

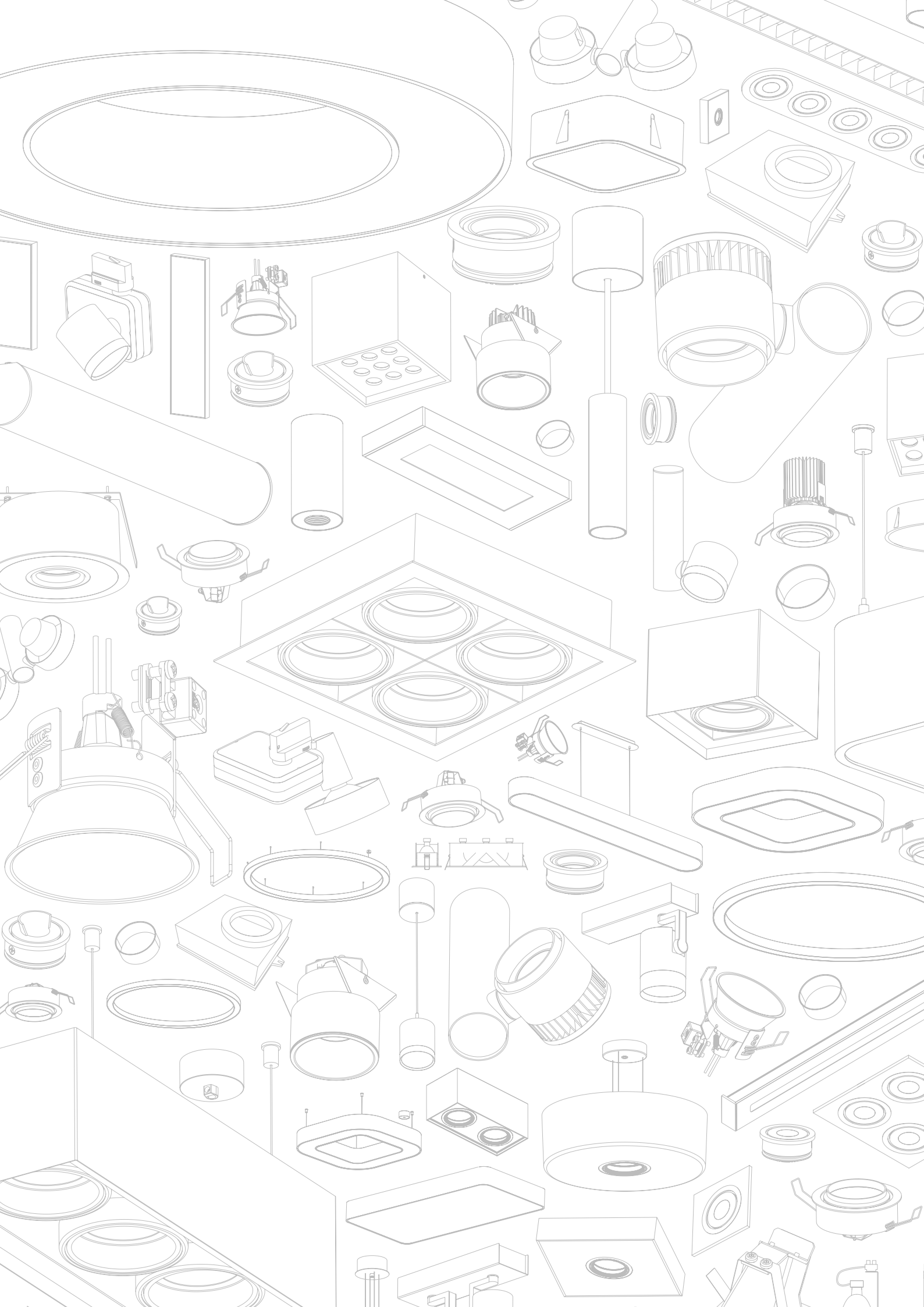
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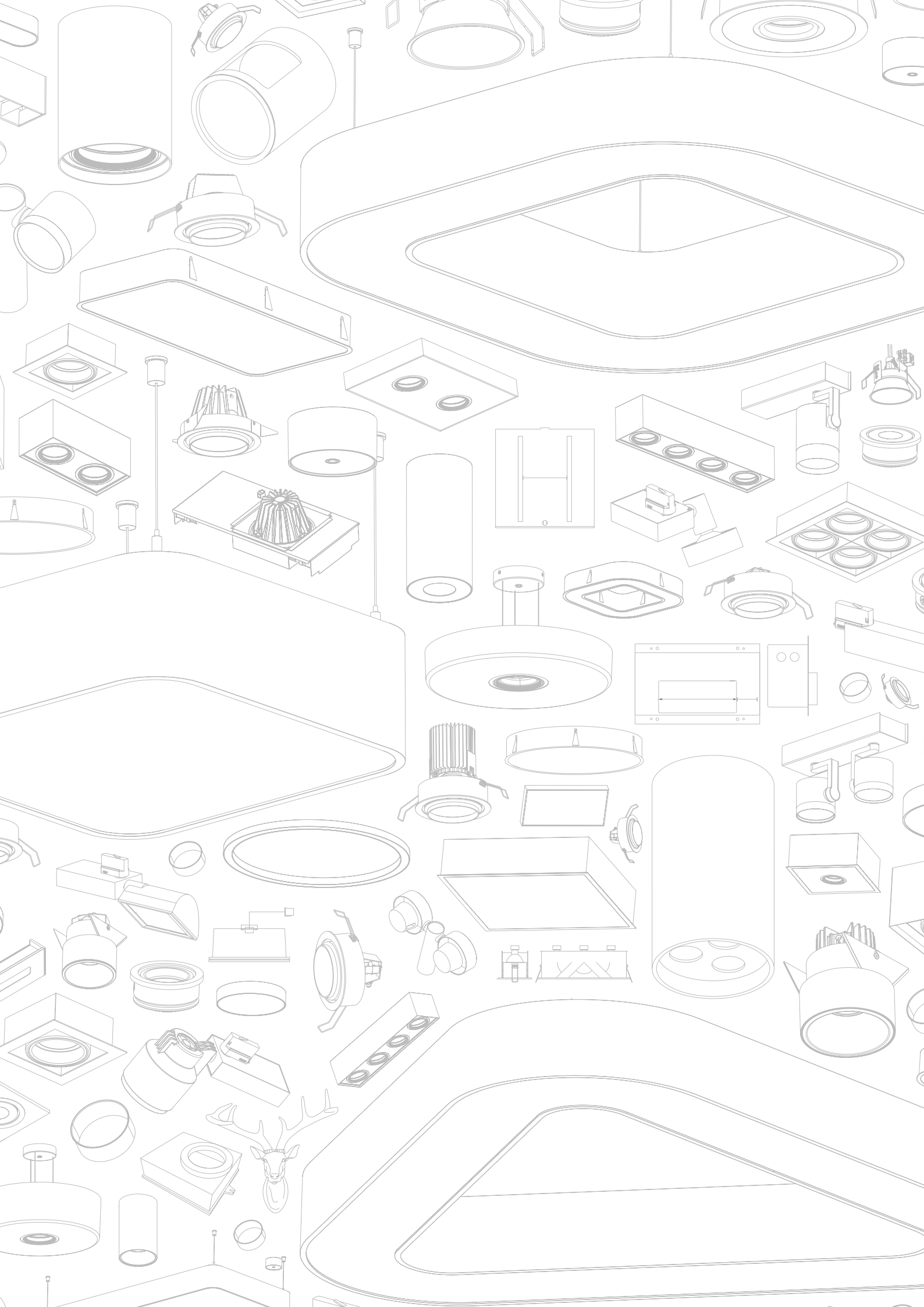
ZANEEN  
architectural

# DETAIL MAKES A DIFFERENCE

INDIVIDUAL RETAIL SOLUTIONS  
TO PERFECT YOUR ATMOSPHERE

 PROLICHT







PROLICHT

# LIGHTMOSPHERE MAKES A DIFFERENCE

DIFFERENT LIGHTING – DIFFERENT PERCEPTION



Light plays a very important role in the retail-business. Every project demands well-orchestrated solutions that are in line with brand and shop-concept. Additionally light has to emphasise the effect of the retail environment and boost the clients shopping experience. And yet lighting should be timeless and very flexible, because the way the goods for sale are presented often varies according to trends and seasons.

Discover four PROLICHT LIGHTMOSPHERE SCHEMES that will **make a difference**.



EXCELLENCE LIGHTING



# GET YOUR AUGMENTED PROLICHT EXPERIENCE

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Wikitude  
iOS




Select the QR code for your mobile device: Android / iOS, and download the **Wikitude** app (for free).



Search for "PROLICHT"



Scan the following pages marked with  and tap START:  
page 07 / 19 / 31 / 43 / 69



Discover PROLICHTs different lightmospheres in 360° on your smartphone or tablet.

Please note: detection services should be activated



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WWW.PROLICHT.AT



Don't be like  
the rest of  
them

**DETAIL  
MAKES  
DIFFER**



# RETAIL IS DETAIL

A pleasant atmosphere in the room increases the amount of time spent in a shop. Setting an appropriate scene heightens the appeal of the goods on offer and emphasises their actual value. This effect can only be created if space and light are tailored to each other. Lighting design has a decisive impact on duration of stay and sales success and, like the light itself, consists of a spectrum of different components.

Parameters such as the architecture of the room, the type of goods or the target audience set the basis for the lighting design: stylish fashion has to be presented differently to cool technology or exclusive fine foods', a multi-floor gallery differently to a small shop. However, the aim of the lighting design remains the same.

The lighting draws visitors in and guides them meaningfully through a seductive world.

# A SCIENCE

# DIFFERENT ILLUMINATION

# **DIFFERENT PERCEPTION**

Light plays a very important role in the retail-business. Every project demands well-orchestrated solutions that are in line with brand and shop-concept. Additionally light has to emphasise the effect of the retail environment and boost the clients shopping experience. And yet lighting should be timeless and very flexible, because the

way the goods for sale are presented often varies according to trends and seasons.

When used correctly, lighting guides the shopper's eye and leads it to the desired area – the zoning within the shop can be experienced by means of the light.

## **CALM LIGHTING**



A calm lighting concept provides a high level of uniform illumination with minimal shadows. A special focus on products and zoning is mostly avoided. It contributes to the interior design concept with an outstanding lighting effect and high flexibility, without visually intruding on the foreground.

## **STAGE LIGHTING**





**EXCELLENCE LIGHTING**

A balanced lighting scheme offers the ideal illumination. Absolute nonglare, consistent high colour rendering, particularly well-balanced illumination and a strong presentation of highlights determine the concept. A mix of Wallwasher and Super Spots creates a mainly shadowfree illumination with focus on the presentation of products.

**VITALIA REFORMHAUS | Page 30**



A dramatic lighting scheme guides the shopper's attention to the areas with intensive illumination. Products and highlights are emphasized, while the basic illumination fades to the background. Staged presentations build up a contrast to the indirectly lit, rather dark room.

**SHOP STROLZ | Page 18**



**HIGHLIGHT LIGHTING**

Bright illumination of distinct zones and special products is the main focus. The intensive illumination of the products makes the room brighter as well.

**MPREIS & BAGUETTE | Page 42**

# FASHION

ESCADA

## HIGH FASHION IN A LIVING ROOM AMBIENCE

ESCADA stands for modern elegance, glamour and sensual femininity. The new design concept provides the perfect framework for this: the 230m<sup>2</sup> shop in Düsseldorf's Königsallee is reminiscent of a stylish, private sitting room with a lounge feeling – intimate and yet inviting.

When developing its lighting plan, the Henn-PlanungsWerkstatt in Bruchsal incorporated lighting systems from Tyrolean premium manufacturer PROLICHT: the individually configurable high-tech luminaires from PROLICHT contribute to the interior design concept with an outstanding lighting effect, without visually intruding on the foreground.





**ESCADA** | DÜSSELDORF (D)



**ESCADA** | DÜSSELDORF (D)



## GOOD TO KNOW

*ESCADA, one of the world's leading luxury womenswear brands, launched its new shop design concept.*

**The aspiration:** "The Lounge" should give customers the impression of an elegant and impressive apartment.

**The audience:** Women who love a feminine and glamorous yet young and modern style.

**The idea:** A living room with lounge feeling



INVADER  
2LOOK4LIGHT IMAGINE  
DICE



SPECIAL LED  
FASHION



SUPER SPOT



INDIVIDUAL  
COLOURS



KORONA CONE  
EFFECT

**CRI**

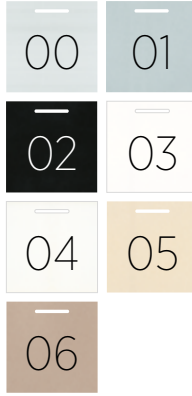
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LIGHTING SCHEME:  
CALM

Colours complete room atmosphere:  
cool, subtle colour shades build  
the background and leave the stage  
to the shops real protagonists.

**Choose from 25 colours:**  
e.g. 04 CREAMY.



*The colour "CREAMY" makes  
the spots almost invisible.*





## SHOPPING **IN STYLE**

The two-storey retail space is divided into various sections, such as ready-to-wear, accessories or evening wear. Each of the interconnected rooms has an unmistakable decor style, in which antiques are combined with contemporary pieces. Selected works of art and carefully staged details such as glass chandeliers, mirrors or a marble fireplace draw the gaze. The peaceful, neutral palette of cream, beige and warm white forms the perfect background for the exclusive colours and prints of the Escada collection.



Within the same 2LOOK4LIGHT channel, IMAGINE spots for general and accent lighting can be combined.

## INVISIBLE LIGHTSOURCE **HIGH IMPACT**

The heart of the lighting design is the dramatic staging of the goods with almost invisible lighting technology, to allow the interior design to work its charms uninterrupted. "The new IMAGINE system from PROLICHT was very helpful here," says lighting planner Johannes Henn.

The high performance, delicate spotlight heads are extremely slimline and integrate individually into the 2LOOK4LIGHT channel system with a simple twist lock. The whole system is imperceptibly housed in the lighting channel. The five-way adjustable articulated arm makes it possible to adjust the rotation, angle and height of the spots. This means that the LED spots can be set up precisely and with accurately determined beam angles - from wide floods to the 10° narrow beam SUPER SPOT. This allows the individual lighting areas within the shop to be planned and implemented with precision.

Furthermore, the trimless, wide-beam INVADER downlights provide illumination for individual objects such as chairs or tables, and displays of goods positioned centrally in the room. The sleek, trimless 4DI and CAVE spots, integrated flush into the ceiling, have recessed light sources to boost the illumination in the depths of the room. "The spots are very unobtrusive and barely noticeable as luminaires, so they're not in competition with other objects such as the goods on display or feature lighting," explains Henn.



Alois is milling housings for the ESCADA Spots with the CNC-machine.



← The Super Spots of the IMAGINE family offer a precisely accurate illumination without secondary beam.



JOHANNES HENN | HENN-PLANUNGSWERKSTATT  
Lighting Designer

The spots are very unobtrusive and barely noticeable as luminaires, so they're not in competition with other objects.

## ATMOSPHERE & **AMBIENCE**

An extraordinary lighting effect is created through the use of a dynamically controllable white light. Bright ceilings and backlit walls with illuminated joints adapt to daylight levels, from 6500°K daylight white to 2700°K warm white. "The artificially generated daylight has the effect of extending the room outwards and works very well with the PROLICHT spots," says Johannes Henn.

Overall shop lighting is set at 3000°K with a CRI of at least 90. This creates a warm and cosy atmosphere, reflecting the intimate character of the new shop design concept.

With a clear yet discreet design, sophisticated lighting technology and a unique lighting effect, PROLICHT has once again proven to be the perfect partner for exclusive bespoke lighting concepts.







Complete and qualitative lighting technology based parameters, such as colour temperature, colour rendering index (CRI) and colour location are measured in the PROLICHT LIGHT LAB using a spectrometer.

## MEASURING THE DIFFERENCE **LIGHT LAB**

The rapid technical evolution, especially in the LED sector, enables lighting concepts that would have been impossible in the past. The lighting industry's modern achievements allow us to emotionally charge rooms through light in a whole new way.

A perfect blend of high-performance LEDs, efficient heat management and quality optics makes the impressive capacity of modern LED technology possible. In our new PROLICHT LIGHT LAB we can measure the different factors and improve them in a rapid prototyping process. Equipped with a goniophotometer, a spectrometer, luminance cameras and a 3D printer, our Lab is a valuable part in our development process.



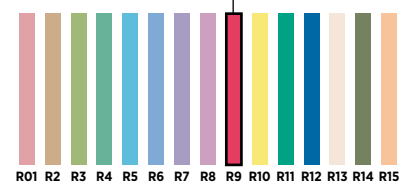


## CRI | R9

DIN 6169 defines 14 test colours, but only the first 8 (all pastel colours) are used for the actual classification. This considerably limits the significance of the CRI.

A better way to judge the colour quality of a light source is by taking the special colour rendering indices for saturated colour, for example Red (R9) or Blue (R12), into consideration. The current CRI-value does not describe colours predominant in skintones, art, clothing or food. The R9 value in particular is of high importance for the illumination of goods in the retail sector.

With SPECIAL LEDs (e.g. Fashion), PROLICHT offers illuminants that delivery extraordinary values over the entire spectrum.

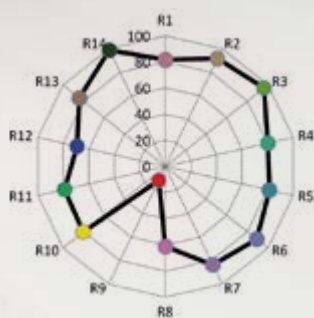


## SPECIAL LED FASHION

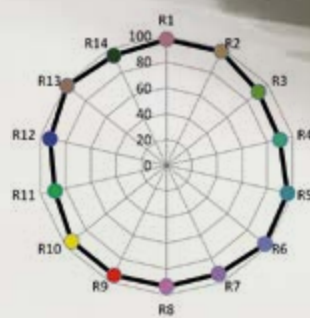
Modern LEDs offer unique possibilities to stage your products. The LEDs high monochromatic colour fidelity allows for the creation of lighting for very special purposes.

PROLICHT offers special LEDs for every lighting requirement. Be it Gold+, Fresh Meat, Meat+, Art or Fashion - with SPECIAL LEDs and PROLICHT's intelligent reflector technology luminaires can be perfectly optimised to meet the needs for different areas of application.

PROLICHT's Fashion LED brilliantly orchestrates the entire colour range in garments without impairing colour perception.



CRI / R9 CONVENTIONAL LED



CRI / R9 SPECIAL LED FASHION

# SPORTS

SHOP STROLZ

## INDUSTRIAL DESIGN MEETS ALPINE CHIC

Can a ski hire shop simultaneously be a hotspot for fashion, cafés, museums and lifestyle? Yes it can!

The evidence is a new Strolz ski and sports shop, open since December 2015 in the refurbished Ambrosius Passage in Lech am Arlberg. The traditional Austrian company has brought together a number of national specialists for the task, including Kitzmüller architects, the lighting designer SHOUP and luminaire manufacturer PROLICHT.

Their creative spirit has drawn equally from their inner connection to the raw mountain landscape, a curiosity towards technical innovations and the desire for urban modernity. The result is a success, a convincing combination of setting and hire shop, industrial design and alpine chic.







**SHOP STROLZ** | LECH AM ARLBERG (A)

*Organically placed spots provide a uniform general lighting.*

*Trimless lighting channels dramatically stage the goods for sale.*



STEFAN MAIERHOFER | STROLZ  
General Manager

We want to offer professional advice in a feel-good atmosphere that invites you to stay a while and enjoy yourself.

### GOOD TO KNOW

*The venerable department store company took this opportunity to intentionally turn conventional expectations on their heads.*

**The aspiration:** *World's most beautiful ski hire shop*

**The audience:** *Snowboarder and Freerider*

**The idea:** *A merge of harsh industrial look with alpine chic.*



2LOOK4LIGHT IMAGINE  
BIONIQ



SPECIAL LED  
FASHION



SUPER SPOT



INDIVIDUAL  
COLOURS



KORONA CONE  
EFFECT

CRI

> 90



LIGHTING SCHEME:  
STAGE



PROLICHT  
CUSTOMISATION



JÜRGEN KITZMÜLLER | KITZMÜLLER ARCHITEKTUR  
General Manager, Architect

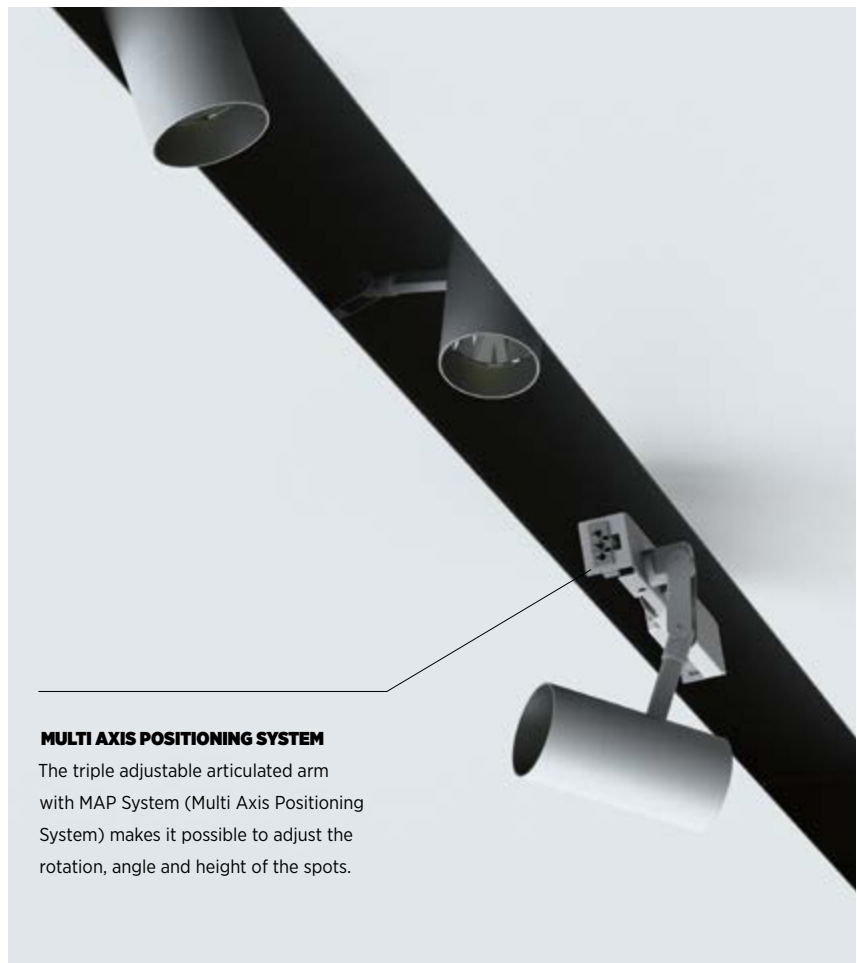
It's about using the light to draw  
guests in and guide them  
through the room, whereby light  
and materials work together.





Earth shades harmonise with natural materials, such as wood and leather, and add to a homogeneous interior design.

Choose from 25 colours:  
e.g. 02 BLACK VELVET



**MULTI AXIS POSITIONING SYSTEM**

The triple adjustable articulated arm with MAP System (Multi Axis Positioning System) makes it possible to adjust the rotation, angle and height of the spots.

## LIGHT CREATES A **PATH THROUGH THE ROOM**

The internal spaces within the building are made full use of. They blend into a concept where functional areas, such as ski hire and ski storage, combine seamlessly into a classy shop interior which, as the entrance to a nightclub, provides free marketing for Strolz in the evening. In addition to ski hire, the two storeys also house hardware, sports clothing, fashion and lifestyle accessories. The retail areas are complemented by an integral “Baristro” café and a museum of ski boots, which illustrates the origins and traditions of the Strolz family business.

The fundamental design element that creates the atmosphere of this new shop is light. Jürgen Kitzmüller of Kitzmüller architects, the firm appointed by Strolz, explains his design, “It’s about using the light to draw guests in and guide them through the room.” He gives the traditional Strolz fashion houses a timeless ambience: “The presentation of merchandise and the lighting essentially correspond to the head office philosophy, but with a touch of modern design.” Construction materials such as exposed concrete, black plate and aluminium contrast with natural materials such as clay plaster, oak and leather. All sub-areas, such as ski hire and storage, enjoy a sophisticated design and top quality fittings. However, it is the lighting design that completes the atmosphere and gives the different functions of the shop an unmistakable, exquisite look. “Light works with the material, and the material works with light,” says Kitzmüller.





The system's lighting channels are spread across the whole area in an imaginary grid. Breaks in the grid squares produce frames of light to outline areas and corners, acting as arrows pointing towards the individual niches.



↑  
Andreas from PROLICHT is welding the channel for the new Strolz-Shop in Lech.

← All the channels provide indirect lighting, producing a pleasant general lighting effect throughout the rooms. Individual integrated spotlights can be positioned flexibly to provide accent lighting.



DIETMAR UNGER | SHOUP  
General Manager, Lighting Designer

This concept only works in  
this location; it wouldn't transfer  
to a city setting.

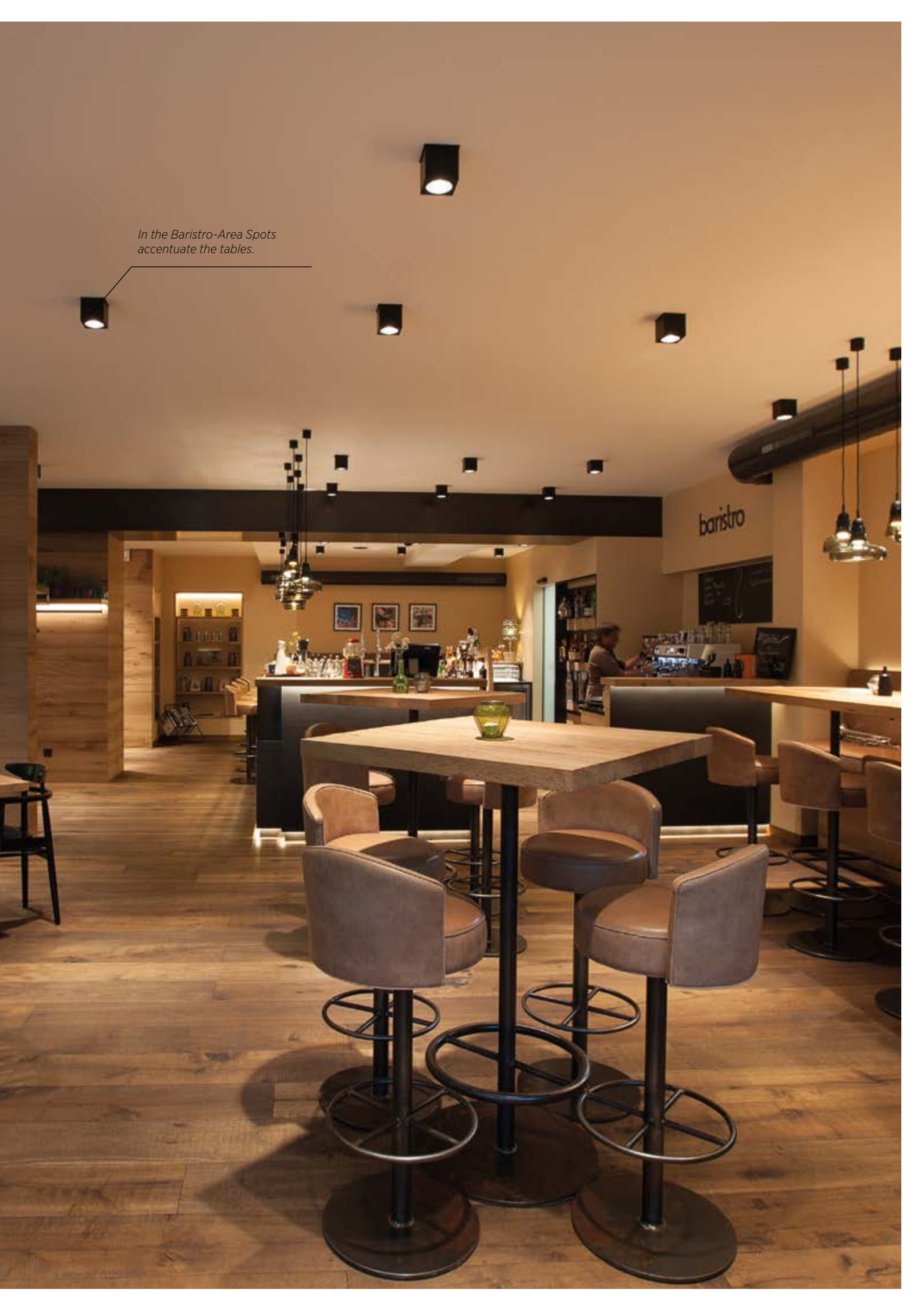
## YOU HAVE TO FEEL **THE LIGHT**

Lighting designer Dietmar Unger's choice of highly technical luminaires supports the interior design of the shop with "sensitivity", as he puts it. With an appearance caught between industrial functionality and traditional charm, the lighting system emphasises the personal character of the ambience of which it is a part. In terms of both optics and lighting effect, variable solutions provide an opportunity to tailor the rooms to suit the winter or summer season and to change individual niches into cosy lounge areas with a choice of lighting scenarios and dimmer functions.





*In the Baristro-Area Spots  
accentuate the tables.*



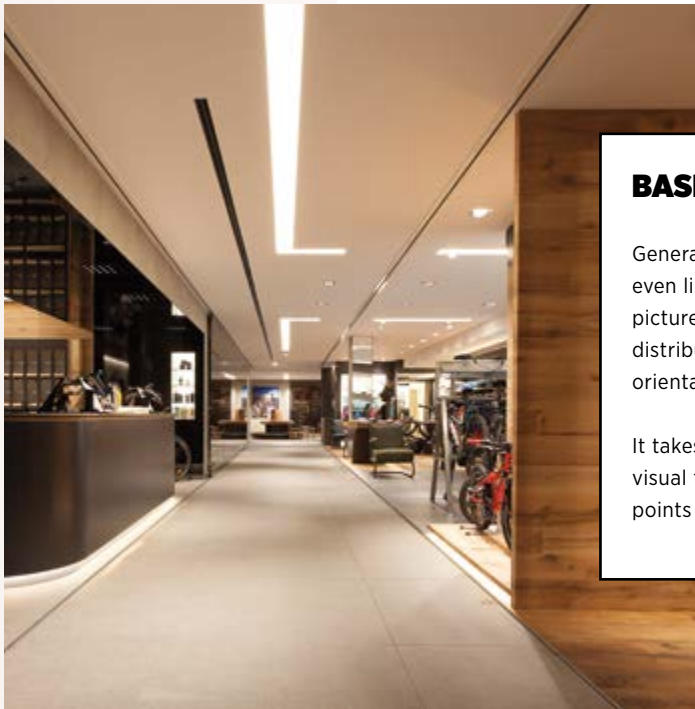
## A TRAILBLAZING **CHANNEL SYSTEM**

The main requirements Strolz placed on the lighting were high aesthetic standards and clean ceiling solutions. Consequently, primarily trimless integrated systems were used. In PROLICHT, Unger brought an experienced retail specialist on board. This premium manufacturer of exclusive lighting concepts is not only proud of its Tyrolean heritage, but also offers a clear design, sophisticated lighting technology and unique lighting effects alongside openness, modernity and skill. Especially for this shop, PROLICHT developed a channel system in its high-tech manufacturing facility as one of several bespoke special solutions. The lighting manufacturer is an innovative designer and produces architectural lighting for each project, perfectly tailored to the room and lighting design, offering the greatest possible design freedom through its individual configurability.

The channel is such a flexible and individually configurable product, that the IMAGINE channel system from PROLICHT has now successfully entered series production.

All the channels provide indirect lighting, producing a pleasant general lighting effect throughout the rooms. Individual integrated spotlights can be positioned flexibly to provide accent lighting. They are inset and are therefore barely visible, even in a range of positions. Installation rails on both sides and screw fasteners make installing the spotlights a breeze. Each spot has its own driver, uses a simple plug connection and can be positioned individually. The three-way adjustable articulated arm with MAP system (Multi Axis Positioning System) makes it possible to adjust the rotation, angle and height of the spots.





## **BASIC ILLUMINATION**

General lighting is a uniform and even lighting that gives us an overall picture of the room. A diffuse light distribution creates perception and orientation in the horizontal plane.

It takes no special account of specific visual tasks performed at different points in the room.



## **ACCENT LIGHTING**

Accent lighting is used to emphasise certain areas of a room or individual objects. It creates marked contrasts, hard-edged shadows, different levels of brightness levels and angles of light incidence.

Accent lighting only works if it is brighter than the general lighting.



# HEALTH

VITALIA REFORMHAUS

## **PURITY, FUNCTIONALITY AND WELLBEING**

Purity, functionality and wellbeing – these three basic principles of the life-reform movement are brought back into focus with a new shop design from VITALIA, Germany's biggest health food chain with 90 branches. In line with this new architectural style idiom, ORB. Atelier für Lichtgestaltung has developed a new corporate lighting design. Specially developed lighting systems from the Tyrolean premium manufacturer PROLICHT are among those used in the first newly designed shop.

The new interior design of the VITALIA shops combines modern straight lines with organic shapes and natural materials. Coupled with a vintage touch, they have created an inviting and feel-good atmosphere, which stylistically represents a natural essence as the basis for all VITALIA products and simultaneously harks back to the days when the life-reform movement was born. The low-key design creates a visual sense of calm and always allows the product to take centre stage. The shop concept creates an appealing atmosphere of modern authenticity and a clear identity.





**VITALIA REFORMHAUS | GRÜNWALD (D)**

Brand architecture: VITALIA GmbH, Kristina Kalisch  
 Campaign: VITALIA GmbH, Florian Stephan  
 Light planning: ORB. Atelier für Lichtgestaltung  
 Visual Merchandising: organized with love  
 Store concept & GU : Konrad Knoblauch GmbH



KRISTINA KALISCH | VITALIA GMBH  
 Brand architect

To create the impression of a natural whole, it is crucial to treat lighting as part of the planning from the outset. An off-the-shelf lighting concept that is grafted on afterwards can never produce that effect.



-  MAGIQ PLUS IMAGINE
-  SPECIAL LED FASHION
-  SUPER SPOT
-  WALLWASH
-  GLARE FREE
-  > 90
-  LIGHTING SCHEME EXCELLENCE
-  PROLICHT CUSTOMISATION

### GOOD TO KNOW

*Germany's biggest health food chain VITALIA brings the three basic principles of the life-reform movement back into focus.*

**The aspiration:** *The company focuses on the values of the life-reform movement, which are again highly topical – purity, functionality and wellbeing for body and soul.*

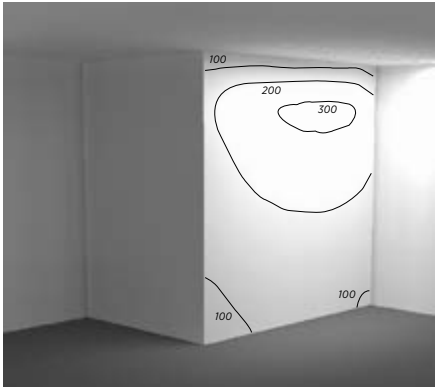
**The audience:** *The present desire for stress reduction, deceleration and digital detox is driving the trends towards vegetarian, vegan, local and, in general, healthy food, natural remedies and homeopathy. These trends are moving through all areas of society and creating a large audience.*

**The idea:** *Mindfulness as the key to a successful business model.*

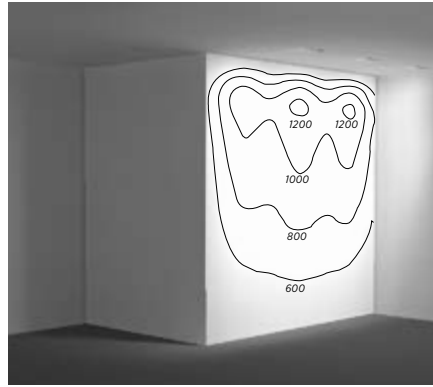
*IMAGINE shows its flexibility as a custom solution.*



REGULAR WALLWASH EFFECT



MAGIQ WALLWASH EFFECT



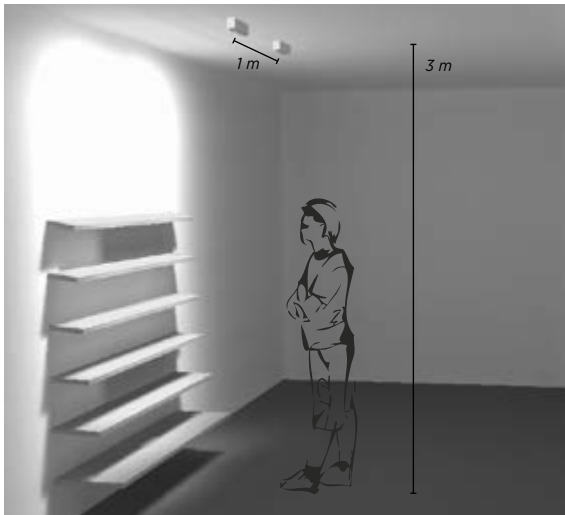
The perception of the "cosmetics area" is slightly more refreshing and cooler than the "reform area".



*The MAGIQ Wallwash evenly illuminates the wall.*







PROLICHT Wallwasher are equipped with VERTICAL BOOST. They can evenly illuminate walls of up to 4.5 m height and 1.8 m width. Through the high efficiency of the luminaires, fewer luminaires per meter have to be used compared to standard wallwash systems.



## DIFFERENTIATED **PRESENTATION**

The lighting design provides a consistent continuation of the illumination concept and solves an apparent contradiction: despite the high density of goods and different groups of products in a small space, a calm and attractive impression is created. The materials and colour tones used are consistently matched with the lighting. This makes it possible to create different lighting environments surrounded by balanced background illumination, in which feature lights, underlighting and narrow beam spots achieve differentiated and accented lighting.

The product range goes from natural groceries, allergy-free offerings, high quality natural cosmetics to natural medicine. The items are primarily presented at the vertical plane in wall shelves and free standing shelving. Because of the high density of products a homogenous and extensive illumination is needed. As counterpart to the general lighting, a strong accent lighting of the special areas and highlights is used.



The IMAGINE luminaire can be customised according to individual needs.



Claudia wires the IMAGINE Spots for VITALIA.



## ARCHITECTURE AND **ILLUMINATION**

The new shopping atmosphere at VITALIA is characterised by high visual comfort. Absolute glare-limitation, consistent high colour rendering, particularly well-balanced illumination and a strong presentation of highlights and a strong focus on the products determine the concept.

With flexibly configurable luminaires, technically high-quality lighting systems and the willingness to develop special solutions, PROLICHT has once again proven to be a specialist for the implementation of extraordinary lighting concepts.

Dark shaded colours do not obstruct the view of the colourful range of goods.

**Choose from 25 colours:**  
e.g. 25 GUN METAL





The PROLICHT Super Spots with beam angles under 10° are ideal to illuminate small objects, even from great heights.



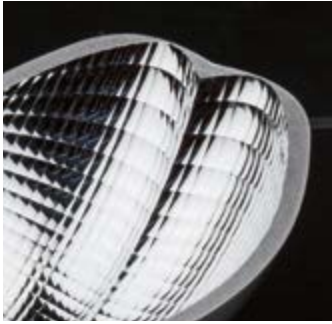
*Luminaires on tracks make it easy to adjust the lighting.*





SABINE WIESEND | ORB. Atelier für Lichtgestaltung  
Lighting Designer

Because of the very high density  
of merchandise, we use  
homogenous area lighting  
for the racks of goods.



#### BARTENBACH RDB-REFLECTOR

The precisely calculated surface of each individual facet allows broad and clean illumination without multiple shadows. Even when mounted very close to the wall or on high walls, the MAGIQ WALLWASH creates a first class result.

## ADJUSTABLE LUMINAIRES **WELL-ENGINEERED TECHNOLOGY**

A power rail system integrates both the flexible IMAGINE trackspots and, as a unique solution, the new WALLWASHER from PROLICHT. "The wall-mounted racks of goods are very evenly illuminated, from the top of the stand-out wall panel to the floor, with a clear beam cut-off and good longitudinal glare control," explains lighting planner Sabine Wiesend. "This means that the products presented are illuminated evenly, right down to the bottom shelf." The WALLWASHERS are based on the VERTICAL BOOST concept developed by PROLICHT: five multi-faceted reflectors are mounted at different angles in one module. The precisely calibrated surface of each facet provides broad and clean illumination without multiple shadows.

In contrast, the IMAGINE spots illuminate the centre of the room. "The key features of these spots are the excellent glare control, the even illumination and their unobtrusive physical form," says Wiesend. The five-way adjustable articulated arm and choice of beam angle – 25° in this case – make it possible to adjust them precisely. To highlight individual areas, the PROLICHT SUPER SPOT with a beam angle of a narrow 8° increases the light intensity exactly where it's needed to emphasise the value of the goods.

### **WALLWASH WITH VERTICAL BOOST**

Vertical illumination is an integral part of every lighting concept. PROLICHT's new wallwash concept featuring VERTICAL BOOST technology enables the large-scale illumination of walls without any significant loss of light intensity towards the floor.

VERTICAL BOOST guarantees a substantially better light distribution on the wall than ordinary wallwashers.

Innovative, multi-faceted reflectors ensure a homogenous light output and illuminate walls of up to 4.5 m height and 1.8 m width. They counteract the usual exponentially fast loss of light in the lower parts of the wall and achieve exceptional results.



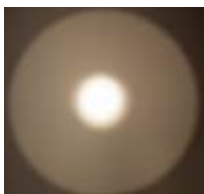
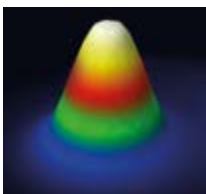


Emphasising the highlights

## SUPER SPOT

Highly precise reflectors in combination with the latest COB LEDs (Chip on Board) are the base for PROLICHT's SUPER SPOTS. They also offer an ideal solution for accurate illumination over longer distances - for examples for high ceilings.

Innovative and precise reflectors create an especially narrow beam of light with beam angles below 10°. Within the PROLICHT LIGHT LAB, PROLICHT's in-house reflector R&D (design, construction, 3D-printing, testing) enables rapid prototype development. This way PROLICHT can react quickly and efficiently to changing lighting requirements and challenges.



### SUPER SPOT:

PROLICHT offers a particularly narrow beam reflector with SPECIAL LEDs for extraordinary lighting effects. Beam angles under 10° make it possible to create lighting scenarios with unique accentuation and dramatic contrasts.

# FOOD

MPREIS / BAGUETTE

## REGIONAL PRODUCTS - URBAN FLAIR

An old German saying goes: "A piece of bread in your pocket is better than a feather on your hat". And truly there is hardly anything better than a wholesome piece of bread with crispy crust and moist crumb. But naturally, you eat with your eyes first, so a perfectly created atmosphere in which to enjoy a panini is as important as the loaf itself.

David Mölk of the Austrian supermarket chain MPreis knows that too. In architect Volker Miklautz, interior designer Helmut Siebenförcher and Tyrolean Premium manufacturer PROLICHT he found the perfect partners for his personal bistro vision. The in-house know-how and the high flexibility and potential for individualisation of the PROLICHT lighting systems make PROLICHT the perfect partner for customers with extraordinary needs. Unrivaled at MPreis is the emphasis of Architecture and Aesthetics – always in connection with a keen sense for space and lightness.







**MPREIS / BAGUETTE | TYROL (A)**



# Baguette

YOGURT Frühstück	3,30
MOJLI Frühstück	3,30
SCHOKOLATE Frühstück	3,50
LOUSSE Frühstück	3,70
BAGUETTE Frühstück	3,70
BANANE Frühstück	3,70

Dining Area with 2700 K



DAVID MÖLK | MPREIS  
General Manager

By emphasising elements  
of Architecture and Aesthetics  
we created unique meeting places.

Sales Counter  
with 3000 K

### GOOD TO KNOW

*Lots of MPreis chain stores incorporate a bistro – every single one planned with a special eye for enjoyment.*

**The aspiration:** Quality of living on a daily basis

**The audience:** Gourmets

**The idea:** Every branch is customised to fit the local conditions



INVADER  
OIKO  
IDAHO  
SIGN  
SUPER-G



SPECIAL LED  
Gold+



INDIVIDUAL  
COLOUR CHOICE



KORONA EFFECT



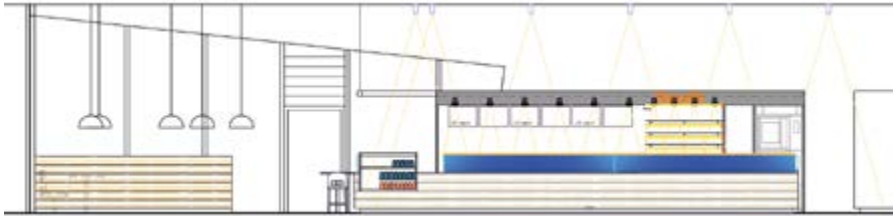
ENGRAVING



LIGHTING SCHEME  
HIGHLIGHT



PROLICHT  
CUSTOMISATION



Dining Area

Beverages

Sales Counter

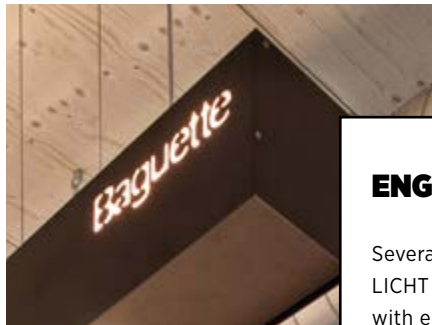
Distinct areas can be created using different light temperatures. (e.g. Dining Area 2700 K, Sales Counter 3000 K)



→  
↓  
Above the counter spotlights (INVADER mounted in IDAHO 100 profile, OIKO) provide clean lighting for baked goods, using special gold LEDs to make them look as crisp and appetising as they taste.

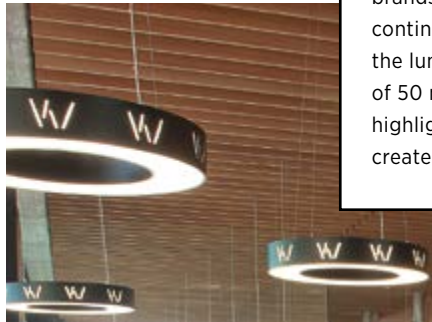


Spots with KORONA CONES improve the glare.



## ENGRAVING

Several luminaires from the PRO-LICHT range can be personalised with engravings. Text, logos or brands – anything can be engraved continuously over the entire length of the luminaire with a maximum height of 50 mm. The engraving can even be highlighted with colour if required, to create a real eye-catcher.



In the design for MPreis and Baguette Patsch, natural daylight was incorporated as well. Gentle daylight filters into the market hall between the beams of the roof.

## DESIGN

# CAUSE & EFFECT

When it comes to light, it's all about effect. Luminaires can be integrated almost invisibly into the architecture, but alternatively the feel and design of a lamp can also make a decisive contribution to the atmosphere. Both approaches are used to good effect at Baguette: hidden spots provide precision lighting where it's of essence and pleasant, glare-free general lighting, which integrates well with the architecture and the interior design.

What's inside is made visible by the materials, design, the special arrangement of the interior spaces – and also the lighting concept. That's why it is so important to consider the planning of your lighting and be absolutely clear on what you actually want to achieve.

And that's what closes the circle: PROLICHT does not produce a single luminaire that is not already designed for a specific room. Whether that light is an allegedly tiny spotlight or intended to fill the room.



## (EX)CITING **NATURE**

Miklantz particularly wanted to bring the “Kofel” into the village. That’s why there is a silhouette of the mountain on the ceiling of Baguette, washed over by an almost sculptural light cord that perfectly continues the architectural concept of DI Volker Miklantz. It forms a kind of cloud that complements the wooden slats on the ceiling – the silhouette of the Patscherkofel mountain.

Miklantz says, “We worked with PROLICHT to design this cloud.” The free-form design gives Baguette its own unique identity and the delicate interplay between natural and artificial light creates a very special atmosphere. Volker Miklantz also believes light is essential to architecture. “The vibrancy of a place is only made visible by light,” he explains. The Baguette area opens out onto the landscape with floor-to-ceiling glazed panels, turning the outdoors into a kind of monumental framed picture. Depending on where you sit, this “monitor on the west” shows a panorama from Serles, across the Stubai Glacier, the Nockspitze (Saile) and the Inn valley to the Nordkette.



Peter is polishing the SUPER-G for BAGUETTE.

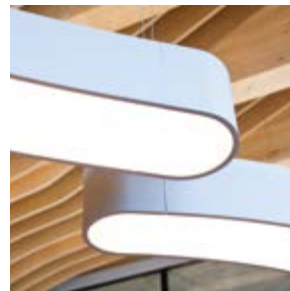
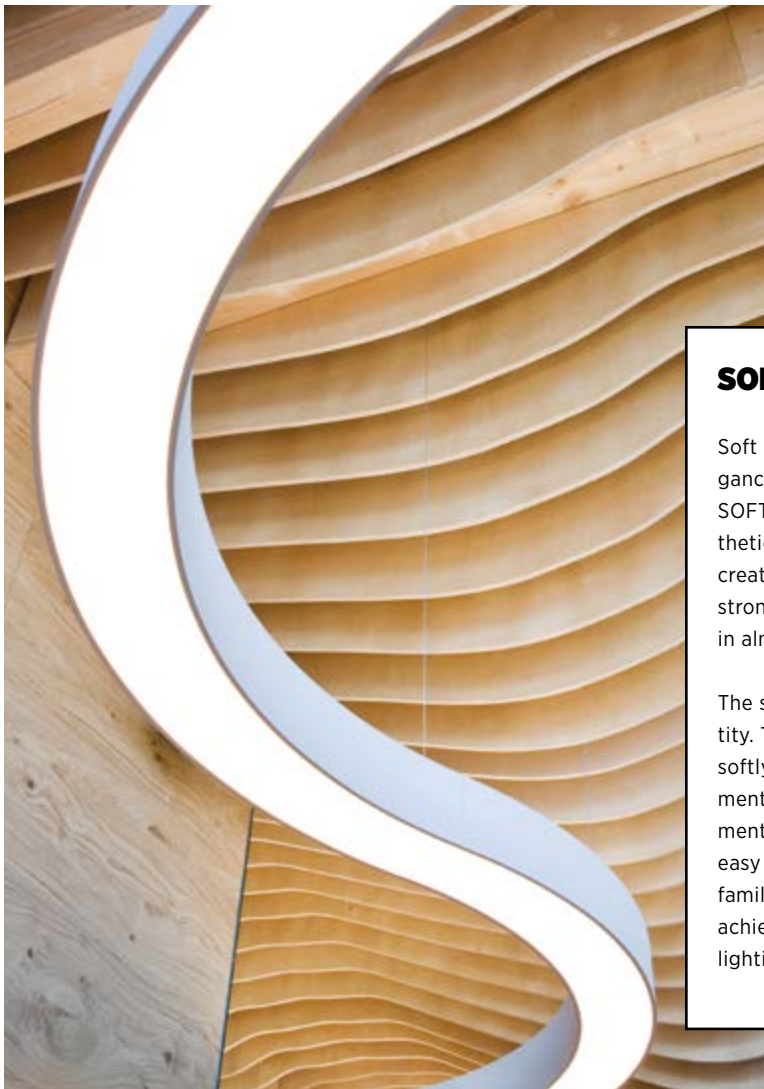


The slatted ceiling in the Patsch branch of Baguette illustrates the Patscherkofel mountain, creating a cloud around it with the aid of the SUPER-G variable lighting system (Colour: HAMPTON BAY) by PROLICHT. This snakes over the dining area in ten modules with different radiuses and a total length of 20 metres.



VOLKER MIKLAUTZ | I-UNIT  
General Manager, Architect

It's not enough to just  
create something functional.  
You have to put people at  
the heart of everything.



### **SOFT EDGE DESIGN**

Soft curves and clearly defined edges, timeless elegance and strong character - PROLICHT's distinctive SOFT-EDGE DESIGN leads formal contrasts to aesthetic harmony. SOFT-EDGE DESIGN offers enormous creative freedom: the contrast between soft lines and strong contours allows you to make a bold statement in almost any architectural space.

The stylish SOFT-EDGE DESIGN gives it a unique identity. The corners of these precisely drawn forms are softly rounded, while the angularity of the light elements themselves is accentuated - a striking commitment to clear design that is easily recognisable. The easy recognition factor across a number of lighting families makes it possible to design rooms that achieve a homogenous effect from flat ground level lighting to precisely positioned individual lamps.



HELMUT SIEBENFÖRCHER  
Interior Designer

The play of colours  
between furniture and  
luminaires is harmonic  
and inviting.



Once again in this project, colour proves to be the way to go when you want to bring details to life. The suspended ceiling gives the impression of an intermediate construction in the otherwise very tall building, which adds nicely to the comfy feel of the dining area. The luminaires' colours were chosen to match the colours of the tables and benches.







**LETTERING**

The BUNGA from the GHOST family can be produced with individual lettering. This makes it easy to mark the different areas of a store.

Every shop is based on a certain room-DNA. Colourful accents help to underline the individual character of each shop.

**Choose from 25 colours:**  
e.g. 24 GOLDEN HEART





**PROLICHT VOB**

For the OIKO COMFORT, PROLICHT offers a Visual Optimisation Baffle. It sits as a ring in front of the reflector, improves glare control and gives the spot a different look and feel.



The Invader spots around the central console are fitted with typical Korona cones – coloured cone inserts that set the spotlight well back and thus possess excellent anti-glare properties.

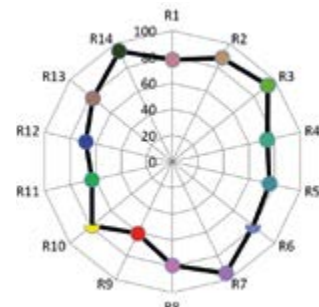


**SPECIAL LED GOLD+**

Modern LEDs offer unique possibilities to stage your products. The LEDs' high monochromatic colour fidelity allows for the creation of lighting for very special purposes.

PROLICHT offers special LEDs for every lighting requirement. Be it Gold+, Fresh Meat, Meat+, Art or Fashion - with SPECIAL LEDs and PROLICHT's intelligent reflector technology luminaires can be perfectly optimised to meet the needs for different areas of application.

Pastries are illuminated by this delightfully warm light with a heavy golden tone.

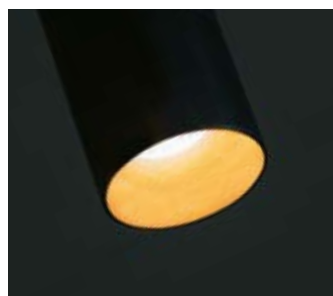


CRI / R9 SPECIAL LED GOLD +



### **KORONA CONE**

*The KORONA CONE is available only for spots. A glare-suppression cone (KORONA CONE) sits in front of the optical reflector. For selected products the height of the glare-suppression cone (KORONA CONE) can be configured to alter the visual comfort. The cones are available in 25 PROLICHT colours and thus create a special, decorative effect. The KORONA CONE is available for all mounting types.*



### **KORONA FRAME**

*Using the KORONA FRAME, spots or entire luminaires can be set-back into the ceiling. This makes the lateral edge of the frame visible and creates a clear corona. The mounting frame can be finished in one of 25 PROLICHT colours to intensify the KORONA EFFECT with colour.*



### **KORONA EFFECT**

The sun as a source of inspiration: in a technically sophisticated style, PROLICHT invokes the KORONA EFFECT of a solar eclipse.

PROLICHT offers this special effect for diffuse luminaires and spots alike. A set-back illuminant and a visible trim, which is offered in 25 PROLICHT colours, are distinctive features.

A special feature of KORONA FRAME and KORONA CONE is, that the emitted light does not change colour and stays white.

**INSPIRA  
MAKES  
DIFFER**

## PRODUCT FAMILY **OVERVIEW**

The PROLICHT range consists of 24 individual families. Within these families, you will rediscover our product range in a new way. Grouped together by characteristics such as shape, tech specs or field of usage, our newly formed families will make it easy for you to find the perfect solution for your needs.

We at PROLICHT believe that creativity should not be limited through stock or supply situations. With us, you configure your lighting solution exactly to your needs and wishes.

**ATION**  
**A**  
**ENCE**

RETAIL PRODUCT FAMILIES

# ENDLESS POSSIBILITIES TO MAKE A DIFFERENCE



## INVADER

ENLIGHTEN YOUR COMFORT ZONE



## BIONIQ

NATURALLY TECHNICAL



## IMAGINE

EVERYTHING IS POSSIBLE



## MAGIQ PLUS

BRIGHT AS A BUTTON



## 2LOOK4LIGHT

LIGHTING'S SWISS ARMY KNIFE



## **CENTRIQ**

MINIMALIST HI-TECH



## **OIKO**

FOCUS OF ATTENTION



## **GLORIOUS**

GEOMETRIC PROGRESSION



## **VEGAS**

KEEPING TRACK OF YOUR SPOTLIGHT



## **MECHANIQ**

STRAIGHT FORWARD AND EFFICIENT



## **NITRO**

PERFORMANCE IS KING



## INVADER TRIMLESS



INVADER



INVADER  
DEEP



INVADER  
SMALL



INVADER  
SMALL DEEP



## INVADER RECESSED



INVADER



INVADER  
ON



INVADER  
WALLWASH



INVADER  
ADJUSTABLE



INVADER  
LARGE



INVADER  
SMALL



INVADER  
SMALL DEEP



INVADER  
SMALL  
ADJUSTABLE



## INVADER SURFACE



INVADER  
150 + 300 + 450



INVADER  
WALL



## INVADER SUSPENDED



INVADER  
150 + 300 + 450



HANGOVER  
150 + 300 + 450



ENLIGHTEN YOUR COMFORT ZONE

# INVADER

INVADER

**HEATSINK**  
A die-cast aluminium heatsink ensures optimal thermal management.



**REFLECTOR**  
The LED version is available with different beam angles: in *SUPER SPOT* (10°) as well as in 15°, 20°, 40°, 60°.

**KORONA CONE**  
The cone of INVADER is available in different heights. It is simply screwed into the trimless housing. The cone is available in all 25 *PROLICHT* colours.

TRIMLESS | RECESSED  
SURFACE | SUSPENDED



LED with 2700, 3000, 4000 K;  
CRI >90 | A++ - A



INVADER LARGE:  
SPECIAL LED



SUPER SPOT



HIT ILLUMINANTS  
FOR SOME MODELS

...D1

DIMM  
NATURAL DIMM



KORONA CONE



PROLICHT  
LENS PACK



25 PROLICHT  
COLOURS

SHORTCUTS



## CENTRIQ



CENTRIQ  
SMALL

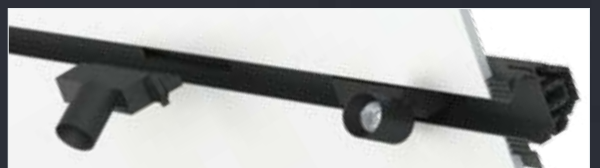
CENTRIQ  
MEDIUM

CENTRIQ  
LARGE

CENTRIQ  
WALLWASH



## 2LOOK4LIGHT TRACK SYSTEM



# MINIMALIST HI-TECH

# CENTRIQ



**HOUSING**  
The aluminium die-cast housing with integrated driver can be offered in 25 PROLICHT colours.

**THERMAL MANAGEMENT**  
CENTRIQ manages heat through an aluminium housing in combination with a continuous airflow from openings at the front alongside the turbine shaped heatsink to the back of the spot. This creates ideal conditions for the LEDs to work within their approved temperature range.

**INTEGRATED DALI ADAPTER**  
PROLICHT has developed its own DALI adapter which is completely integrated in a thermoplastic mechanical track fixation.

**EPS**  
The Exact Positioning System features a Degree Indicator for every 10°. The Spot clicks into place for adjustment. The two grub screws of the DUAL-LOCK freeze the position.

**REFLECTORS**  
Different high-precision reflectors offer different beam angles with a high luminous efficiency. A highlight is the SUPER SPOT with a super narrow beam angle of 8° or 10°.

**ANT-GLARE**  
A black anti-glare ring ensure a high visual comfort and is fitted with a 3 mm thick glass inside. The glass can be exchanged with any lens from the PROLICHT LENS PACK.

## TRACKSPOT



LED with 2700, 3000, 4000 K;  
CRI >90 | A++ - A



SPECIAL LED



SUPER SPOT 8°/10°



WALLWASH  
WITH VERTICAL BOOST

**EPS**

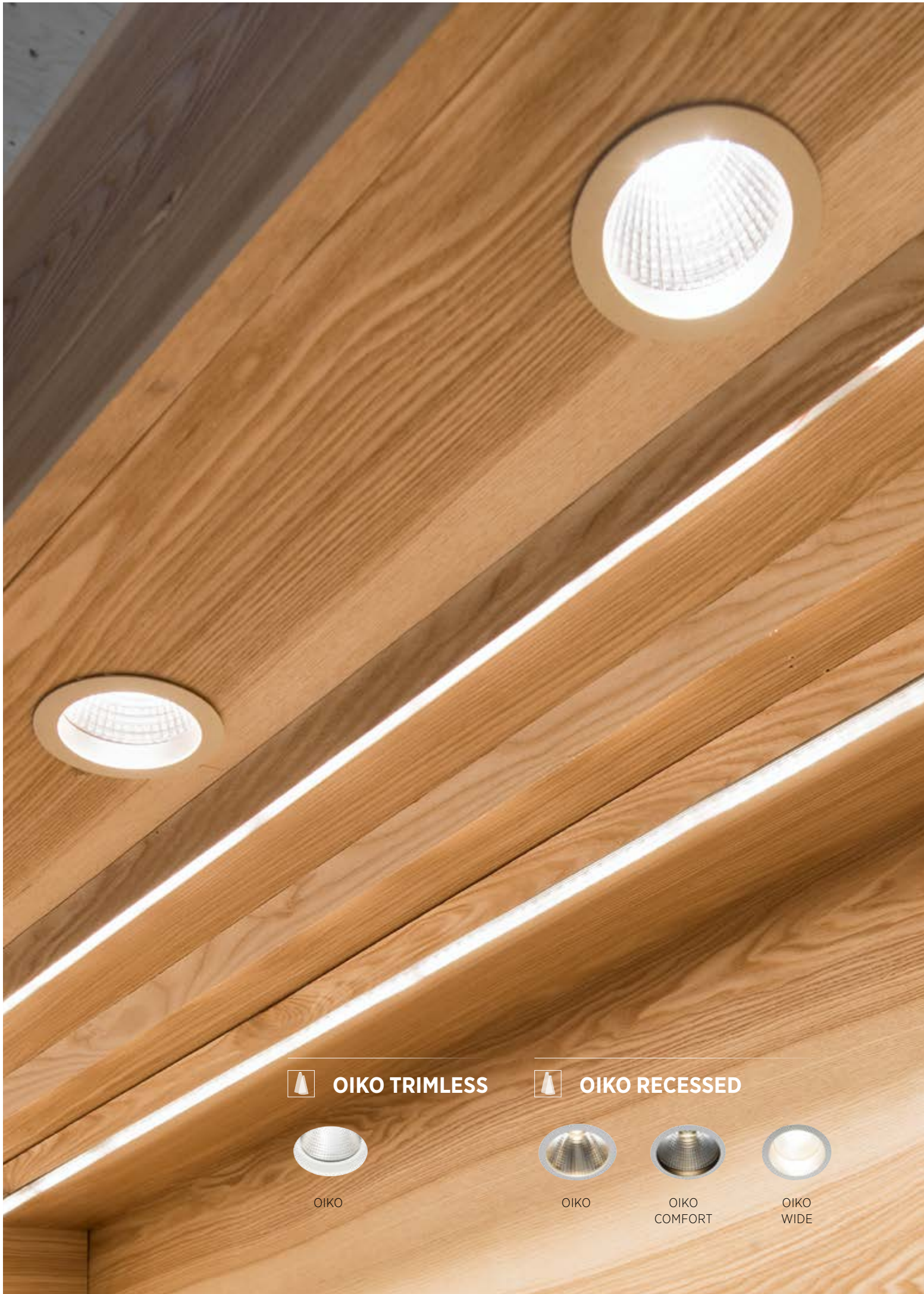
EXACT POSITIONING SYSTEM

**...DD**

DALI DIMM



25 PROLICHT  
COLOURS



### OIKO TRIMLESS



OIKO



### OIKO RECESSED



OIKO



OIKO  
COMFORT



OIKO  
WIDE

# FOCUS OF ATTENTION

# OIKO

OIKO WIDE



TRIMLESS | RECESSED



LED with 2700, 3000, 4000 K;  
CRI >90 | A++ - A



SPECIAL LED

**VOB**

VISUAL OPTIMISATION  
BAFFLE

**...D1**

DIMM  
NATURAL DIMM



25 PROLICHT  
COLOURS

SHORTCUTS



## BIONIQ TRIMLESS



BIONIQ ROUND  
ADJUSTABLE



BIONIQ ROUND  
SEMI ADJUSTABLE



BIONIQ ROUND  
DEEP



BIONIQ SQUARE  
ADJUSTABLE



BIONIQ SQUARE  
ADJUSTABLE  
COMFORT



BIONIQ SQUARE  
DEEP



BIONIQ SQUARE  
DEEP COMFORT



## BIONIQ RECESSED



BIONIQ ROUND  
ADJUSTABLE



BIONIQ ROUND  
SEMI ADJUSTABLE



BIONIQ ROUND  
DEEP



BIONIQ ROUND  
PINHOLE



BIONIQ ROUND  
WALLWASH



BIONIQ SQUARE  
ADJUSTABLE



BIONIQ SQUARE  
ADJUSTABLE  
COMFORT



BIONIQ SQUARE  
DEEP



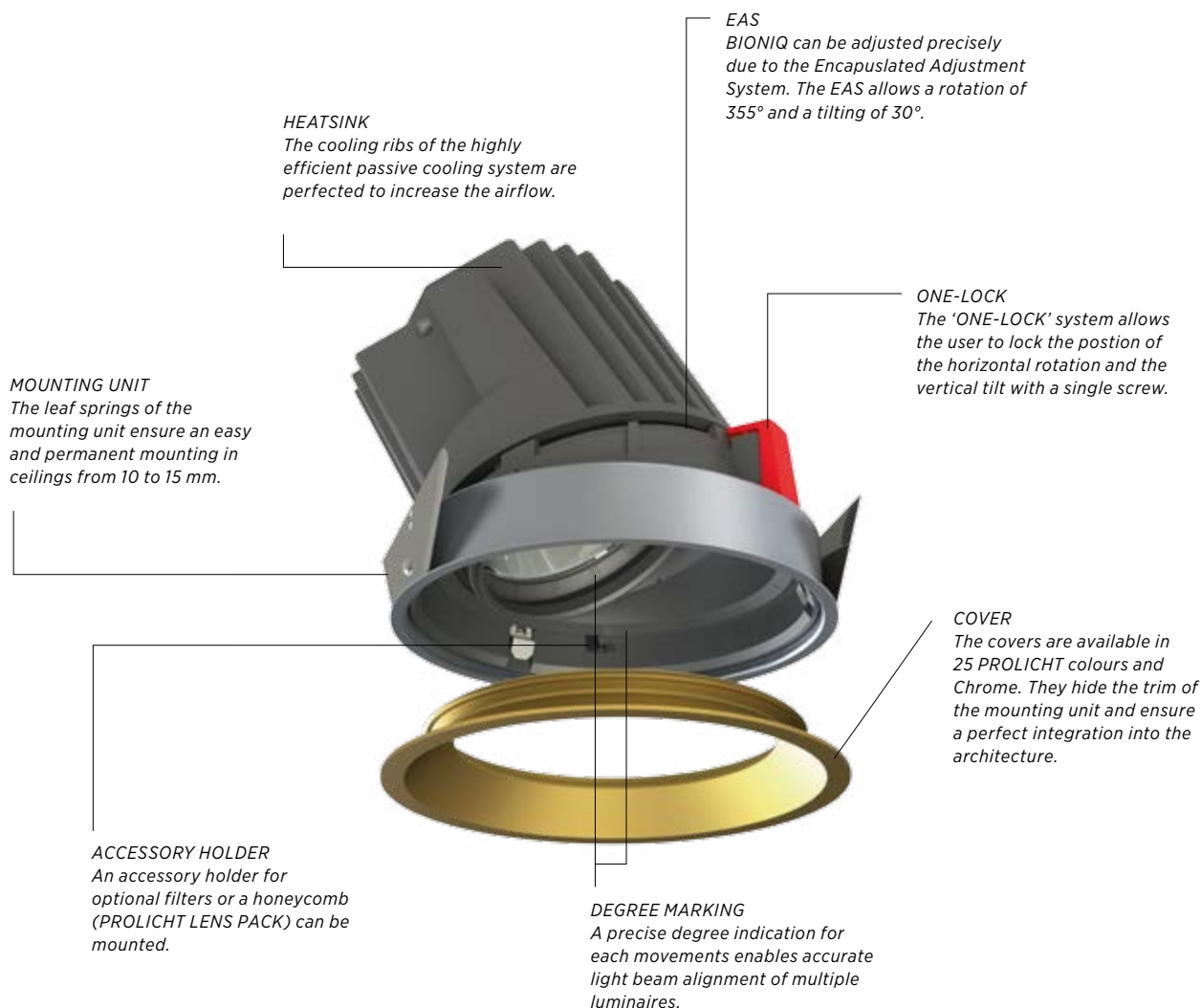
BIONIQ SQUARE  
DEEP COMFORT









BIONIQ SQUARE  
PINHOLE

NATURALLY TECHNICAL

# BIONIQ



TRIMLESS | RECESSED

-  LED with 2700, 3000, 4000 K; A++ - A
-  SPECIAL LED
-  SUPER SPOT 6°
-  PROLICHT LENS PACK
-  KORONA CONE
- IP44** IP44 VERSIONS
- EAS** ENCAPSULATED ADJUSTMENT SYSTEM
- ...D1** DIMM NATURAL DIMM
-  25 PROLICHT COLOURS

SHORTCUTS



## IMAGINE TRIMLESS



IMAGINE  
ROUND



IMAGINE  
ROUND AURA



IMAGINE  
SQUARE



IMAGINE  
SQUARE AURA



## IMAGINE RECESSED



IMAGINE  
ROUND



## IMAGINE SURFACE



IMAGINE  
TRACKSPOT SMALL

IMAGINE  
TRACKSPOT MEDIUM

IMAGINE  
TRACKSPOT LARGE



## 2LOOK4LIGHT IMAGINE SYSTEM





EVERYTHING IS POSSIBLE

# IMAGINE

## MAGNET-BRACKET

Two magnets ensure easy installation and removal of the unit (e.g. for maintenance purposes) and easy access to the driver.

## HEATSINK

The specially designed heatsink ensures highly effective passive cooling.

## ADJUSTABLE BRACKET

The adjustable bracket is mounted on a plate which is fixed to the housing through magnets and avoids any light leakage. **IMAGINE DOWNLIGHT** can rotate 355° and tilt up to 45°.

## BACKLIT

**IMAGINE DOWNLIGHT** can be fitted with optional backlight. The separately switchable SMD strip works on 24 V DC.

## ANTI-GLARE

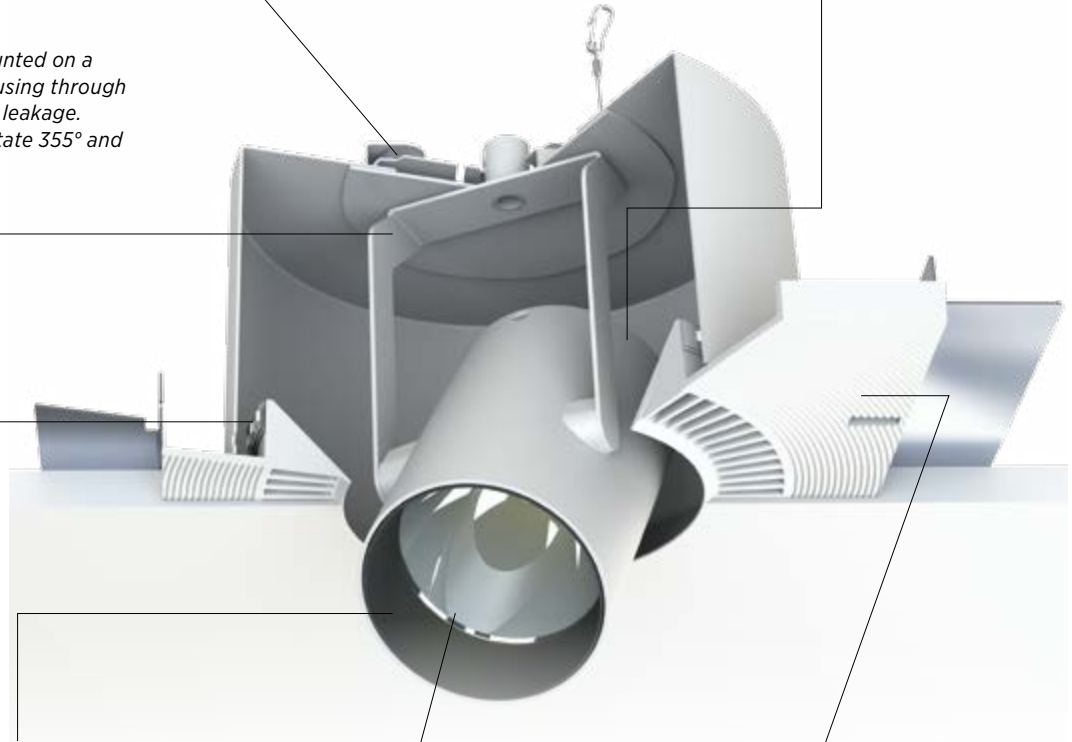
A black anti-glare ring sits at the front to optimise the visual comfort. Accessory lenses or a honeycomb are optionally available.

## REFLECTOR

High-precision reflectors ensure a uniform light distribution. Besides the beam angles 20°, 25°, 45° a **SUPER SPOT** with only 10° is available.

## MOUNTING FRAME

An unique, trimless mounting plate made from aluminium ensures a troublefree installation in gypsum ceilings. The special ribs ensure a perfect bond with the filling plaster.



TRIMLESS | RECESSED  
TRACKSPOT | TRIMLESS CHANNEL



LED with 2700, 3000, 4000 K;  
CRI >90 | A++ - A



SPECIAL LED



SUPER SPOT



PROLICHT  
LENS PACK




DALI DIMM



25 PROLICHT  
COLOURS

SHORTCUTS



**MAGIQ TRIMLESS**



MAGIQ

MAGIQ COLOUR

MAGIQ  
DOUBLE

MAGIQ COLOUR  
DOUBLE

MAGIQ  
WALLWASH

**MAGIQ RECESSED**



MAGIQ

MAGIQ COLOUR

MAGIQ  
DOUBLE

MAGIQ COLOUR  
DOUBLE

MAGIQ  
WALLWASH

**2LOOK4LIGHT MAGIQ SYSTEM**



BRIGHT AS A BUTTON

# MAGIQ PLUS

**BDLS - BI-DIRECTIONAL LIGHTING SOLUTION**  
PROLICHT's BDLS adds maximum flexibility. The Bi-Directional Lighting Solution allows choosing the illuminated direction at any time. Simply release the luminaire from the driver housing, turn it around 180° and plug it back in.

## HOUSING

The aluminium die-cast housing serves as passive cooling unit. It ensures perfect heat management and creates the ideal temperature environment for the LED. The housing can be obtained in one of the 25 PROLICHT colours.

## ADJUSTABLE

The MAGIQ PLUS WALLWASH can be tilted +/- 15°. The module clicks into place for adjustment.

## REFLECTOR

MAGIQ uses highly innovative reflectors that protrude from ceiling by 15 mm. Each module uses 5 reflectors mounted in different angles to ensure a wide uniform field of light. One module can illuminate walls up to 4.5 m high and 1.8 m width. The reflector efficiency is over 90%.

## COVER

A black removable cover hides the reflectors and gives a straight forward minimalistic design to this new concept of vertical illuminance.

TRIMLESS | RECESSED  
TRIMLESS CHANNEL  
TRACKSPOT



LED with 2700, 3000, 4000 K;  
CRI >90 | A++ - A



SUPER SPOT



WALLWASH  
WITH VERTICAL BOOST



KORONA CONE



25 PROLICHT  
COLOURS

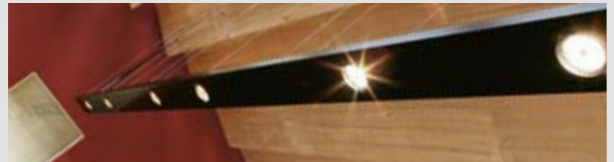


PRODUCT  
INNOVATION

SHORTCUTS



## SPEED SYSTEM



- › Mounting: Surface and Suspended
- › Configurable length (maximum length of a single part is 3000 mm)
- › LED and T5 illuminants
- › Can be equipped with BIONIQ-Spots
- › Direct / Indirect
- › Available in 25 PROLICHT colours



## 2LOOK4LIGHT SYSTEM



- › Mounting: Trimless
- › Configurable length (maximum length of a single part is 3000 mm)
- › 90° corners are possible
- › Can be equipped with BIONIQ spots
- › Integration of other elements (e.g. speakers) possible
- › Available in 25 PROLICHT colours



## 2LOOK4LIGHT IMAGINE SYSTEM



- › Mounting: Trimless
- › Configurable length (maximum length of a single part is 3000 mm)
- › LED with 2700, 3000 and 4000 K (Energy Label A++ - A)
- › 90° corners are possible
- › Optional backlit
- › Can be equipped with IMAGINE SYSTEMSPOT
- › Spots come with MAP-System (Multi-Axis-Positioning)
- › Available in 25 PROLICHT colours



## 2LOOK4LIGHT MAGIQ SYSTEM



- › Mounting: Trimless
- › Configurable length (maximum length of a single part is 3000 mm)
- › LED with 2700, 3000 and 4000 K (Energy Label A++ - A)
- › Can be equipped with MAGIQ modules
- › MAGIQ WALLWASH available
- › MAGIQ modules 2x25° tiltable
- › Available with DALI dim
- › Coloured KORONA CONES available



## 2LOOK4LIGHT TRACK SYSTEM



- › Mounting: Trimless
- › Configurable length (maximum length of a single part is 3000 mm)
- › LED with 2700, 3000 and 4000 K (Energy Label A++ - A)
- › Can be equipped with Trackspots (e.g. CENTRIQ, NITRO)
- › Available with DALI dim
- › Trackspots available in 25 PROLICHT colours

# LIGHTING'S SWISS ARMY KNIFE

## 2LOOK4LIGHT

IMAGINE CHANNEL

### OPTIONAL BACKLIGHT

The Imagine channel can optionally be equipped with backlit LED strips.

### ANCHORAGE

The anchorage kit included facilitates structural integration into plasterboards ceilings (1 per 500 mm recommended).



### HOUSING

The sheet metal folded housing can be obtained in one of the 25 PROLICHT colours.

### PLUG SYSTEM

The non-dim or dimmable integrated drivers are connected through an easy wire through system.

### MOUNTING TOOL

The optional mounting tool ensures the same opening width over the whole length.

### MULTI-AXIS-POSITIONING-SYSTEM (MAP)

A well engineered MAP-System allows the client to adjust the spotlight in all directions. Additional to this, all fittings can be left flush with the ceiling or be lowered to obtain maximum adjustability.

SURFACE | SUSPENDED | TRIMLESS



LED with 2700, 3000, 4000 K;  
CRI >90 | A++ - A



SUPER SPOT



WALLWASH WITH  
VERTICAL BOOST



KORONA CONE

...DD

DALI DIMM

MAP

MULTI-AXIS  
POSITIONING



25 PROLICHT  
COLOURS

SHORTCUTS



## MECHANIQ TRIMLESS



MECHANIQ ROUND  
COMFORT



MECHANIQ SQUARE  
COMFORT



MECHANIQ SQUARE  
COMFORT DOUBLE



## MECHANIQ RECESSED



MECHANIQ ROUND



MECHANIQ ROUND  
COMFORT



MECHANIQ ROUND  
DEEP



MECHANIQ ROUND  
EFFICIENCY



MECHANIQ SQUARE  
COMFORT



MECHANIQ SQUARE  
COMFORT DOUBLE



MECHANIQ SQUARE  
EFFICIENCY



MECHANIQ SQUARE  
EFFICIENCY DOUBLE

# STRAIGHT FORWARD AND EFFICIENT MECHANIQ

## TROUBLEFREE MOUNTING

Easy and quick installation and smooth adjustability are key factors for MECHANIQ. A ring provides a double function: it ensures easy tilting and positions the spot depending on "COMFORT" or "STANDARD" version. The entire unit can be installed and removed without tools.

## REFLECTOR

The MECHANIQ family offers high-grade aluminium reflectors with beam angles from SUPER SPOT (6°) to FLOOD (40°).

## ACCESSORIES

Different lenses and a honeycomb can be fixed between the reflector and the cover.

## EASY ACCESS

3 clips guarantee easy removal of the front cover including the glass and reflector.

## HEATSINK

A highly efficient passive cooling system with a lamellar radiator.

## ULS - UNIQUE LOCKING SYSTEM

A unique Release Clamp ensures easy installation and removal of the spot in case of maintenance.

TRIMLESS | RECESSED



LED with 2700, 3000, 4000 K;  
CRI >90 | A++ - A



SPECIAL LED



SUPER SPOT 8°



360° ROTATION  
30° TILT



PROLIGHT  
LENS PACK

...DD

DALI DIMM

ULS

UNIQUE LOCKING  
SYSTEM



25 PROLIGHT  
COLOURS

SHORTCUTS









**BV BUTIQ** | MANNHEIM (D)





**CONCEPT STORE |** FRANKFURT (D)



# G-STAR RAW



MYER | MELBOURNE (AUS)

# JACK & JONES



**ZANEEN**<sup>®</sup>  
architectural

**PROLIFIC  
MAKES  
DIFFER**



# WE ARE **PROLICHT**

We have created our range of individual and bespoke lighting solutions especially for you and to meet your unique wishes and demands. Made to set the perfect room atmosphere to suit your architecture.

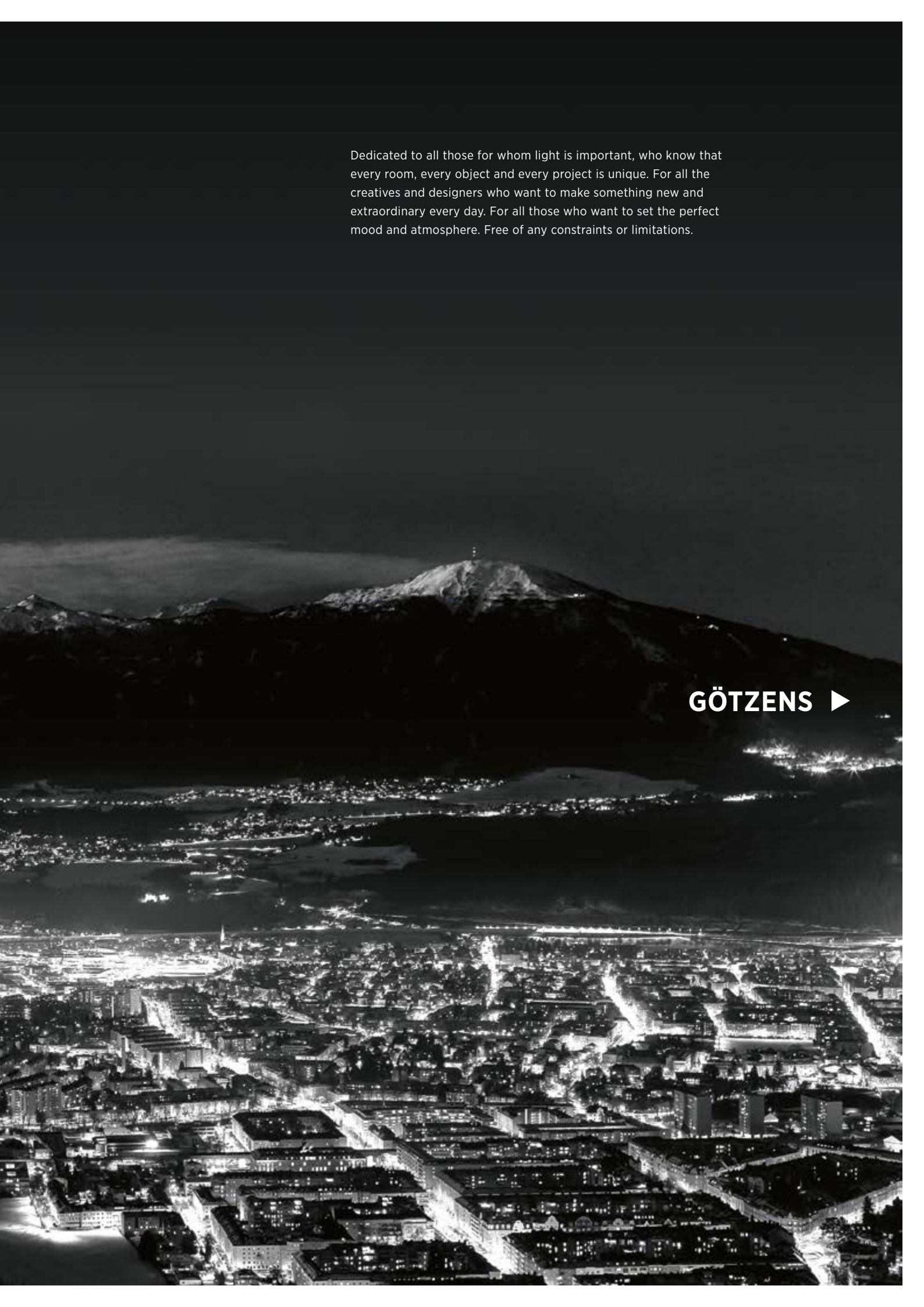
Because every task and every customer's wish is different, the customisability of our products makes the crucial difference. It lets you create the right lighting mood and the perfect room atmosphere, without restricting your creative freedom.

# RIGHT AT DIFFERENCE



Dedicated to all those for whom light is important, who know that every room, every object and every project is unique. For all the creatives and designers who want to make something new and extraordinary every day. For all those who want to set the perfect mood and atmosphere. Free of any constraints or limitations.

**GÖTZENS** ▶



# PROLICHT MAKES A DIFFERENCE



If you promise your demanding clients bespoke, high-tech, quality products, you can't have them made just anywhere. We manufacture our products where the best trained technicians, engineers and designers find themselves at home: right in the middle of the Tyrolean Alps.

At the end of the day, it is their skill that makes a difference.

And it is their expertise that has made PROLICHT one of the world's most successful premium manufacturers of architectural lighting concepts.

Sustainably produced and custom-made in the centre of Europe, in the heart of the Tyrolean Alps.



**ZANEEN**  
architectural

We are an experienced partner for all aspects of roll-out management for our customers, relying on a global sales network with specialist partners in more than 70 countries.

Our network of 5 subsidiaries from the USA to Japan is there to support a successful roll-out.





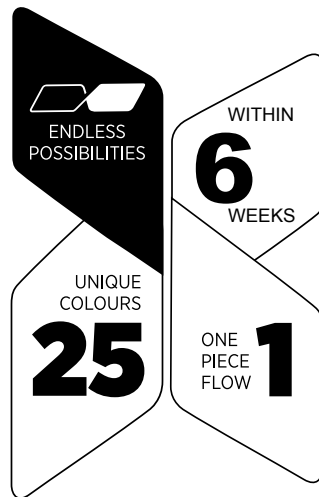


Our ultramodern goniophotometer measures light → intensity distribution, radiation data and luminance distribution from small LED spots to large-scale luminaires. Angle-dependent light intensity measurements are the foundation for light planning and glare-ratings.



MAKE A DIFFERENCE  
**KNOW HOW  
EXPERIENCE  
CERTIFICATION**





Being able to choose from **endless combination possibilities** makes a difference.

Being able to combine **25 unique colours** makes a difference.

Being able to guarantee a **5-day production time** makes a difference.

Manufacturing **products on demand** makes a difference.

---

We are a globally successful manufacturer of architectural premium lighting concepts. At our Tyrolean headquarters lighting solutions for professional needs are developed and produced at record speed. Looking back on experience with over 10,000 stores worldwide, it is safe to say, our key competence is retail.

**We provide lighting solutions that make a difference. PROLICHT**

APPLE BALLY BOGNER BRAX BURBERRY  
CALZEDONIA CELIO DIOR DM ESCADA  
FC BAYERN MÜNCHEN G-STAR RAW JAGUAR  
JONES LONGCHAMP LOUIS VUITTON OMV  
S.OLIVER SWAROVSKI TALLY WEIJL  
TK MAXX URBAN OUTFITTERS VERSACE



**YOU  
MAKE A  
DIFFERENCE**

Behind me is infinite power,  
before me is endless possibility  
and around me is  
boundless opportunity

