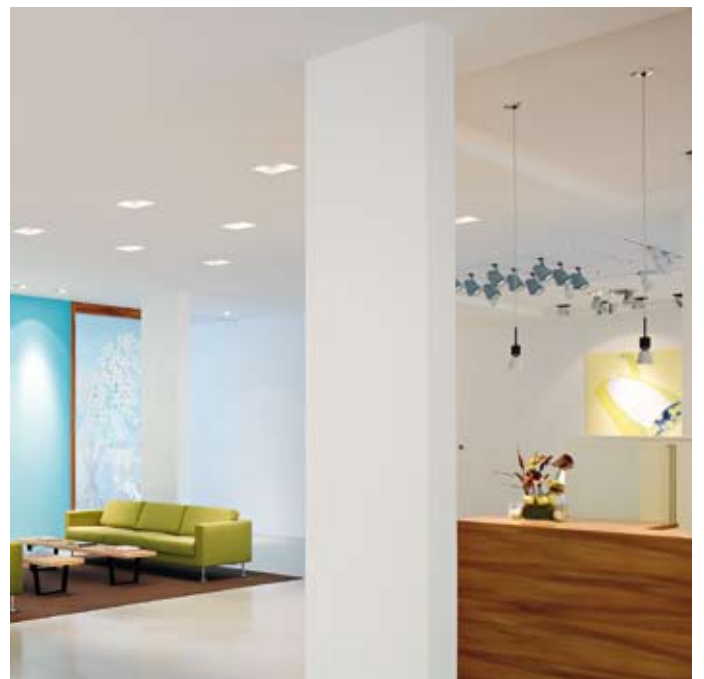


# Company Profile

**Ansorg develops and produces innovative technical luminaires for the retail and architectural areas. Cooperation with planners, designers and architects is the basis of the development of technically matured and aesthetically convincing luminaires and lighting concepts.**

**Besides the technical competence, Ansorg shifts the setting of lighting scenes based on customer's special requirements to the focus of attention, since it is in particular the special wishes and needs which are indispensable for the effective setting of lighting scenes as part of a corporate identity. For light creates unmistakable, easily remembered moods and atmospheres; it must blend into the ambiance of the room in order to preserve its effect. Therefore property-related luminaire developments rank just as much among the company's strong points as does a technically sophisticated, extensive standard range.**

**For the implementation of the projects of the globally operating partners a team of experienced lighting designers and project managers is available. Ansorg is present, in the form of its own establishments or agencies, in major growth regions throughout the world.**







## Core expertise

### Customised lighting solutions

Ansorg focuses on the analysis of the customer's needs. It supplies the key to the development of customised lighting solutions based on the application specifications provided by architects, retailers and lighting designers. Hence, the holistic lighting concepts from Ansorg become an integral part of architecture, sales concept or product range.

### Professional project management

Ansorg stands for competent lighting design. From the first contact to the acceptance of the project we see ourselves as partners. Know-how and creativity during project planning and implementation provide the basis for this. And have done so for more than 50 years with world-wide success.

### Lighting concepts promoting sales

Ansorg makes use of the sensuous experience quality of light for successful sales concepts. The effect of the lighting on the consumers is therefore given just as much attention as are all the technical questions. The scene is set individually for each range segment, and for each product. Hence light becomes an effective instrument of corporate design and sets our customers apart from their competitors.

### Process and product quality

Ansorg defines its own quality of lighting. This claim is secured by professional quality management with systematised processes in all the areas of our company. Documented by national and international certifications; naturally also for the products.

### Economic efficiency

Ansorg relies on innovative lighting technologies and global procurement structures so that light is always economical. By means of the forward-looking application of efficient system solutions we always provide our customers with an optimum ratio of price and performance.



Spotlights

Wallwashers

Downlights

Light Emitting Diodes

Systems



## **Product range and quality**

Ansorg provides customised lighting for the point of sale. With an extensive standard range that provides economical solutions for all lighting tasks. Above and beyond that, the development and production of special luminaires is one of Ansorg's specialities. This task usually involves real challenges. This not only requires many years of experience and a high degree of flexibility, but, above all, qualified staff to implement the concepts in practice without any problems. Successful projects provide evidence of this competence.

Ansorg's understanding of quality is characterised by experience in the development of luminaires and the high technical requirements of the market. Ansorg luminaires comply with all of the national and international lighting standards, confirmed by the certificates of numerous test institutes. At the same time, the claims are far above the basic requirements. Therefore Ansorg's lighting laboratory provides the engineers with the best technical prerequisites for analysing and improving developments and products, and thus continuing to ensure that the product range remains visibly at the leading edge as regards quality.

**ansorg**

## Retail



### Lighting worlds

Competence, quality and design demands form the basis for the meeting of the special requirements in the areas of retail, food and architecture. Ansorg sees these requirements as a challenge and creates lighting worlds which are being constantly optimised for each segment.

### In line with the times

Retailing worlds – shops, boutiques, outlets, showrooms, mega shopping malls and large stores – are a main focus for Ansorg. In the success areas of sports, fashion, automotive und beauty Ansorg has successfully positioned itself as a trend-setting supplier of modern lighting solutions. Well-known brands are based world-wide on this know-how. Tried and tested series products which have been awarded design prizes are in this context just as much Ansorg's strong point as are situationrelated special solutions at the leading edge of lighting technology. Retailing has therefore, despite e-commerce, or exactly because of it, gone off on flights of fancy as an alternative that can be experienced. New standards, examples and prospects characterise the future lighting business. Good design, the latest technology, the highest degree of ecological protection have become image and marketing factors which particularly at the point of sale can be convincing and be decisive for success.

## Food



### Invisible values

Food makes high demands on optimum scene setting with light. Lighting design in the food area, from discounters to delicatessen shops requires high professionalism and sophisticated know-how. The presentation of food is always an area of invisible values. Compliance with standards, energy savings effects, and excellent lighting qualities are only to be achieved and optimised by means of constant innovation. Light can bring about positive emphasising of the quality of products and underline their authenticity. This quality is in line with the needs of many customers in a world which is increasingly perceived as being too artificial. Ansig has put together, specifically for the food trade, a selection of luminaires ideally suited to all the areas and tasks required of them in the food trade. An intelligent combination of lamps, mood filters and reflectors, in which the ideal colour formulation for a true-to-nature presentation of fruit and vegetables, meat, fish or cheese can be found.

## Architecture



### Inseparable components

At the start of the 21st century, architecture is increasingly acquiring a greater role and receiving more attention when it is a matter of presenting corporate values and public prestige. Modern architecture and up-to-date design are values which can set buildings, rooms and companies and organisations associated with them apart from the mainstream. Architecture and the lighting design associated with it Architectural applications are therefore to be viewed as the royal discipline of lighting design is occupying an increasingly larger guiding example function. The market characterised by high-speed change therefore demands in this segment excellent variable standard ranges as well as highly complex special solutions. Technical building management and lighting design are inseparable components of a holistic lighting solution which we develop jointly with our customers. Space, light, design and ecology provide the new architecture with a characteristic dimension. Together they form an impressive, modern attitude to which we feel committed.

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