



**TRILUX**  
SIMPLIFY YOUR LIGHT.

oktalite



SERVICE  
HIGH  
LIGHTS



# THE BEST LIGHTING – WE MAKE IT COMPLETE

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## **Tailor-made lighting in retail – today and tomorrow**

TRILUX and OKTALITE stand for optimum lighting quality in retail – simple to handle, efficient and sustainable. The passion for the added value from smart lighting drives us.

What makes us strong? With our lighting concepts and services, we are suppliers of solutions in the international network of partners and specialists of our group of companies. We provide tailor-made and sales-promoting complete systems for modern stores and all the secondary areas and share in shaping the future of brick and mortar retail shopping. Our goal is user-friendly, customized, and fascinating lighting over the whole life cycle of a unit. For perfect scene setting for goods and for customer addressing – holistic and all from the same source.

At the same time, our services are fully integrated into our solutions: we support our customers with intensive consulting and reduce their workload by taking over some project management tasks. By means of different financing possibilities, our customers can conserve their liquidity and, with the pay per use variant, even profit from a comprehensive carefree package, balance sheet neutrality included. At the customer's request, we carry out installation and commissioning of our solutions as well as maintenance during the operating phase. Networking in the Live Link Cloud makes not only transparency concerning all the main luminaire data possible, but also the comparison of different markets by means of the monitoring services. For a point of sale which will be strong tomorrow, too.

# SERVICE TOPICS GOING BEYOND LIGHTING

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## **Project management**

TRILUX and Oktalite function as a coordinating general contractor for all lighting aspects of the project.

## **Installation**

Lighting all from one source: disassembly, assembly, installation up to the integration of various lighting systems.

## **Lighting control**

Commissioning and customized programming of lighting and event scenes in the sales area.

## **Digital services**

Monitoring services, location-based services, and in-store analytics: with integrable, useful features in our lighting components, we provide important key data on customer guidance, among other things.

## **Lighting as a service**

Flexible financing of lighting updates and modern lighting solutions without high investment costs – regular maintenance included.

## OUR LIGHTING APPLICATIONS



SUN.  
LIGHT.  
QUALITY.

## LIGHTING QUALITY

### Lighting at the next level.

The outdoor specialist Globetrotter convinces more customers with brilliant lighting quality: a fresh, colour-intensive light that comes close to daylight. With natural and authentic display of goods and radiance as pleasant as the afternoon sun on a clear spring day. Customers feel attracted by this atmosphere and the inspiring guidance by lighting: they stay longer. How tempting could your store appear?

## GLOBETROTTER IN COLOGNE



### BEFORE

Shopping as a multidimensional event: the trendsetter for nature topics has designed its store as an experience branch since 2006. Customer guidance with lighting and the colour presentation of goods and surfaces required optimization.



**AFTER**

New lighting quality at Globetrotter: The store radiates freshness, clarity, and naturalness. Honest lighting that feels good. And a lighting update that is extremely efficient, with 25 percent lower energy costs.



QUALITY



## BRILLIANT COLOUR

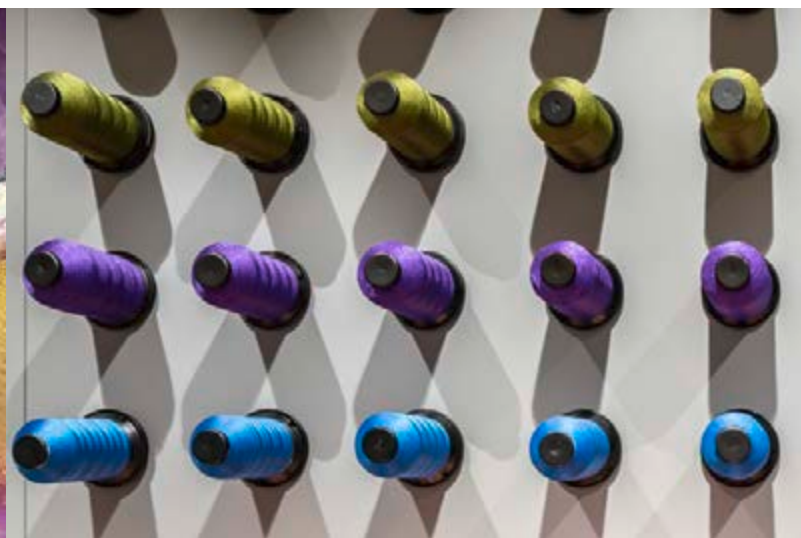
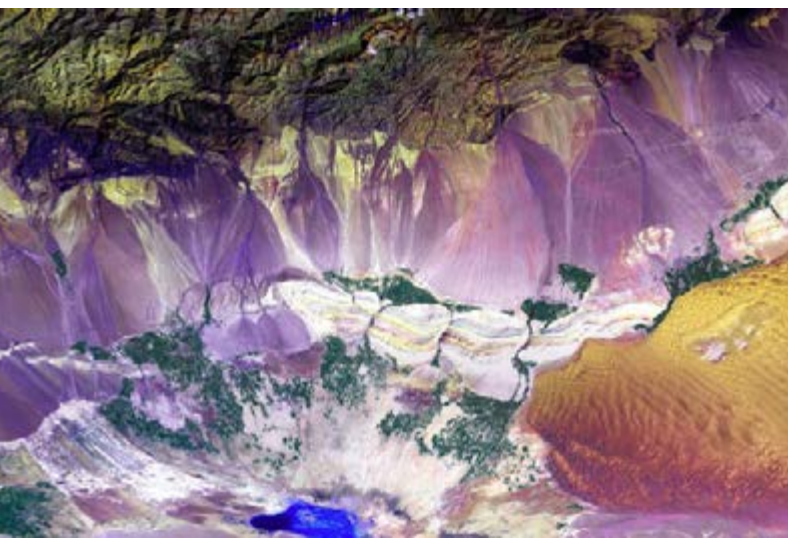
With BRILLIANT COLOUR, we provide retail with an LED module with outstanding colour rendering and colour saturation for intense and brilliant colours. Experience fashion and goods in a new depth of field! For more emotionality in retail.

- ✓ **Intense, brilliant colours**  
With particularly good white rendering
- ✓ **Excellent colour saturation**  
For the best colour representation
- ✓ **Depth of field**  
Detailed material representation
- ✓ **Light colour of 3000 degrees Kelvin (BBBL)**  
Perfect colours for all goods segments

## EFFICIENT WHITE

With EFFICIENT WHITE, we supply you with an LED module with outstanding white representation and high efficiency as well as exceptionally good colour rendition. Feel the new freshness and clarity in the store and the increased attractiveness of your range.

- ✓ **Clear white**  
With particularly good colour rendition
- ✓ **Utmost efficiency**  
with up to 116 lumens per watt measured in the luminaire AGIRA PLUS, 3000 lm, medium flood
- ✓ **High colour saturation**  
for convincing colour representation
- ✓ **Light colour 3000 K (BBBL)**  
optimum for all goods segments





# COLOUR RENDITION

Representation of the colour values according to CIE:

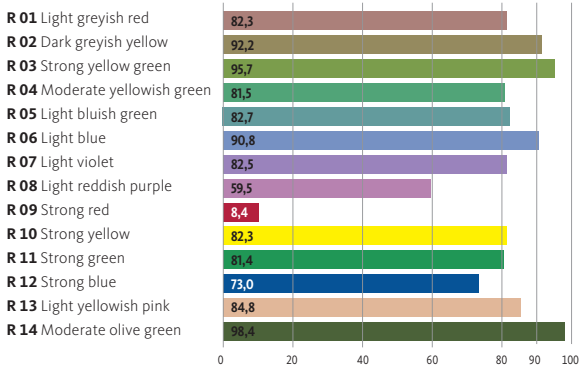
CRI according to CIE 13.3



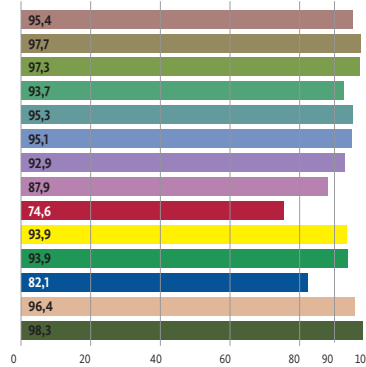
8 Test colours for  $R_a$



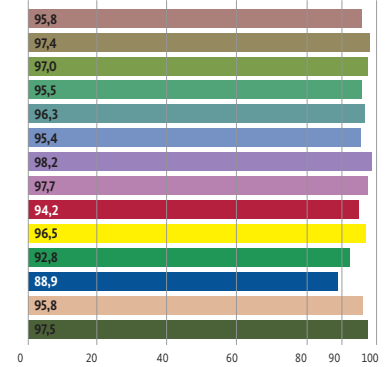
14 test colours for  $R_e$



Oktalite Standard LED 3000 K  
 $R_a$  83 (8 test colours)  
 $R_e$  78 (14 test colours)



Oktalite EFFICIENT WHITE  
 $R_a$  94 (8 test colours)  
 $R_e$  93 (14 test colours)



Oktalite BRILLIANT COLOUR  
 $R_a$  97 (8 test colours)  
 $R_e$  96 (14 test colours)





QUALITY

## INSPIRED BY THE SUN

Particularly in the fresh food area it is important to draw the customers to the range with the help of quality lighting. The LED module BRILLIANT FOOD now emphasizes colours even more expressively and whets the appetite for fruit and vegetables. Red shades in particular have an intense effect, without being obtrusive.

## BRILLIANT FOOD

Our third natural light colour emphasizes every fresh food area in the supermarket. The fruit and vegetable department is given more radiance as a visiting card. Goods are shown in rich, authentic colours. That is effective lighting quality with extra experience.

- ✓ **Honest, sunny light**  
The white shades stay white, the colours are richer
- ✓ **Tempting assortment illumination**  
Intensely illuminated products tempting you to take a bite
- ✓ **More gentle display of goods**  
thanks to lower illuminance
- ✓ **Energy-saving light**  
More lighting quality, lower costs of the intense colours.







# COLOUR RENDITION

Representation of the colour values according to CIE:

CRI according to CIE 13.3

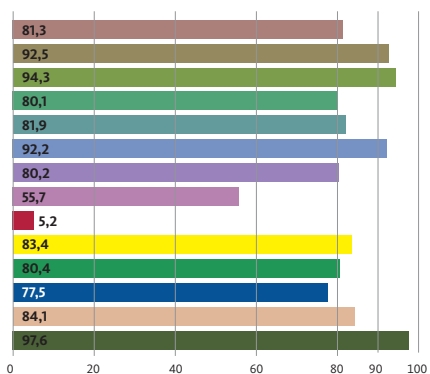


8 test colours for  $R_a$



14 test colours for  $R_e$

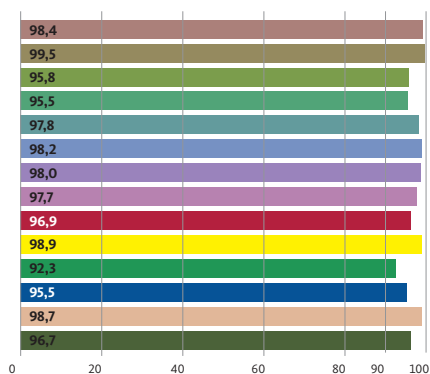
- R 01 Light greyish red
- R 02 Dark greyish yellow
- R 03 Strong yellow green
- R 04 Moderate yellowish green
- R 05 Light bluish green
- R 06 Light blue
- R 07 Light violet
- R 08 Light reddish purple
- R 09 Strong red
- R 10 Strong yellow
- R 11 Strong green
- R 12 Strong blue
- R 13 Light yellowish pink
- R 14 Moderate olive green



Oktalite Standard LED 2700 K

$R_a$  82 ( 8 test colours)

$R_e$  78 (14 test colours)



Oktalite BRILLIANT FOOD

$R_a$  98 ( 8 test colours)

$R_e$  97 (14 test colours)



# EFFIZIENCY

## MODERNIZATION

The advantages of a switch from conventional luminaire systems to LEDs are obvious: with an up to 50 percent energy saving, the new lighting at REWE Lage immediately scores with an excellent cost-benefit analysis. Our new systems additionally supply brilliant light over a long period. We will replace your existing system 1 to 1 with an LED lighting system or supply you with exactly your quality lighting – when are you going to change in the direction of the future?

## REWE



### BEFORE

The strip lighting with T8 fluorescent lamps is generally due to be taken off the market in 2020. The conventional room and shelf display at REWE is undifferentiated and the atmosphere is suboptimal.



#### **AFTER**

REWE Lage's new lighting appearance is light and friendlier: the focus is on the well illuminated goods, the visual comfort has improved markedly, orientation in the supermarket is better.

# INTELLIGENCE

## EFFICIENCY MEETS INTELLIGENCE

The Hagebau store in Nortorf combines the LED switch-over with the installation of the lighting management system Live Link Premium. Hence an energy saving of up to 85 percent can be achieved as the light can be dimmed depending on the time of day. Via Live Link Cloud networking, in a simple way intelligent monitoring is possible. That means full cost transparency and optimization of the energy consumption of the lighting unit. Smart lighting for all the product groups or individual lighting scenes in different areas of the shop: we make the best lighting for every area and every requirement. For customers like the Hagebau store, off-balance sheet financing solutions are attractive.



### INDOOR AREAS

Modern lighting systems manage artificial and natural lighting in an optimum way: due to the Live Link Premium control system and the integration of daylight, the Hagebau store saves more than three quarters of its energy costs.



## OUTDOOR AREAS

The complete equipment and furnishing and fittings for Eurobau-stoff Gerhardt in Butzbach also includes the smart control of the lighting for the outdoor area and the car park. It guarantees reliable illumination with simultaneous regulating of the energy level.

# HUMAN CENTRIC LIGHTING

## HCL – THE RIGHT LIGHT AT THE RIGHT TIME

In its emotional effect, lighting is an effective instrument of sales promotion. The range extends from elaborate lighting scenarios in the case of a luxury label to the cool and unemotional lighting concept at the textile discounter. Both of them produce emotional experience spaces, even if with different orientations: the awakening of positive feelings as well as the creation of suspense like the “bargain hunt”.

- ✓ **Visual effect**  
The shopping experience can be heightened with visual light. Accentuated, high-contrast lighting attracts attention and draws gazes.
- ✓ **Non-visual effect**  
Invisible, but not without effect: here light is used for activation or relaxation. Ganglion cells in the eye which are not used for seeing regulate our biorhythm.
- ✓ **Emotional effect**  
Light always triggers something at the emotional level in us. It can systematically generate certain emotions and stimulate buying impulses.



### LIGHTING MANAGEMENT

Intelligent control systems such as Live Link make possible the presentation of lighting scenes, processes synchronized with daylight and convenient operation via an app.



# PROJECT SERVICES

## FROM PLANNING TO IMPLEMENTATION

Optimum lighting solutions are complex – we support your customized lighting solution from A to Z with a team of specialists. From consulting via installation up to the commissioning and alignment of all the luminaires and systems we are personally and precisely by your side.

- ✓ **Lighting advice**  
Lighting **concept and lighting planning**  
**ROI analysis**
- ✓ **Project management**  
Coordination **of the trades close to lighting**
- ✓ **Installation**  
Dismantling **and disposal of the old unit**  
Installation **of the new unit**
- ✓ **Lighting control**  
Commissioning **and customized configuration**  
**of lighting and event scenes**
- ✓ **The final touches**  
Final **alignment of the lighting**



### Quality makes all the difference

The exact adjustment of a spotlight for the best possible scene setting for the product is skilled work in detail.





**We are close at hand**

Only in mutual exchange with our clients and architects does a lighting solution materialize with maximum results.

# DIGITAL SERVICES

## LIGHTING PLUS INTELLIGENCE

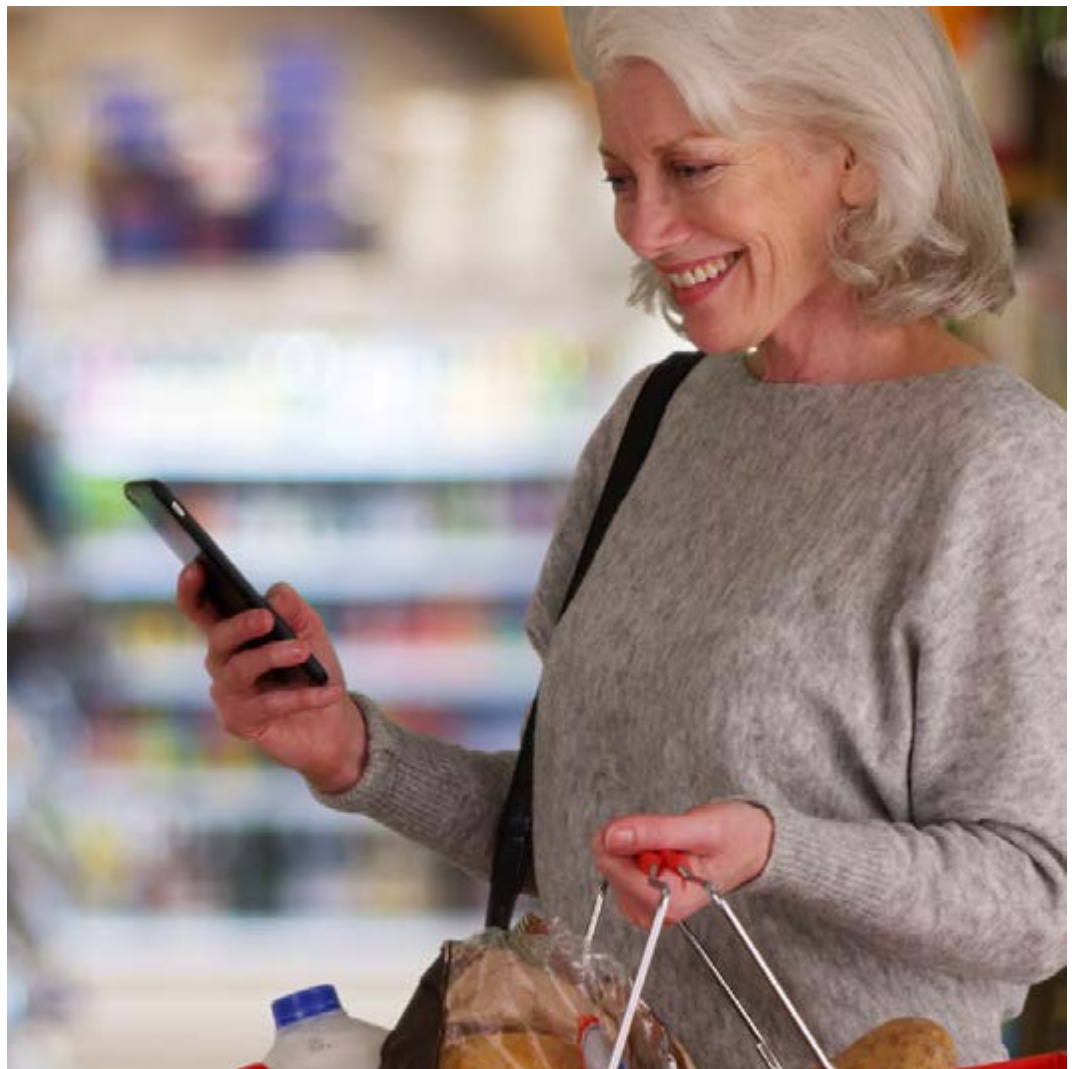
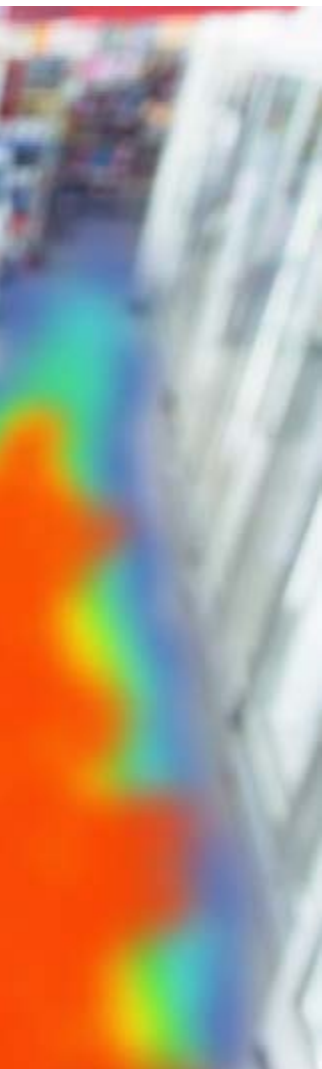
Intelligent lighting today already provides many possibilities of networking and controlling technologies and tools that bring the stationary retail sector forwards. Our lighting systems offer you the reliable entry to the new world of lighting and customer management.

- ✓ **LiveLink Premium**
  - enables flexible, server-based lighting management
  - controls a virtually unlimited number of luminaires or sensors
  - connectable to the building management system at the point of sale
  - convenient management of all the applications via an app
  
- ✓ **Light monitoring**
  - High cost transparency due to control of the lighting system
  - Optimization of the energy consumptions for cost saving and sustainability
  - Predictive maintenance before a problem arises
  
- ✓ **Location-based Services**
  - Detecting and assessing customer flows and stays and optimizing processes
  - Push messages to increase impulse purchases and hence a bring about a rise in sales



### Heat mapping

Where do customers prefer to stay, spread over the day? The add-on “heat mapping” integrable into selected systems detects the customer flows on the sales floor and provides valuable detailed knowledge about walking routes and notes on the optimum positioning of the goods.



### **Proximity marketing**

Effective goods presentation and systematically attracting attention – that is something the new Bluetooth technology can do. By means of built-in “beacons”, our luminaire systems will in future send useful product tips to the smartphones of interested customers and in that way accompany them, in a sales promoting manner, through the store and the supermarket.



## LIGHT AS A SERVICE

## EVERYTHING IN THE BEST HANDS

We support you in planning the perfect lighting system just as in choosing the optimum form of financing and as far as the care and preservation of your lighting system. TRILUX financing solutions for modern, future-oriented lighting systems without any investment of your own ... we will be pleased to advise you.

### ✓ **Tailor-made financing instruments for your lighting system**

Hiring, leasing, hire purchase

- No investment of your own
- Off-balance sheet structuring
- Reduced tax burden due to off-balance sheet structuring (depending on the contractual model)

– Financing via savings

Pay per use

- monthly basic fee as well as usage-related costs

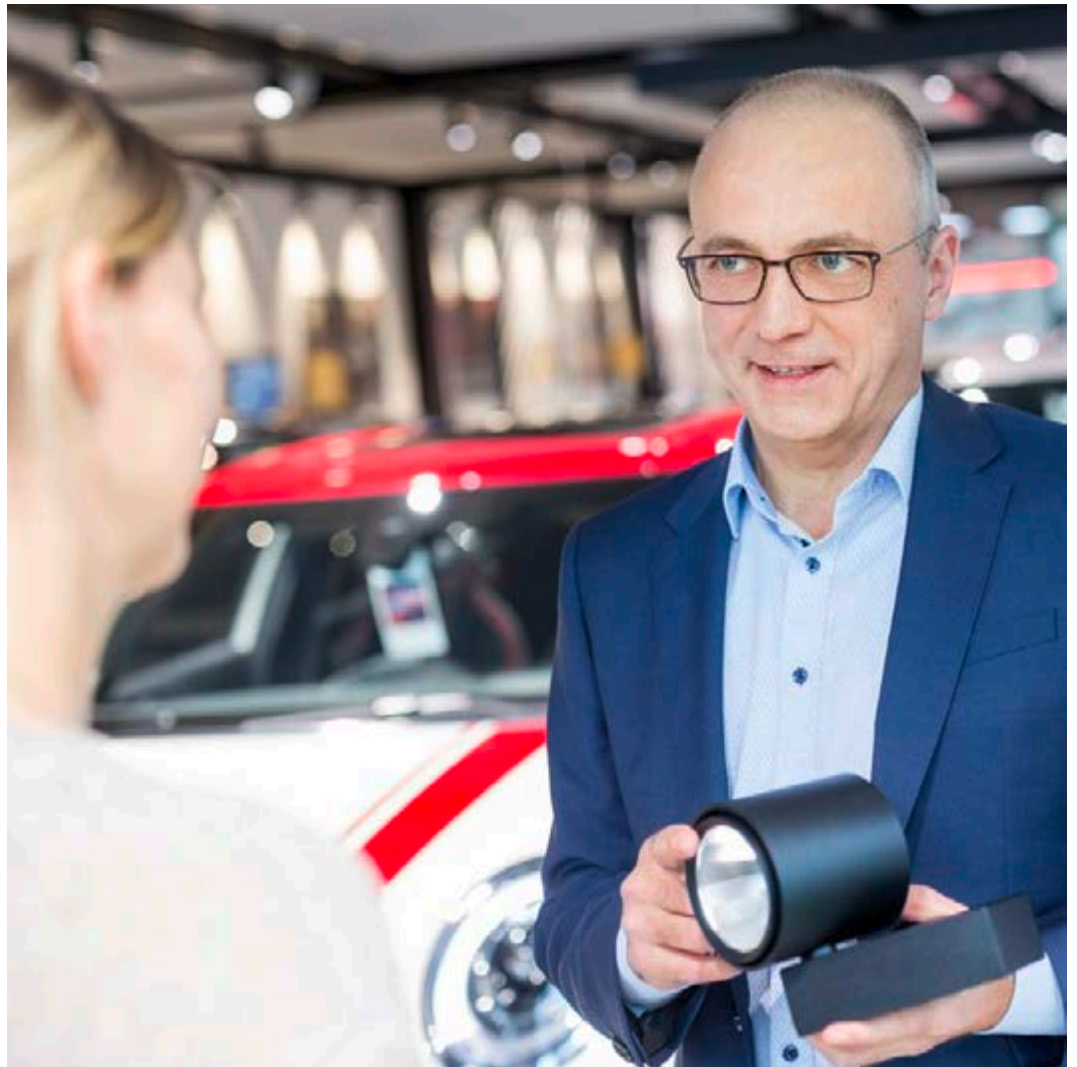
### ✓ **After sales services**

- on request annual maintenance
- readjustment of the spotlights and replacement of components including a maintenance report
- training of your personnel



### **Contract**

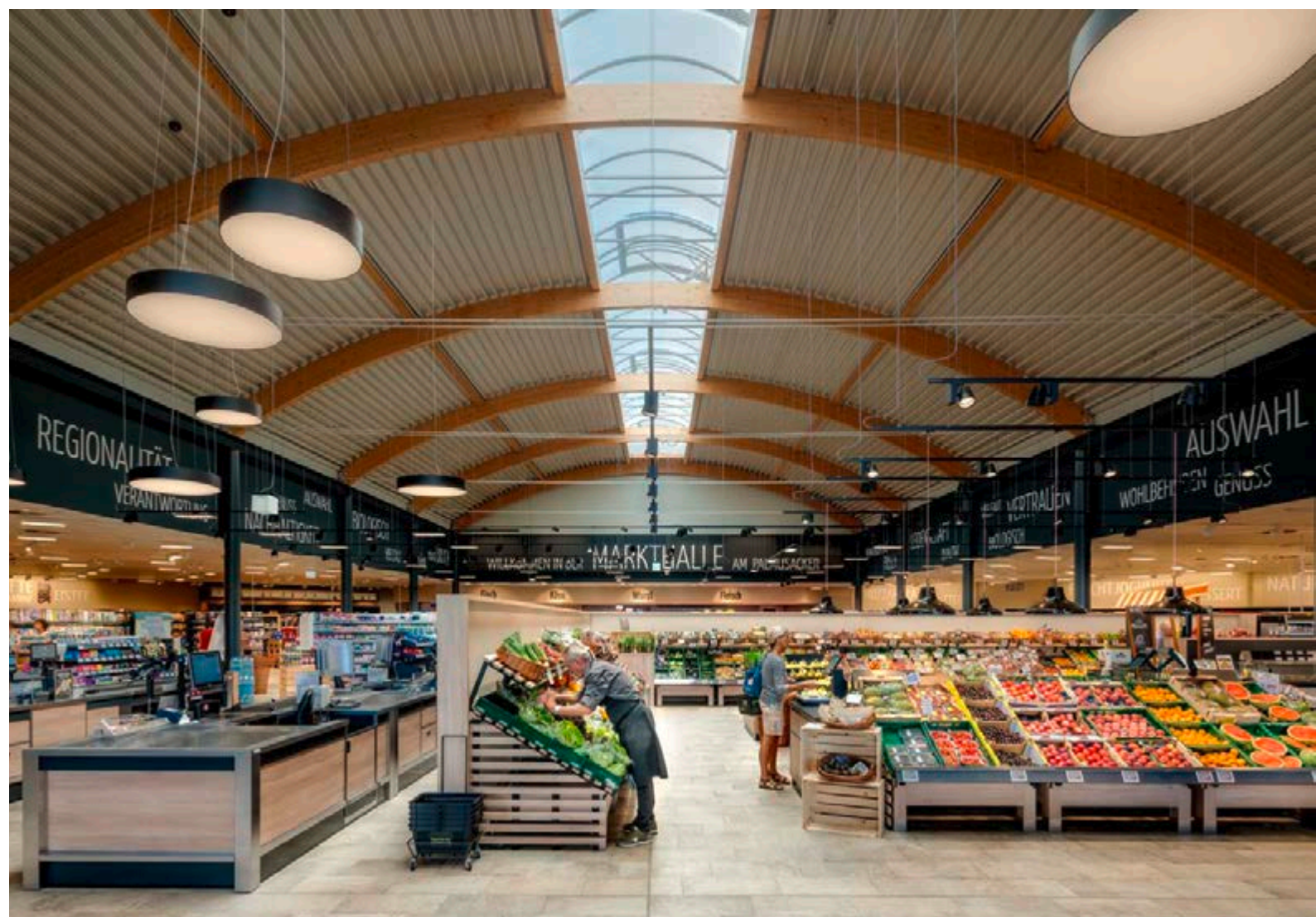
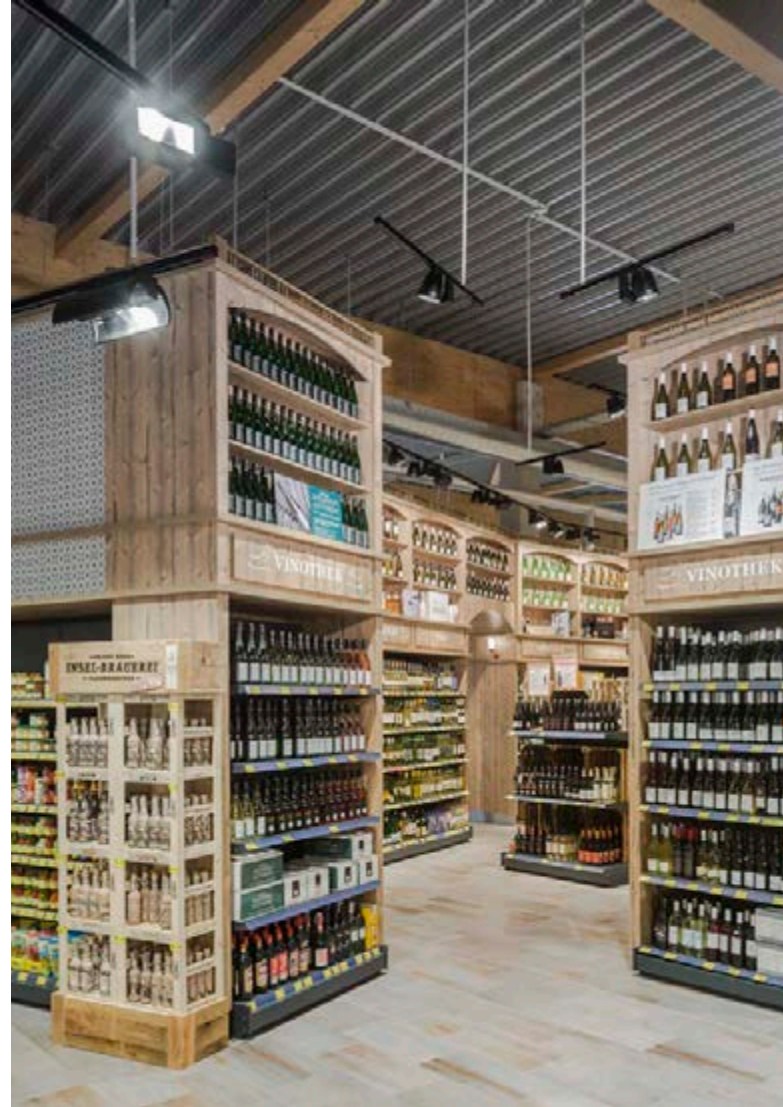
Contract structuring is a matter of trust. We value you as a customer and we would like to supply you with the lighting and the services you need. And only them. We will be glad to cater for individual wishes at the same time.



### **Training**

Our LED systems are designed for an operating life of 50,000 hours and hence 10 years. Besides regular maintenance, we also provide you with on-the-spot training courses for independent alignment and care of your modern lighting system.







# oktalite



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