art 3D printers make it possible for us to replicate our product innovations in our in-house development department down to the finest of details.

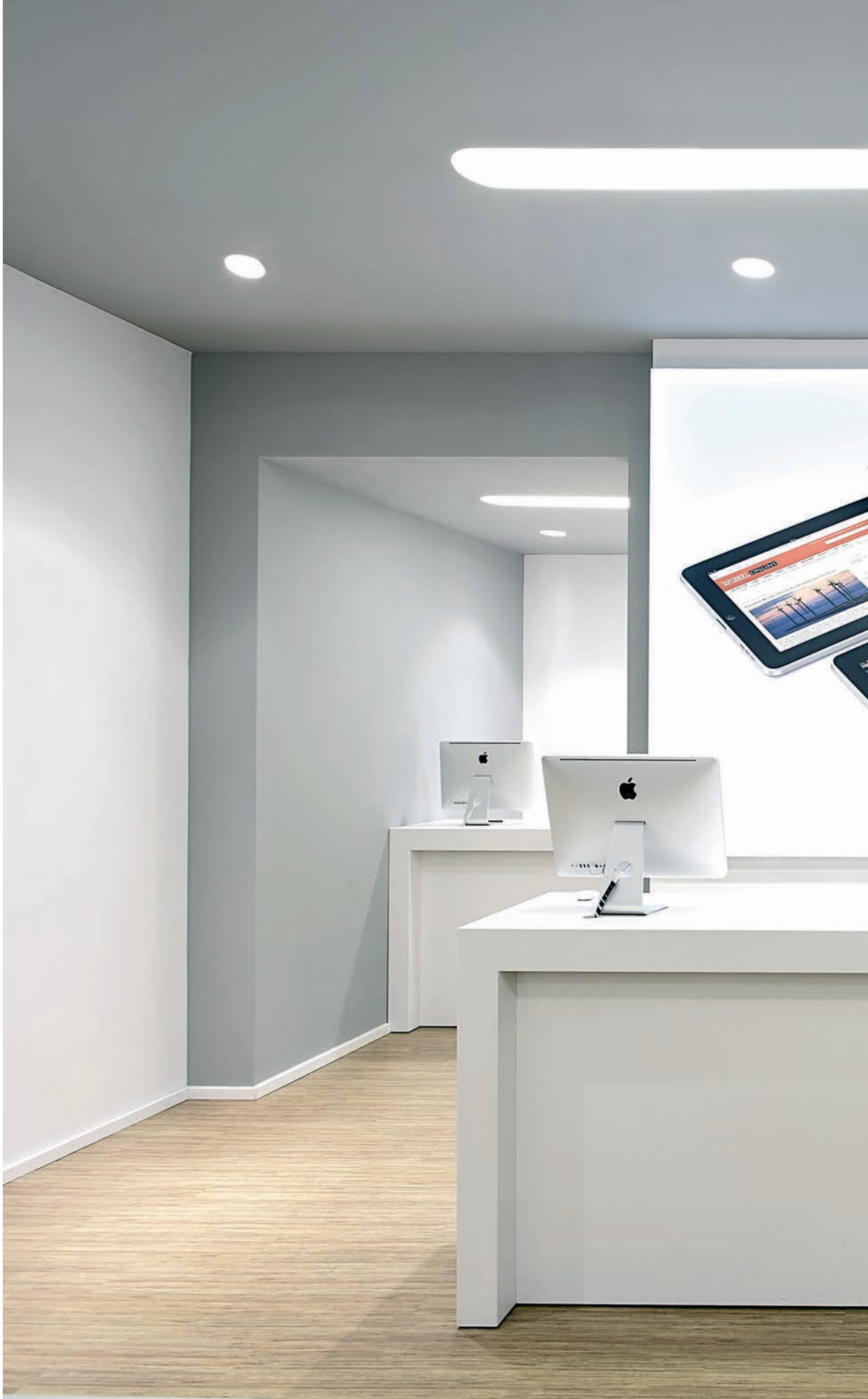
This allows us to create new, revolutionary luminaires with properties that previously seemed impossible.

Innovations do not always only amaze due to their high-tech complexity; many of our products impress due to their simplicity, creative approach, and flexibility. We constantly work to optimally expand our almost endless and unique product range and to guarantee innovative lighting

systems—and are passionate about doing so. We are aware of the high requirements associated with presenting goods in a modern, sales-promoting manner and have perfected our WALLWASH and SUPER SPOT technology so that these can be fulfilled.

Our products clearly and attractively present the goods offered by the retail sector. When developing them, our key priority is to ensure that we can offer our customers an extraordinary light design, optimum flexibility, and outstanding ease of use.

As experts in shop lighting, we are aware of the benefits that a lighting solution needs to offer the retail sector. Our many years of experience flow into every product development and help us to continually progress.





mcworld
Apple Premium Reseller



IMAGINE, MAGIQ | Bang & Olufsen, Austria

High-quality designer products require particularly high-quality staging. We use individually programmed scenes to highlight what makes our products special.

— Christian Mühlthaler | Bang & Olufsen Partner, Neu-Rum



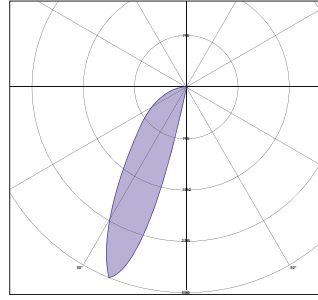
DESIGN

Designer and electronic products are the fastest developing product range groups in the retail sector. This results in frequently changing retail areas, that need to present the latest products and trends. Often, retailers opt for a minimalist interior, geometric shapes, and subtle colors. The restrained yet aesthetically appealing environment should place the products and their quality in the limelight. A precisely planned lighting concept creates an ambience that truly showcases the presented goods and their details. Small, low-key lighting systems or lighting solutions integrated into the ceiling furthermore turn the focus to the goods. The variable presentation areas and mostly large salesrooms require special lighting solutions.

A dynamic lighting concept can adapt to the changing product presentations and therefore accentuate preferred models or smaller product groups. The product surfaces pose a further challenge in this sector. It is therefore of key importance for the lighting to be tailored to the respective materials, colors, reflections, shadows, and dimensional properties.

PROLICHT also imposes high design standards on its products. With flexible options in terms of functions, shape, and color, PROLICHT luminaires can be optimally tailored to interior design concepts.

The Danish brand Bang & Olufsen is a leading pioneer when it comes to design, technology, and innovation in the field of entertainment electronics. The high design standards are also reflected in the stores. The lighting solution used in the showroom in Neu Rum not only stages the displayed products in a particularly pleasant and glare-free manner but is also still completely flexible.



To round off the range of luminaires for the retail sector, PROLICHT has developed the first adjustable linear wallwashers for tracks.

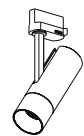
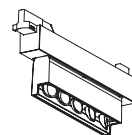
FLEXIBLE LIGHTING SOLUTIONS

When it comes to the lighting concept, the retail sector requires flexible basic lighting combined with focused accent lighting. With its various different profile inserts, PROLICHT offers an array of products that adapt to the variable requirements of visual merchandising. The exact positioning of the IMAGINE FLEX and the simple adjustability of the MAGIQ PLUS WALLWASHERS enable products to be precisely staged.





IMAGINE | MAGIQ—Bang & Olufsen, Austria



MAGIQ WALLWASH uses highly innovative Bartenbach RDB reflectors and can homogeneously illuminate walls thanks to the patented position of the reflectors.

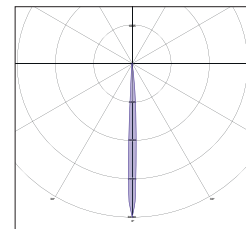
IMAGINE is flexibly configurable, technically sophisticated, and can be precisely adapted to demanding shop designs thanks to its 350° rotation and 90° tilt.



IMAGINE — Harley Davidson, Czech Republic



IMAGINE covers the entire range of lighting requirements in the retail sector and can be used for both precise light accents and homogeneous basic lighting. Technically sophisticated and suitable for integration into any concept, this product line is predestined for professional shop lighting.



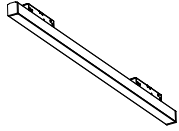
POLAR CURVE
SUPER SPOT 6°



The PROLICHT SUPER SPOTS offer high-precision reflectors combined with the latest COB LEDs (chip on board). IMAGINE is an ideal solution for precise lighting even over larger distances.



HYPRO — Jaguar Land Rover Faro, Portugal



The HYPRO 40 & HYPRO-X profile systems offer impressive flexibility. The wide range of inserts includes tried-and-tested spotlight, downlight, LED line, and wallwasher modules and enables individual adaptation to large, high rooms.

Large, open-plan showrooms with high ceilings and expansive windows give rise to very special requirements with regard to the lighting concept for car dealerships. The showroom should feel open and inviting, excitingly stage the vehicles, and arouse emotions. To perfectly illuminate the colors and silhouettes, great consideration must be given to the highly reflective properties of the vehicle paint when planning the lighting concept.





One of London's most exclusive furniture stores is located on Pimlico Road: Linley. High-quality LED products were used to create a lighting concept tailored to the requirements of the luxurious London retail space and showroom.



IMAGINE — David Linley London, UK

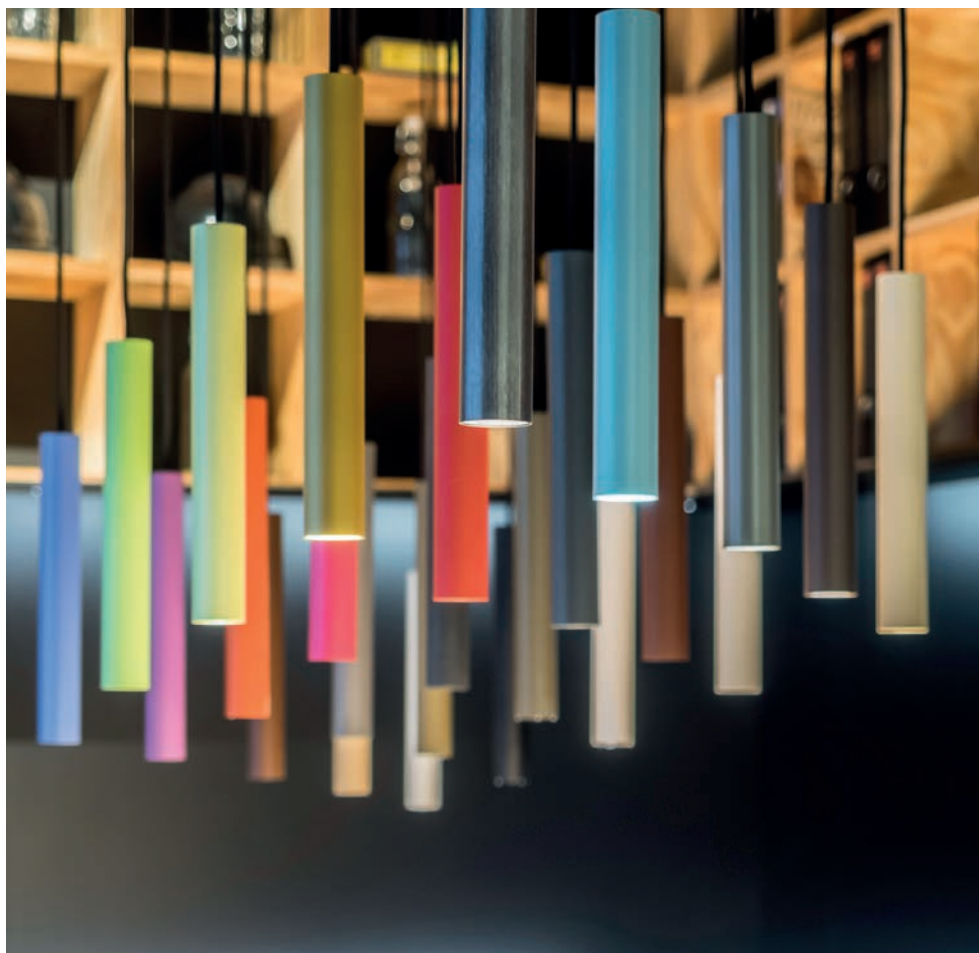


IMAGINE – WMF head office, Austria



CUSTOM QUANTUM — Lusebrink Showroom, Germany





Colors add finishing touches to rooms and offer opportunities to shape the atmosphere. Warm tones create a cozy, communicative environment, whereas cool shades feel sleek, clean, and pure. Colors can be used to set accents, strengthen contrasts, or create a harmonious whole.

PROLICHT offers a wide range of colors in order to provide the creative freedom needed to tailor any luminaire to the respective overall concept or even set targeted accents.



Our in-house Light Lab is equipped with the latest 3D printing technologies, a goniophotometer, and an EMC laboratory, among other things. This not only enables prototypes to be developed in the shortest of time, but also to be tested and optimized.

– Soner | Development and Testing, PROLICHT headquarters

QUALITY MAKES A DIFFERENCE

The rapid technical development, particularly in the LED sector, means that lighting concepts which would have been impossible in the past are now feasible. Ultra-modern accomplishments in the lighting industry enable a new kind of emotionalization of rooms through the use of light.

The impressive achievements in modern LED technology are only made possible through a perfect mixture of high-performance LEDs, efficient heat management, and high-quality optics. To this end, we not only use applied research, but also strive for new knowledge and regularly develop our products even further in order to stand out in the lighting industry.

In our in-house PROLICHT Light Lab, we inspect, test, and improve the key factors. This enables us to promise perfection and reliability from all of our products, right down to the

finest of details. Equipped with a goniophotometer, a spectrometer, a heat chamber, and an EMC laboratory, the Light Lab is integral to our work and the heart of our development department.

Our ultra-modern goniophotometer measures the luminous intensity distribution, radiation data, and light density distribution of everything from small LED spotlights to large luminaires that radiate diffuse light. The glare evaluations are based on angle-dependent luminance measurements.

Here at PROLICHT, we strive to offer our customers the perfect solution for their needs. High-quality products with efficient LEDs and innovative features, tailored to your project—that is our promise to you.





CUSTOM LUMINAIRES — Lago Shopping Center Constance, Germany | Light planning and luminaire design: ORB. Atelier für Lichtgestaltung



IDAHO CUSTOM LUMINAIRE — My City Center Masdar, Abu Dhabi

Lighting is one of the main interior elements of any space, and proper selection of the needed fittings can transform the space of retail outlets and impact the experience of shoppers.

— Khaled B. Alami | Managing Director, Huda Lighting



MALLS

The lighting concept has multiple purposes. In addition to creating a certain atmosphere, light can also be uniquely used to provide structure, as well as for orientation and individualization. Vertical lighting is ideal for visibly highlighting room proportions and limits. In entrance areas in general, but especially in malls, the lighting helps visitors understand the structure of a space and orientate themselves more quickly. Varying levels of brightness can be used to give structure to retail areas by visually delimiting different sections. Nuanced lighting can direct attention to specific places and highlight various sales areas. When used correctly, a detailed concept combining basic and accent lighting can make shop zoning tangible for customers and direct their gaze. In the case of malls, the challenge lies in the need to not only offer an attractive product range, but to also create a unique shop unit that stands out from other brands and retailers. Individuality is becoming

increasingly important when designing retail areas and standard solutions do not always fulfill all the requirements when it comes to the optimum lighting solution for special purposes. Seamlessly integrating the lighting into the overall concept also plays a major part in the creation of a strong brand experience. Colored lights that are harmoniously tailored to the wall color and interior design create a tranquil atmosphere, whereas the use of a contrasting color sets accents and captures attention. To round off the overall appearance, a wide range of luminaire designs are used to establish a perfect connection between light and architecture and make them an essential part of the brand identity.

The My City Center Masdar mall in Abu Dhabi is a flagship project in the field of sustainability in the United Arab Emirates. In addition to the functional requirements and optical planning, the use of sustainable, energy-efficient LED lighting was a top priority. The freely configurable IDAHO profile systems offer huge amounts of design freedom and are ideal for creative, sustainable projects due to the use of the latest generation of LED modules.



The HANGOVER pendant luminaire is based on the latest reflector technology and offers multiple configuration options. Whether size, color, or LEDs, there are no limits to creating a customized design.



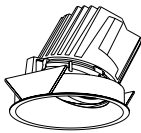


Light can create structure. Lines of light can be used to visually separate different product ranges. In open-plan department stores, they give structure to the retail areas, create awareness hierarchies, and establish boundaries between different ranges, brands, and aisles.





BIONIQ — Duty Free Faro Airport, Portugal



BIONIQ – This luminaire product line is characterized by state-of-the-art technology and sophisticated mechanics. The outstanding ease of use and timeless design of the BIONIQ line make implementing demanding light solutions as easy as pie.

Duty-free shops offer a huge range of different product groups, from cosmetics through confectionery and toys to alcohol and cigarettes. To create a tranquil atmosphere in spite of the wide variety of products, the duty-free shop in Faro Airport uses a lighting concept with LED recessed spotlights that can be accurately adjusted to precisely illuminate the products.

A creatively inviting lighting installation can promote enriching encounters and have a pleasantly invigorating effect on people. It can help them unwind from everyday life and find new inspiration.

ARCADES

Lighting concepts are about more than just using light to create a certain atmosphere. The design of the lights plays a major role in how buildings are perceived. Used correctly, lights, with their various shapes and installation methods, can support the architectural concept. They can give spaces an airy feel as suspended design elements or use sweeping shapes to contrast with the rigid, linear architecture.



Dynamically flowing lines of light and shadow-free illumination make the SUPER-G the ideal lighting solution for a creative design that gives spaces a sense of individuality and momentum.



Available in variable sizes, the GLORIOUS luminaires can be combined to form extraordinary compositions and become the highlight of any space.





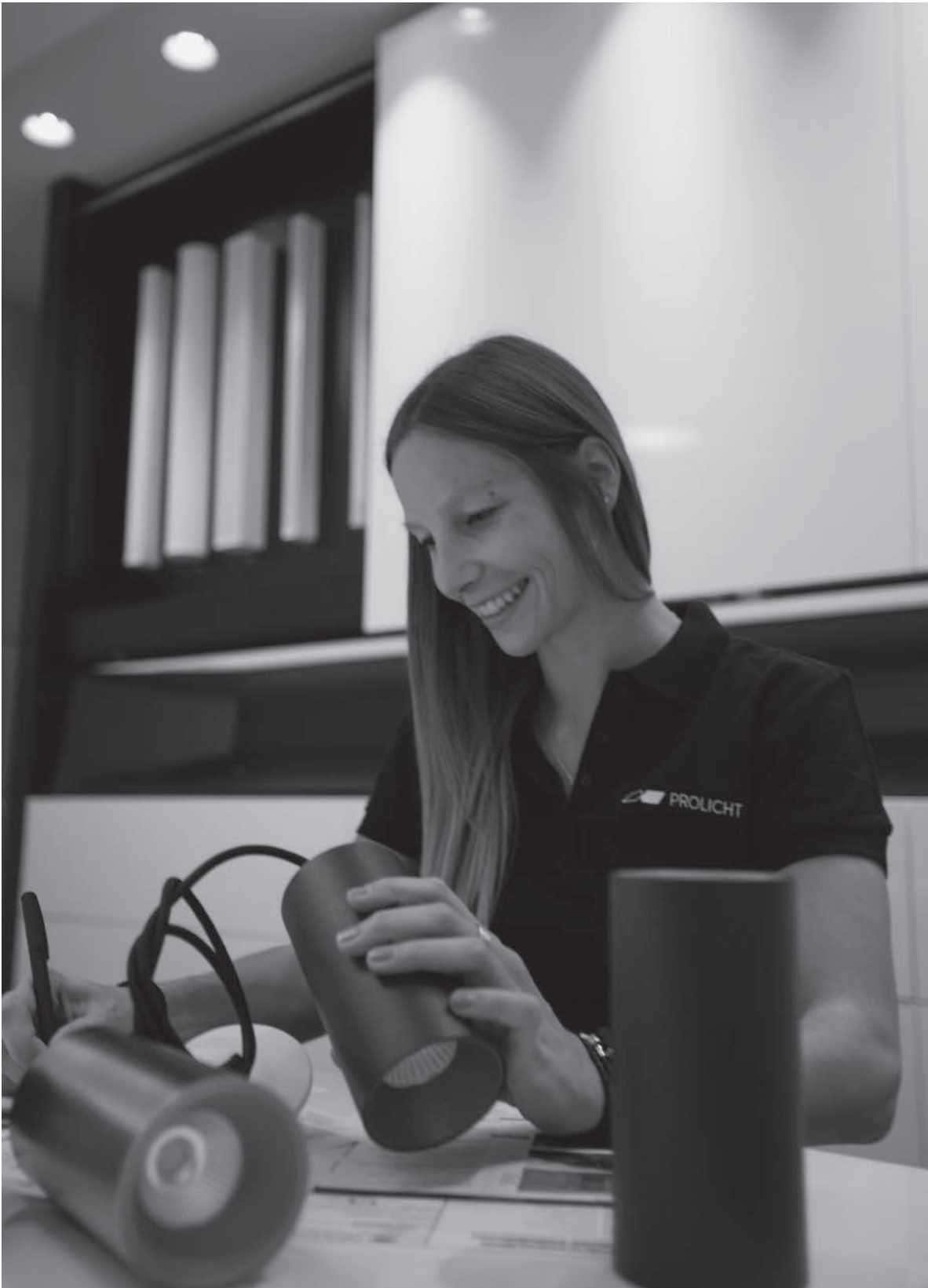
GLORIOUS — Forum Gummersbach, Germany



CUSTOM LUMINAIRES - Lago Shopping Center Constance, Germany
Light planning and luminaire design: ORB. Atelier für Lichtgestaltung

A highly impressive and extraordinary light structure can be found at the Lago Shopping Center in Constance. These customized light fittings, specially developed for this project, provide orientation and underline the special architecture, creating a truly unique and unforgettable shopping experience.





We are driven by the constant challenge of finding new solutions to meet special requirements. Our experience and flexible processes offer us a decisive advantage when doing so.

– Barbara | Custom Solutions Development, PROLICHT headquarters

INDIVIDUALITY MAKES A DIFFERENCE

We are passionate about perfectly staging unique projects. Thanks to our myriad of standard configuration options, we provide the creative design freedom required to implement even complex concepts.

However, we are also aware that even with the greatest of customization options, some requirements still cannot be met. That is why we also offer custom solutions. These are specially developed by our custom-design experts in consultation with the clients and in line with their precise wishes.

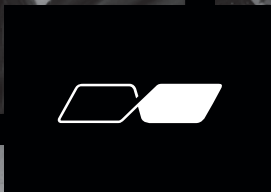
Individual shapes, sizes, or lighting technology are part of our everyday work. We aim to plan and develop the best possible lighting for every purpose so that our partners can optimally implement their projects. For this to be possible,

we have to precisely know and understand our customers and their wishes.

Long-term partnerships and straightforward communication make collaborating with PROLICHT efficient and conducive. We take time for our customers and their projects, which we support right from the idea stage through to project completion if desired.

With tailor-made solutions unlike any standard ones, impressive flexibility, and clear customer proximity, we are the ideal partner for creative lighting designs.

FRIENDSHIP MAKES A DIFFERENCE



Your projects create worlds of experience that trigger emotions and bring brands to life. It is about creating a certain atmosphere and developing an environment in which customers feel happy and their desire to make a purchase is subconsciously heightened. The presentation of variable sales rooms and different goods requires a tailor-made lighting concept. Lighting solutions fulfill a variety of functions in retail: The perfect light creates atmosphere, supports orientation, provides structure and promotes the product range to increase sales.

PROLICHT is your reliable partner who knows about the requirements of RETAIL and perfectly understands the art of staging. With our unmatched flexibility and customization options, we put the freedom of creativity in your hands!

Our outstanding technical knowledge, experience and light planning expertise are the best fundament to support our partners with any project — from start to finish. No matter how individual and complex the requirements of your project are, together we will create the best lighting solution for an unforgettable shopping experience.

**Your cooperation with PROLICHT
makes a difference.**

WALTER NORZ
Founder | Soul & Spirit

A handwritten signature in white ink that reads "Walter Norz". The signature is fluid and cursive, with a long horizontal stroke extending to the right.



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RENDERINGS

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**PROLICHT
MAKES A
DIFFERENCE**

Don't be like
the rest of
them

