



Lighting Tools Silla

Economical lighting solutions for the food retail area

Silla

Light-efficient and economical

Silla stands for a luminaire concept that implements the terms of reference for the aisle areas and the shelf lighting economically and with lighting efficiency.

Application advantages:

Firstly:

Silla assists sales promotion and directs the customer's gaze directly to the goods on the shelves. The glare-free illumination of the aisle areas moves these areas consciously into the background.

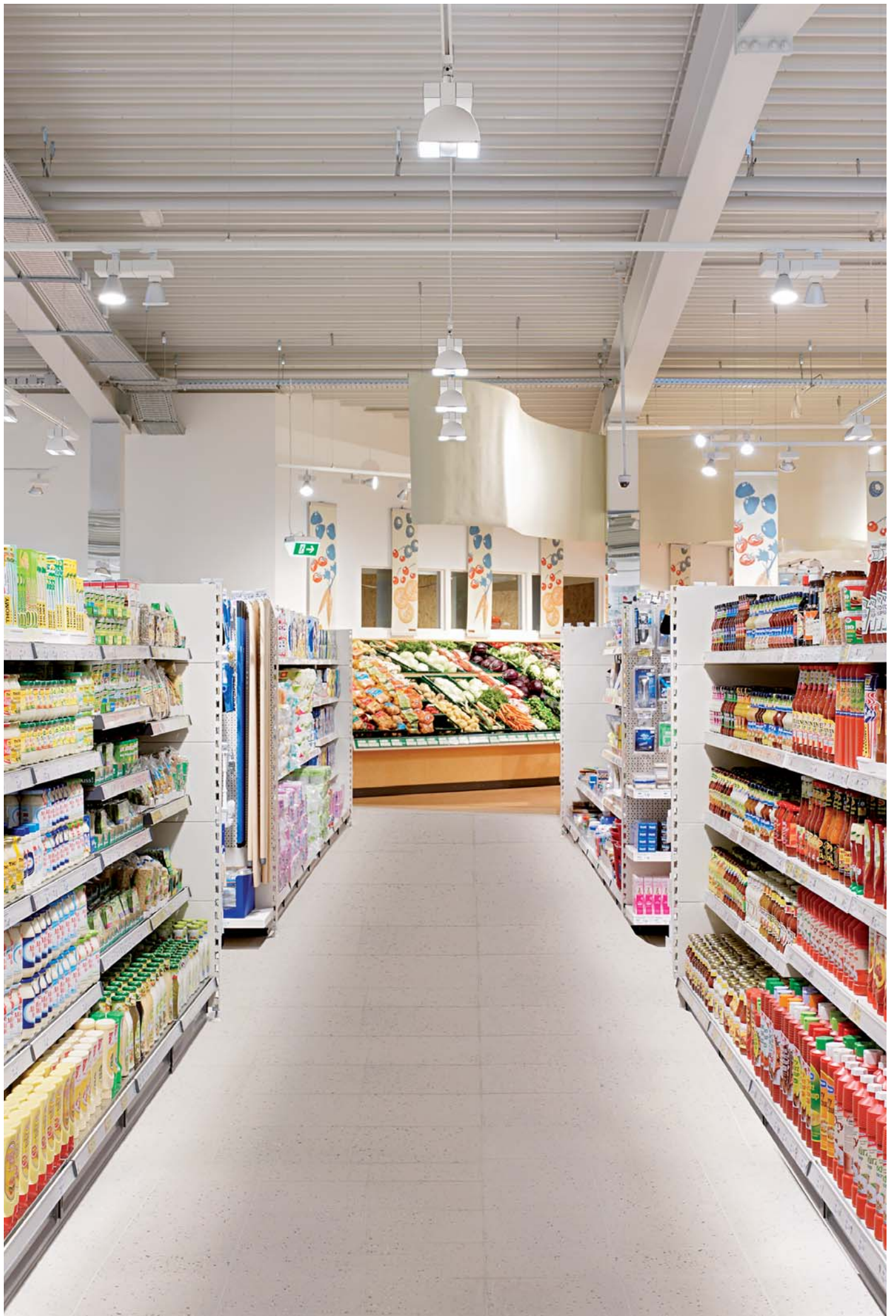
Secondly:

Silla permits lower investment costs and operating expense. As a result of the large distances between luminaires of 3.80 metres fewer luminaires are used.

Thirdly:

Silla permits optimum colour rendition of the goods through the use of discharge lamps with brilliant light. The high-grade reflector material minimises the scattering losses of the light.

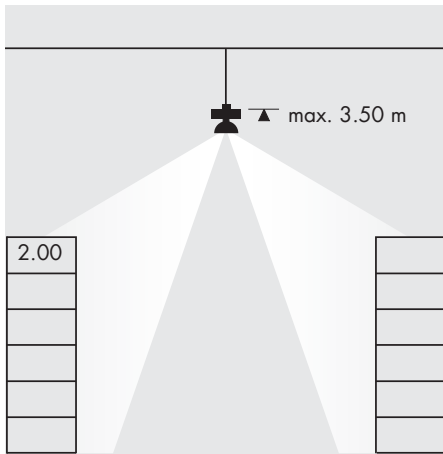
For the different requirements there are three reflector types to choose from as variants.



Silla

Variant 1: Double directional washer with symmetrical reflector

Application: Illumination of shelves arranged opposite each other

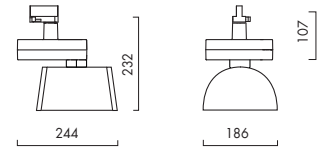


Surface mounted spotlight for three-circuit track or surface mounting.
Colours: white, anthracite or silver.



02 STL 212-... 70 W
02 STL 312-... 150 W
+ integral electronic ballast

17 HIR 510-...
reflector with safety glass, DDF

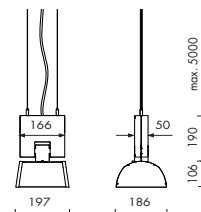


Suspended luminaire for surface mounting.
Colours: white, anthracite or silver.



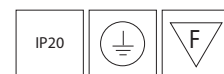
07 SPL 222-... 70 W
07 SPL 322-... 150 W
+ integral electronic ballast

17 HIR 510-...
reflector with safety glass, DDF



Article numbers are to be supplemented by the colour codes

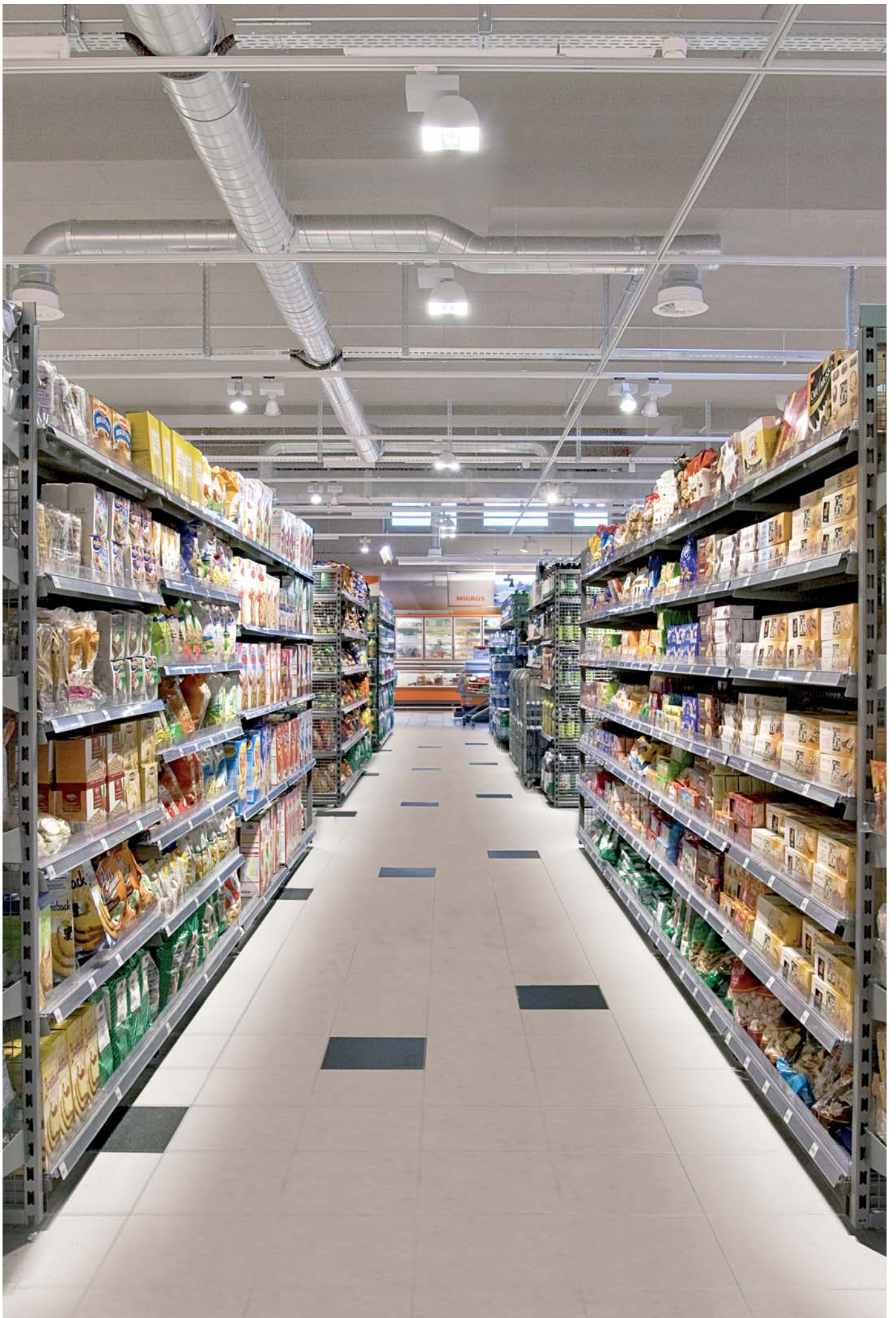
...-401 for white
...-402 for anthracite
...-410 for silver



Lamps

HIT / G12
220-240 V

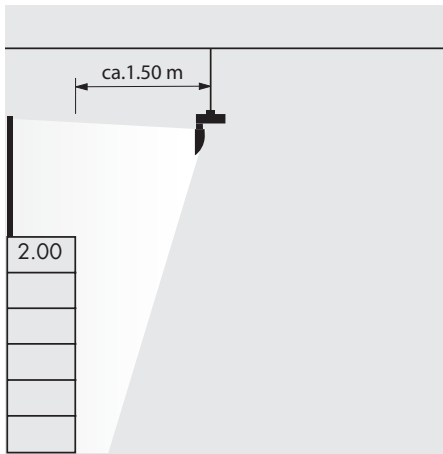
19 LS 5034	35 W	830
19 LS 5035	70 W	830
19 LS 5036	150 W	830
19 LS 5060	70 W	942
19 LS 5062	150 W	942



Silla

Variant 2: Wallwasher with asymmetrical reflector

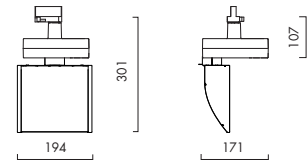
Application: Illumination of the perimeter



Surface mounted spotlight for three-circuit track or surface mounting.
Colours: white, anthracite or silver.



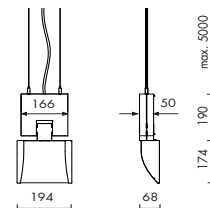
-  **02 STL 212-...** 70 W
- 02 STL 312-...** 150 W
- +** integral electronic ballast
-  **17 HIR 010-...**
reflector with safety glass, AF



Suspended luminaire for surface mounting.
Colours: white, anthracite or silver.

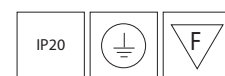


-  **07 SPL 222-...** 70 W
- 07 SPL 322-...** 150 W
- +** integral electronic ballast
-  **17 HIR 010-...**
reflector with safety glass, AF



Article numbers are to be supplemented by the colour codes

- ...-401** for white
- ...-402** for anthracite
- ...-410** for silver



Lamps

HIT / G12
220-240 V

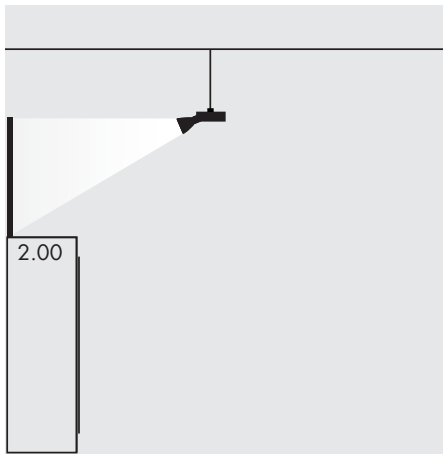
- 19 LS 5034** 35 W 830
- 19 LS 5035** 70 W 830
- 19 LS 5036** 150 W 830
- 19 LS 5060** 70 W 942
- 19 LS 5062** 150 W 942



Silla

Variant 3: Directional washer with elliptical beam pattern


Application: Illumination of high-level decorations

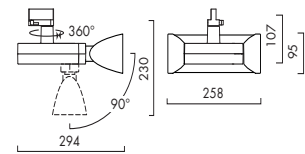


Surface mounted spotlight for three-circuit track or surface mounting.
Colours: white, anthracite or silver.



 **02 STL 112-...** 35 W
02 STL 212-... 70 W
+ integral electronic ballast

 **17 HIR 710-...**
reflector with safety glass, PSW

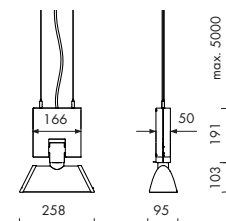


Suspended luminaire for surface mounting.
Colours: white, anthracite or silver.



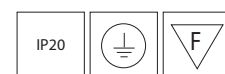
 **07 SPL 122-...** 35 W
07 SPL 222-... 70 W
+ integral electronic ballast

 **17 HIR 710-...**
reflector with safety glass, PSW



Article numbers are to be supplemented by the colour codes

...-401 for white
...-402 for anthracite
...-410 for silver



Lamps

HIT / G12
220-240 V

19 LS 5034	35 W	830
19 LS 5035	70 W	830
19 LS 5036	150 W	830
19 LS 5060	70 W	942
19 LS 5062	150 W	942



Silla

Technical quality and cost saving at the same time

The accentuated shelf and aisle area lighting is an essential aspect of the lighting planning for the food area. In particular the ratio to the illumination of the aisle areas is an important variable in this case. Whereas conventional concepts produce this ratio using fluorescent lamps and accentuating spotlights, Silla enables an approach to a solution that economically combines the aisle area lighting and the accentuated shelf lighting in one product.

Illuminance ratio of 4:1

The double directional washer is used for two-sided vertical illumination of shelving systems arranged opposite each other. Focused on is the sales-promoting illumination of the goods on the shelves, supported by an illuminance ratio of 4:1. In that way, the lighting situation of the aisle area moves consciously into the background, at the same time being absolutely glare-free. The consumer's gaze is attracted to the shelves which are accentuated with four times the illuminance.

Luminous centre of gravity at a height of 1.50 metres

The asymmetrical wallwasher permits the illumination of the peripheral areas. The objective is, in this case, homogeneous illumination of the shelves or goods display racks arranged on the wall areas. In addition, at a height of 1.50 metres a lighting centre of gravity is produced which is aligned to the consumer's normal level of vision. Goods positioned higher are also appealingly illuminated by the homogeneous light distribution.

Elliptical beam pattern as a highlight

The directional washer with elliptical beam pattern emphasizes the high-level decoration. This special variant permits an elongated strip-shaped illumination of high-level decorations, displays or signs referring to the range, thus providing a good orientation aid for the consumer.

Low investment costs and operating expense

The brilliant light quality of the HIT lamps in combination with high-grade reflector material (MIRO) results in a marked reduction in the scattering losses. Even with the large distances between luminaires of up to 3.80 metres, the homogeneous and uniform illumination is retained to the full extent. Since fewer luminaires are used than in the case of conventional concepts, the investment costs and operating expense are reduced as a consequence. In sum total, a large number of obvious advantages are obtained with which Silla can be particularly recommended for areas reserved for food.



Germany

Ansorg GmbH
Pilgerstraße 11
D-45473 Mülheim an der Ruhr
Fon +49 (0)208 48 46 0
Fax +49 (0)208 48 46 1200
info@ansorg.com

France

Ansorg SARL
3, rue Caroline
F-75017 Paris
Fon +33 (0)1 44 69 95 10
Fax +33 (0)1 44 69 95 11
info-fr@ansorg.com

Spain

Ansorg Spain
Plaza Marqués de Villamejor, 5
E-28006 Madrid
Fon +34 91 575 51 59
Fax +34 91 578 32 17
info-es@ansorg.com

Ansorg Spain

Plaza Comercial 4
E-08003 Barcelona
Fon +34 93 268 87 05
Fax +34 93 268 87 02
info-es@ansorg.com

Italy

Ansorg Italy
Mob +39 346 521 54 13
info-it@ansorg.com

United Kingdom

Ansorg Ltd.
Units 315/316
Business Design Centre
52 Upper Street
Islington
GB-London
NI 0QH
Fon +44 (0)20 72 88 96 10
Fax +44 (0)20 73 54 10 21
info-gb@ansorg.com

The Netherlands

Ansorg B.V.
Gebouw 20
De Oude Molen 4
NL-1184 VW Ouderkerk aan de
Amstel
Fon +31 (0)20 5 69 38 40
Fax +31 (0)20 5 69 38 41
info-nl@ansorg.com

Switzerland

Ansorg AG
Klünenfeldstraße 22
CH-4127 Birsfelden
Fon +41 (0)61 376 15 12
Fax +41 (0)61 376 15 07
info-ch@ansorg.com

Norway

Ansorg AS
Stockfletthsgate 51
Post Box 25 Sagene
N-0415 Oslo
Fon +47 (0)23 23 31 60
Fax +47 (0)23 23 31 70
info-no@ansorg.com

Sweden

Ansorg AS
P.O. Box 204
S-746 39 Balsta
Fon +46 (0)171 469 888
Fax +46 (0)171 469 880
info-se@ansorg.com

United Arab Emirates

Ansorg GmbH Dubai Branch
Bldg. Sheikha Sana Mana al Maktoum
Office M8 Al Wasl
Sheikh Zayed Road
P.O. Box 214771
Dubai, UAE
Fon +971 (0)4 321 92 03
Fax +971 (0)4 321 92 04
info-ae@ansorg.com

India

Ansorg India Private Limited
402/403/404, Hilton Centre
4th floor, Sector II CB
CBD Belapur
Navi Mumbai 400 614
India
Fon +91 22 4012 9609
Fon +91 22 4012 9763
Fax +91 22 4012 9804
info-in@ansorg.com

