

# Press release

**ansorg**

## **Ansorg. The Company**

Quality. Innovation. Service. And light at the highest level. Ansorg sees itself as in line with the tradition of the company that over the past 50 years has brought forth more than one milestone in modern lighting.

Since its formation in 1955, Ansorg has been developing innovative lighting systems for sales areas and architecture. The company's success was based on the development of innovative lighting concepts and lighting technologies as well as on the use of progressive lamps and reflector equipment. As early as the beginning of the 1960s Ansorg was the first producer in Germany to use halogen light for sales areas and was the market leader with colour-improved high-pressure sodium vapour lamps.

Today Ansorg designs, in cooperation with scientists, technicians, planners, internationally renowned designers and architects, technically sophisticated luminaires and lighting concepts with a high design standard. Joint developments with leading lamp producers and suppliers of electronic components form the basis for innovative lighting solutions.

Besides the technical competence, Ansorg focuses on design. With customised lighting solutions, Ansorg increases the efficiency and the image of its partners.

Together with lighting designers, architects and building owners, lighting solutions are developed as a prerequisite for successful corporate or product appearances.

**Wir bitten um ein Belegexemplar. Vielen Dank.**

**Weitere Informationen und Bilder erhalten Sie bei:**

Zeroooo Gerd Schmidt . Hirschgasse 2 . 72070 Tübingen . GERMANY  
Fon: +49.7071.551592 . zeroooo@t-online.de

Ansorg GmbH . Birgit Schwarz . Pilgerstr. 11 . 45473 Mülheim a. d. Ruhr . GERMANY .  
Fon + 49.208.4846-0 . birgit.schwarz@ansorg.com . www.ansorg.com

# Press release

**ansorg**

With branch establishments active throughout the world (Switzerland, the Netherlands, France, the United Kingdom, the United Arab Emirates and India) and trading partners both regionally typical designs and multinational concepts are obtained. Particularly the profound insights into the respective cultures, into special wishes and needs are indispensable for the effective staging of a corporate identity. Since light creates unmistakable, impressive moods and atmospheres and heightens the effect of the architecture.

Moreover, for Ansorg what matters is the flexibilising of light. This entails tasks for which the medium-sized company can already present convincing concepts today. With modular solutions and series of luminaires that can be used on a multifunctional basis for customised lighting tasks, Ansorg sets its own accents.

For the implementation of the conception, high-quality serial products and also special property-related solutions are available which are supplemented by a comprehensive consulting and planning service. The appreciation of quality is characterised by experience in the development of luminaires and the high technical requirements of the market. Ansorg is certified according to DIN EN ISO 9001 and DIN EN ISO 14001.

**Wir bitten um ein Belegexemplar. Vielen Dank.**

**Weitere Informationen und Bilder erhalten Sie bei:**

Zeroooo Gerd Schmidt . Hirschgasse 2 . 72070 Tübingen . GERMANY  
Fon: +49.7071.551592 . zeroooo@t-online.de

Ansorg GmbH . Birgit Schwarz . Pilgerstr. 11 . 45473 Mülheim a. d. Ruhr . GERMANY .  
Fon + 49.208.4846-0 . birgit.schwarz@ansorg.com . www.ansorg.com