

Press release

Light quality with savings potential: game changer for a sustainable future of retail

Cologne (Germany), February 2023 - At this year's EuroShop, Oktalite is showing lighting solutions combining light quality and efficiency. This provides optimal support for the retail trade in the implementation of sustainable concepts. Under the topic "EFFICIENT. LIGHT. QUALITY.", the retail expert of the TRILUX Group makes future-proof lighting come alive. Switching to the best, and at the same time, energy-efficient lighting is a growing trend. Therefore, Oktalite presents luminaires and lighting systems with significant added value for retailers, customers and the environment. The new lighting solutions can be found at the Düsseldorf EuroShop 2023 exhibition in Hall 9, stand D 44.

From February 26 to March 2, 2023, Oktalite will be showing its innovations and services on a total of 270 square meters. The spacious communication area and the open architecture offer an attractive space and plenty of opportunities for exchange. Lighting for all areas and aspects of retail can be discovered on the "Light Tour". The core topic SUN.LIGHT.QUALITY., presenting the possibilities and advantages of increased color and image quality of retail light, plays a decisive role this year. With the trade fair motto 2023 "EFFICIENT.LIGHT.QUALITY.", Oktalite underlines the savings potential of its solutions with the same quality of light. Product walls and application examples for food, fashion, and other applications, show how quality of light and efficiency go hand in hand.

Even in difficult times, stationary retail has a strong ally when it comes to staging products, namely the right light. However, this will have to be reassessed on a very short term, since the Ecodesign Directive will prescribe certain energy efficiency values for lamps, prohibiting the

use of T8 lamps from this year on. This regulation will ban discharge lamps containing mercury. The technological transfer from the discharge lamp to the LED has already taken place many times since its introduction around 10 years ago, but many retail lighting solutions still contain lamps from the first generation. And when it comes to energy efficiency, they lag behind the LED technology that has been further developed over the past few years.

The right light as an opportunity

Is the restructuring that many retailers are facing a dilemma or an opportunity? "Definitely an opportunity," says Thomas Korflür (Sales Director at Oktalite Lichttechnik GmbH in Cologne). "Now is the ideal time to switch to the best light quality of the latest generation. This is not only beneficial for traders and their balance sheets, but also better for the environment, the climate and our energy resources."

A clever light refurbishment does not have to be complicated or expensive. Oktalite offers retailers advice on funding opportunities and attractive financing, including a cost-neutral LED conversion through savings in operating costs.

Many of the luminaires from the retail specialist in the TRILUX Group are specially designed for simple refurbishment, since they are characterized by perfectly fitting optics, coordinated luminous flux, reduced connected loads or identical connections and drill holes as the previous models. "In principle, we can convert a T5/T8 E-LINE to LED technology in less than a minute," says Korflür.

Smartness in retail lighting pays off

The message is clear: Install or convert now. Digital sensors and a smart light management system play a central role here. "Switching to the latest generation of LED lighting already offers potential energy savings of up to 60 percent," explains Stephan Renkes (Technical Director at Oktalite). "By using our "LiveLink Retail" light management system, we can control light even better and more individually. The energy consumption then goes down by a further 25 percent." This is a real game changer in the cost-benefit calculation and the future viability of the retail trade. But it is still important to focus on the most attractive product and space presentation in order to create competitive advantages, also compared to online trading. "The right light is the one with the best performance and differentiation at the POS and the lowest energy costs."

Up to 85 percent potential savings in energy and costs with the same quality of light

With this, Oktalite wants to lead application retail into the future. Light quality and efficiency are central building blocks of the sustainability concept from Oktalite and TRILUX. "Sustainability is the top priority in all aspects of this LED transformation," confirms TRILUX CEO Hubertus Volmert. "We have been working on the energy and material efficiency of our luminaires and systems for a long time. We would like to establish environmentally and climate-friendly light for sales areas, shop windows, facades, outdoor areas and outbuildings, and we think holistically for all areas of retail. When it comes to light quality, Oktalite has been setting standards here for years. Together we are now taking the next step."

Oktalite and TRILUX are already saving 2.5 million tons of CO2

Sustainable, economical lighting makes a substantial contribution to climate protection. Here are a few key figures: A conventional lamp emits around 1 ton of CO2 during its service life, and a LED lamp emits, with 0.5 tons, only half as much. Oktalite and TRILUX are currently bringing around 5 millions of these modern LED lamps onto the market. In this way, we are saving 2.5 million tons of CO2 every year.

Further milestones in this sustainability strategy: By 2025, the German production sites of TRILUX and Oktalite should be climate-neutral. In the manufacture of lights, the company is striving for a circular economy. Many of the Oktalite spotlights are already designed in such a way that they can be broken down into their individual components and recycled. The recycling rate of individual radiators is currently up to 81 percent. Next to that, deliveries in collective packaging increasingly reduce packaging waste.

All in all, with "EFFICIENT.LIGHT.QUALITY.", Oktalite offers solutions, which - without exception - have the advantages of the different technologies for the benefit of retail and the environment.

Oktalite highlights for retail 2023

Efficient light quality: Saving without making sacrifices!

The presented highlight luminaires combine color and imaging qualities with visual comfort as well as energy and light efficiency:

LIGHTPANEL: High-class retail lighting

A classic in a twice as strong relaunch: The new generation of LIGHTPANEL and LIGHTPANEL ConVision® scores with a discreet design, excellent light quality and maximum technical reliability. High luminous efficacy of up to 175 lm/W, up to 13,000 lm for ceiling mounting up to 5 meters. In addition, very good color rendering with a CRI > 90 plus efficient lens technology. These features bring light exactly where it is needed. The LIGHTPANEL can be used lengthwise or rotated by 90° across the track. Compared to its predecessor, it is 28 percent lighter and consists of less material. The new product is ready for wireless light management and Human Centric Lighting (HCL). In the ConVision® variant, the LIGHTPANEL features a so-called "limiter" that optimizes visual comfort. The light exit surface is hardly perceptible. This DarkLight effect creates a magical lighting effect. Both versions are eligible for BAFA funding.

LENTY PLUS: More power, more visual comfort

Versatile growth with optimized lighting technology in the LENTY product family: The elegant, flexible track spotlight LENTY PLUS TRACK is ideal for rooms with higher ceilings such as supermarkets, showrooms or fashion stores, because the interplay of guiding lens technology and limiter reduces scattering losses and bundles the light in the core. The result is an extremely pleasant, glare-free light. The lamp is available in packages from 2000 to 4000 lm, various beam angles and with the Oktalite standard and natural light colors. The directional spotlight for the power track is supplemented by LENTY PLUS E-LINE, which is a variant for a precise connection to the continuous lighting system of the same name.

IDESTO: Targeted homogeneous light

Also new in the product series: IDESTO. As a IDESTO TRACK wall washer for the power track or in the IDESTO INSTALLATION version, it bathes entire walls in a particularly even light. It reliably illuminates products, rear walls, displays and lettering on the surface. With this solution, Oktalite is establishing its new era of luminaires with optimized light projection for vertical illumination. The built-in variant has a low installation depth, and the lamp head can be swiveled up to 10°. The highlight of the IDESTO relaunch: The reflector developed by Oktalite.

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The wall washer creates this particularly homogeneous light in width and depth, without trapezoidal images on the wall. IDESTO TRACK has a round COB module instead of a linear circuit board, just like accent spotlights. The result is an identical color quality and consistently first-class light. Another advantage of IDESTO INSTALLATION: Thanks to the Oktalite spring system, the light can be easily installed and removed.

LiveLink Retail – tailor-made, individual, smart

Since trends and products are constantly changing, we need light that thinks for itself. With the LIVELINK RETAIL light management, the digital assistance for the control of networked lighting systems is making its way into retail. Change of season, new assortment or a different shop window decoration? With LIVELINK RETAIL, the retailer can conveniently adapt every scenario and every lamp to his needs using an app or via the cloud. The smart light management also supports IoT components such as Human Centric Lighting (HCL). In this way, daily, energy-efficient light updates are very easy to activate. But also the change of defined lighting scenarios for different requirements and energy levels between sales, product staging, event or picking of goods, can be easily enabled and controlled.

Outlook: Even more Oktalite innovations from autumn 2023

YUVIO FAMILIY – Unique thanks to special free-form lenses

YUVIO – the one for everything is coming! Whether accenting with the YUVIO TRACK directional spotlight, harmonious basic lighting with YUVIO DOWNLIGHT or the tailor-made illumination of product aisles with YUVIO TWIN: This family of luminaires in a very compact design with maximum efficiency of up to 120 lm/W stands for holistic lighting solutions with the best visual comfort across all areas of application. The specially developed, oval free-form lens is unique on the market. In combination with the freely adjustable lamp heads, YUVIO achieves outstanding results when directing the light both horizontally and vertically. YUVIO DOWNLIGHT will also be available as an ACTIVE variant and HCL-READY.

LOVARIO – All-rounder downlight, universally applicable

Lens optics with little stray light, comfortable glare control, and wide-angle beam characteristics: The new downlight for track provides harmonious basic lighting that can be ideally combined with existing spot lighting. Thanks to the TRACK driver, the positioning of LOVARIO is extremely uncomplicated. The soft light distribution makes LOVARIO an all-rounder when it comes to harmonious general lighting in shops and stores. But it is also

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suitable for the back office or employee area. It will be available in 7 white light colors and luminous fluxes up to 5000 lm.

Picture gallery

EFFICIENT.LIGHT.QUALITY. Increased efficiency without sacrificing light quality. With this trade fair motto, Oktalite underscores its core competence: To create the best retail light with savings potential.



[Photo: OKTALITE_LENTY PLUS]

Improved lighting technology: LENTY PLUS is ideal for retail areas with higher ceilings such as supermarkets, fashion stores or showrooms. Track drivers, steering lens technology and limiters ensure that the light is ideally bundled.

Photo: TRILUX



[Photo: OKTALITE_LIGHTPANEL]

Twice as strong: The LIGHTPANEL is the future-proof, technically compatible addition to the E-LINE-NEXT continuous-row lighting system. The elegant ConVision® variant with limiter optimizes the visual comfort and the presentation of goods.

Photo: TRILUX



[Photo: OKTALITE_IDESTO]

The new uniformity: Whether as a wall washer or as a built-in variant – IDESTO creates an incomparably uniform light. The era of small, flexible luminaires with improved light projection for vertical illumination has begun.

Photo: TRILUX



[Photo: OKTALITE_LIVELINK RETAIL]

Light that thinks for itself: With LiveLink Retail, the retailer can update every lamp and every light scene on a daily basis via app or cloud. With up to 85%, wireless, smart lighting management offers the highest potential for energy savings.

Photo: TRILUX



[Foto: OKTALITE_LOVARIO]

Highlight from autumn 2: The new downlight provides pleasant basic lighting thanks to the lens optics and softly tapered light distribution. A real all-rounder, and not only for stores and shops, since LOVARIO also does an excellent job in the office or warehouse.

Photo: TRILUX



[Foto: OKTALITE_YUVIO FAMILY]

Highlight from autumn 1: The luminaire family as directional spotlights, downlights or in the TWIN version stands for lighting solutions across all applications. Oktalite's oval free-form lens is unique. Top marks for light control, efficiency and visual comfort.

Photo: TRILUX

About Oktalite

Oktalite stands for added value through light in retail, with the right lighting in the right place at the right time. Oktalite, a member of the TRILUX Group, is a retail partner in the development and implementation of tailor-made concepts and LED systems for modern stores, shops and showrooms. The experience, the know-how in the staging of worlds of experience through light, and the services make Oktalite a strong full-service provider for retail, nationally and internationally. The company, headquartered in Cologne (Germany), is driven by the will to optimize: Oktalite wants to make brick-and-mortar retail more efficient and successful with intelligent and sustainable lighting solutions.

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