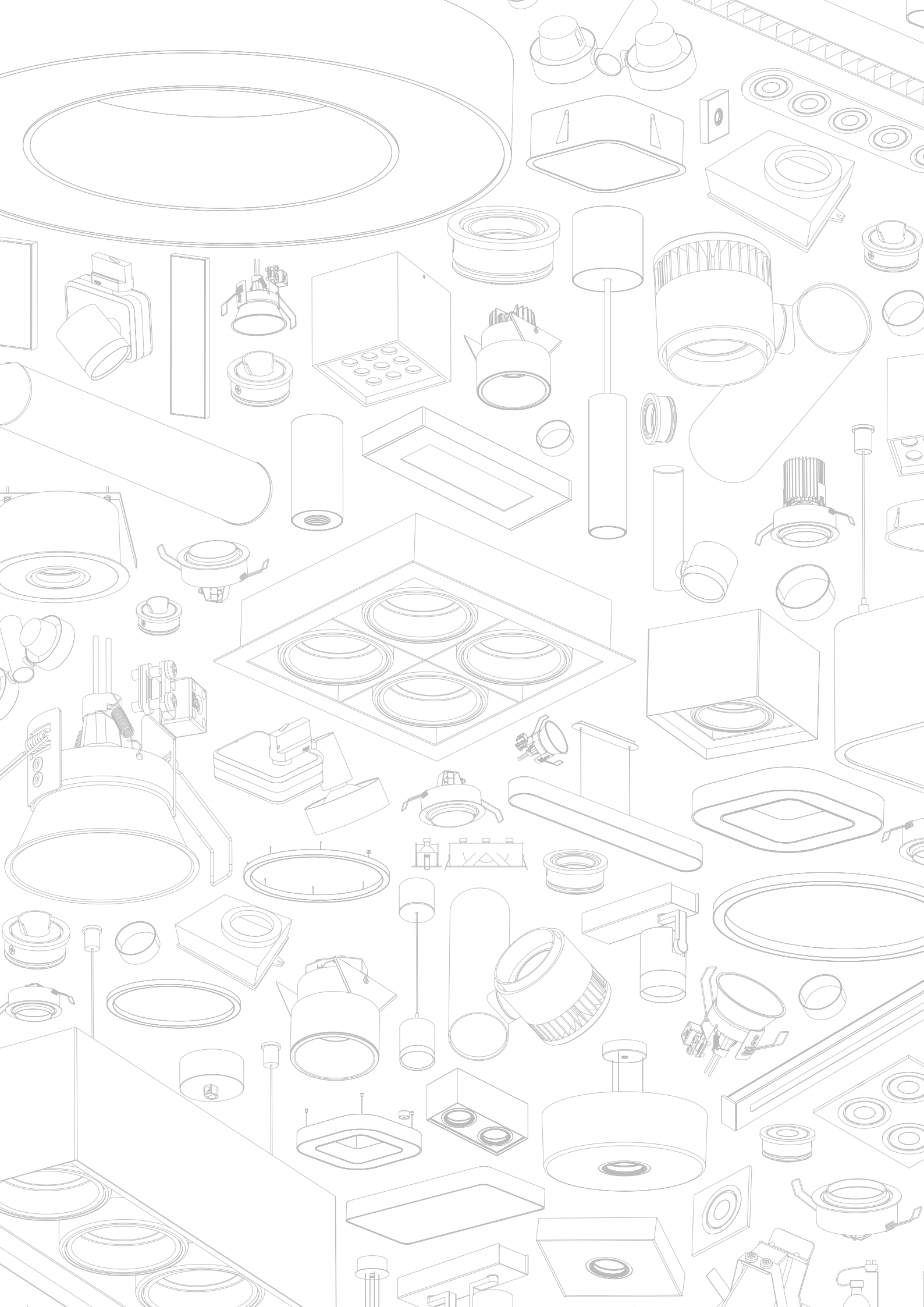
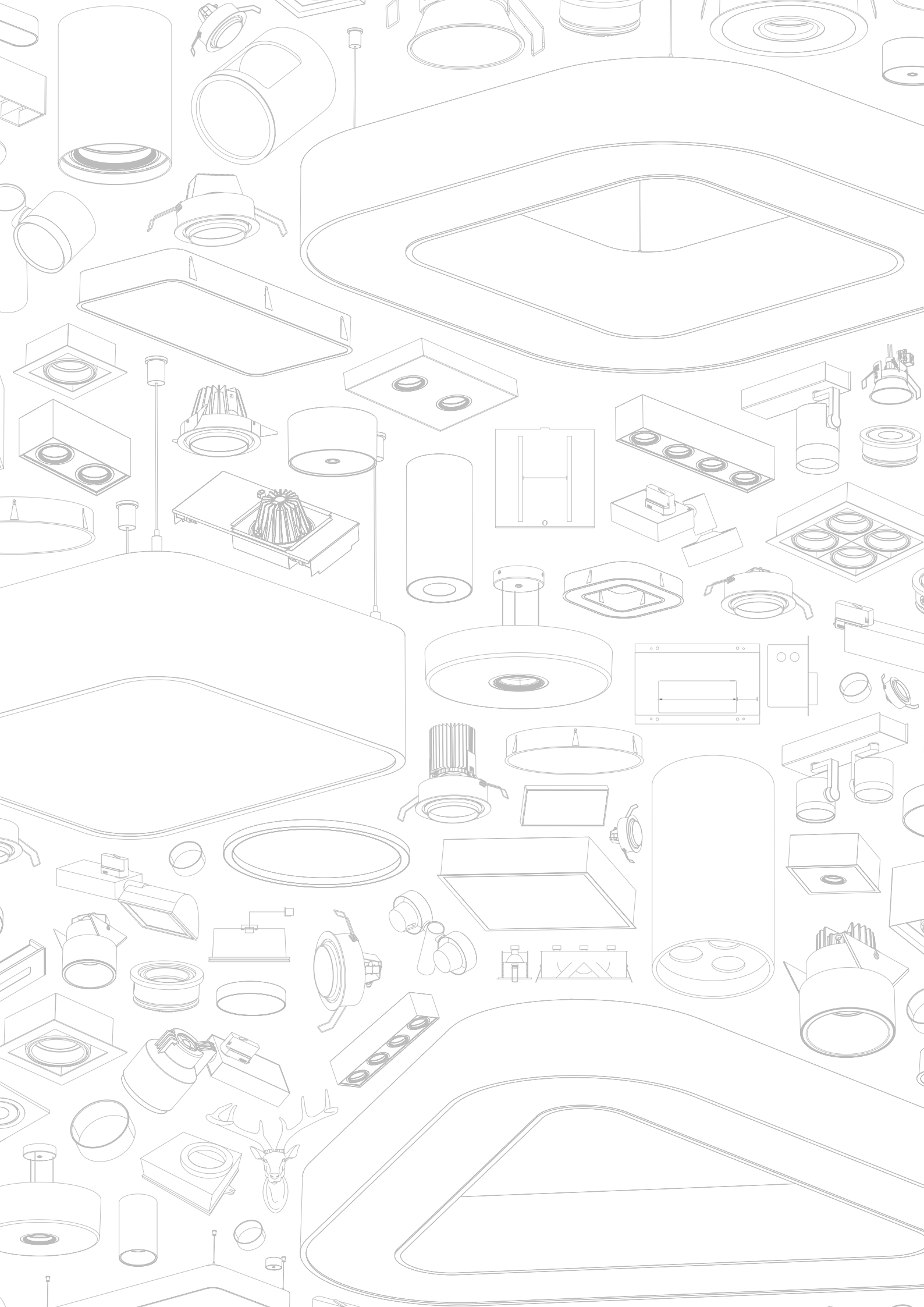


# DETAIL MAKES A DIFFERENCE

INDIVIDUAL RETAIL SOLUTIONS  
TO PERFECT YOUR ATMOSPHERE







PROLICHT

# LIGHTMOSPHERE MAKES A DIFFERENCE

DIFFERENT LIGHTING – DIFFERENT PERCEPTION



Light plays a very important role in the retail-business. Every project demands well-orchestrated solutions that are in line with brand and shop-concept. Additionally light has to emphasise the effect of the retail environment and boost the clients shopping experience. And yet lighting should be timeless and very flexible, because the way the goods for sale are presented often varies according to trends and seasons.

Discover four PROLICHT LIGHTMOSPHERE SCHEMES that will **make a difference**.



EXCELLENCE LIGHTING





# GET YOUR AUGMENTED PROLICHT EXPERIENCE

Wikitude  
Android



Wikitude  
iOS




Select the QR code for your mobile device: Android / iOS, and download the **Wikitude** app (for free).



Search for "PROLICHT"



Scan the following pages marked with  and tap START:  
page 07 / 19 / 31 / 43 / 69



Discover PROLICHTs different lightmospheres in 360° on your smartphone or tablet.

Please note: detection services should be activated





Don't be like  
the rest of  
them

**DETAIL  
MAKES  
DIFFER**

# RETAIL IS DETAIL

A pleasant atmosphere in the room increases the amount of time spent in a shop. Setting an appropriate scene heightens the appeal of the goods on offer and emphasises their actual value. This effect can only be created if space and light are tailored to each other. Lighting design has a decisive impact on duration of stay and sales success and, like the light itself, consists of a spectrum of different components.

Parameters such as the architecture of the room, the type of goods or the target audience set the basis for the lighting design: stylish fashion has to be presented differently to cool technology or exclusive fine foods', a multi-floor gallery differently to a small shop. However, the aim of the lighting design remains the same.

The lighting draws visitors in and guides them meaningfully through a seductive world.

# A SCIENCE

# DIFFERENT ILLUMINATION **DIFFERENT PERCEPTION**

Light plays a very important role in the retail-business. Every project demands well-orchestrated solutions that are in line with brand and shop-concept. Additionally light has to emphasise the effect of the retail environment and boost the clients shopping experience. And yet lighting should be timeless and very flexible, because the

way the goods for sale are presented often varies according to trends and seasons.

When used correctly, lighting guides the shopper's eye and leads it to the desired area – the zoning within the shop can be experienced by means of the light.

## **CALM LIGHTING**



A calm lighting concept provides a high level of uniform illumination with minimal shadows. A special focus on products and zoning is mostly avoided. It contributes to the interior design concept with an outstanding lighting effect and high flexibility, without visually intruding on the foreground.

## **STAGE LIGHTING**





**EXCELLENCE LIGHTING**

A balanced lighting scheme offers the ideal illumination. Absolute nonglare, consistent high colour rendering, particularly well-balanced illumination and a strong presentation of highlights determine the concept. A mix of Wallwasher and Super Spots creates a mainly shadowfree illumination with focus on the presentation of products.

**VITALIA REFORMHAUS | Page 30**



A dramatic lighting scheme guides the shopper's attention to the areas with intensive illumination. Products and highlights are emphasized, while the basic illumination fades to the background. Staged presentations build up a contrast to the indirectly lit, rather dark room.

**SHOP STROLZ | Page 18**



**HIGHLIGHT LIGHTING**

Bright illumination of distinct zones and special products is the main focus. The intensive illumination of the products makes the room brighter as well.

**MPREIS & BAGUETTE | Page 42**

# FASHION

ESCADA

## HIGH FASHION IN A LIVING ROOM AMBIENCE

ESCADA stands for modern elegance, glamour and sensual femininity. The new design concept provides the perfect framework for this: the 230m<sup>2</sup> shop in Düsseldorf's Königsallee is reminiscent of a stylish, private sitting room with a lounge feeling – intimate and yet inviting.

When developing its lighting plan, the Henn-PlanungsWerkstatt in Bruchsal incorporated lighting systems from Tyrolean premium manufacturer PROLICHT: the individually configurable high-tech luminaires from PROLICHT contribute to the interior design concept with an outstanding lighting effect, without visually intruding on the foreground.







**ESCADA | DÜSSELDORF (D)**



**ESCADA** | DÜSSELDORF (D)



## GOOD TO KNOW

*ESCADA, one of the world's leading luxury womenswear brands, launched its new shop design concept.*

**The aspiration:** "The Lounge" should give customers the impression of an elegant and impressive apartment.

**The audience:** Women who love a feminine and glamorous yet young and modern style.

**The idea:** A living room with lounge feeling



INVADER  
2LOOK4LIGHT IMAGINE  
DICE



SPECIAL LED  
FASHION



SUPER SPOT



INDIVIDUAL  
COLOURS



KORONA CONE  
EFFECT

**CRI**

> 90

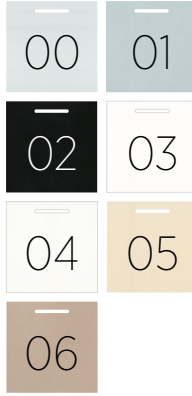


LIGHTING SCHEME:  
CALM



Colours complete room atmosphere:  
cool, subtle colour shades build  
the background and leave the stage  
to the shops real protagonists.

Choose from 25 PROLICHT colours:  
e.g. 04 CREAMY.



*The colour "CREAMY" makes  
the spots almost invisible.*



## SHOPPING **IN STYLE**

The two-storey retail space is divided into various sections, such as ready-to-wear, accessories or evening wear. Each of the interconnected rooms has an unmistakable decor style, in which antiques are combined with contemporary pieces. Selected works of art and carefully staged details such as glass chandeliers, mirrors or a marble fireplace draw the gaze. The peaceful, neutral palette of cream, beige and warm white forms the perfect background for the exclusive colours and prints of the Escada collection.



Within the same 2LOOK4LIGHT channel, IMAGINE spots for general and accent lighting can be combined.

## INVISIBLE LIGHTSOURCE **HIGH IMPACT**

The heart of the lighting design is the dramatic staging of the goods with almost invisible lighting technology, to allow the interior design to work its charms uninterrupted. "The new IMAGINE system from PROLICHT was very helpful here," says lighting planner Johannes Henn.

The high performance, delicate spotlight heads are extremely slimline and integrate individually into the 2LOOK4LIGHT channel system with a simple twist lock. The whole system is imperceptibly housed in the lighting channel. The five-way adjustable articulated arm makes it possible to adjust the rotation, angle and height of the spots. This means that the LED spots can be set up precisely and with accurately determined beam angles - from wide floods to the 10° narrow beam SUPER SPOT. This allows the individual lighting areas within the shop to be planned and implemented with precision.

Furthermore, the trimless, wide-beam INVADER downlights provide illumination for individual objects such as chairs or tables, and displays of goods positioned centrally in the room. The sleek, trimless 4DI and CAVE spots, integrated flush into the ceiling, have recessed light sources to boost the illumination in the depths of the room. "The spots are very unobtrusive and barely noticeable as luminaires, so they're not in competition with other objects such as the goods on display or feature lighting," explains Henn.





Alois is milling housings for the ESCADA Spots with the CNC-machine.



← The Super Spots of the IMAGINE family offer a precisely accurate illumination without secondary beam.



JOHANNES HENN | HENN-PLANUNGSWERKSTATT  
Lighting Designer

The spots are very unobtrusive and barely noticeable as luminaires, so they're not in competition with other objects.

## ATMOSPHERE & **AMBIENCE**

An extraordinary lighting effect is created through the use of a dynamically controllable white light. Bright ceilings and backlit walls with illuminated joints adapt to daylight levels, from 6500°K daylight white to 2700°K warm white. "The artificially generated daylight has the effect of extending the room outwards and works very well with the PROLICHT spots," says Johannes Henn.

Overall shop lighting is set at 3000°K with a CRI of at least 90. This creates a warm and cosy atmosphere, reflecting the intimate character of the new shop design concept.

With a clear yet discreet design, sophisticated lighting technology and a unique lighting effect, PROLICHT has once again proven to be the perfect partner for exclusive bespoke lighting concepts.









Complete and qualitative lighting technology based parameters, such as colour temperature, colour rendering index (CRI) and colour location are measured in the PROLICHT LIGHT LAB using a spectrometer.

## MEASURING THE DIFFERENCE **LIGHT LAB**

The rapid technical evolution, especially in the LED sector, enables lighting concepts that would have been impossible in the past. The lighting industry's modern achievements allow us to emotionally charge rooms through light in a whole new way.

A perfect blend of high-performance LEDs, efficient heat management and quality optics makes the impressive capacity of modern LED technology possible. In our new PROLICHT LIGHT LAB we can measure the different factors and improve them in a rapid prototyping process. Equipped with a goniophotometer, a spectrometer, luminance cameras and a 3D printer, our Lab is a valuable part in our development process.



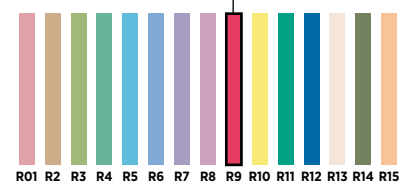


## CRI | R9

DIN 6169 defines 14 test colours, but only the first 8 (all pastel colours) are used for the actual classification. This considerably limits the significance of the CRI.

A better way to judge the colour quality of a light source is by taking the special colour rendering indices for saturated colour, for example Red (R9) or Blue (R12), into consideration. The current CRI-value does not describe colours predominant in skintones, art, clothing or food. The R9 value in particular is of high importance for the illumination of goods in the retail sector.

With SPECIAL LEDs (e.g. Fashion), PROLICHT offers illuminants that delivery extraordinary values over the entire spectrum.

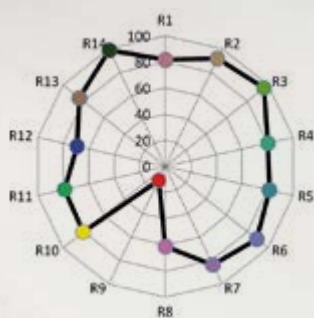


## SPECIAL LED FASHION

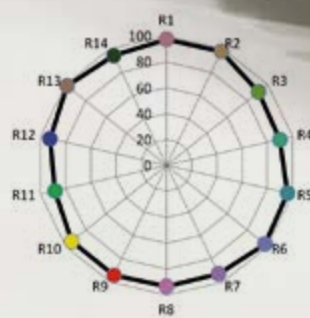
Modern LEDs offer unique possibilities to stage your products. The LEDs high monochromatic colour fidelity allows for the creation of lighting for very special purposes.

PROLICHT offers special LEDs for every lighting requirement. Be it Gold+, Fresh Meat, Meat+, Art or Fashion - with SPECIAL LEDs and PROLICHT's intelligent reflector technology luminaires can be perfectly optimised to meet the needs for different areas of application.

PROLICHT's Fashion LED brilliantly orchestrates the entire colour range in garments without impairing colour perception.



CRI / R9 CONVENTIONAL LED



CRI / R9 SPECIAL LED FASHION



# SPORTS

SHOP STROLZ

## INDUSTRIAL DESIGN MEETS ALPINE CHIC

Can a ski hire shop simultaneously be a hotspot for fashion, cafés, museums and lifestyle? Yes it can!

The evidence is a new Strolz ski and sports shop, open since December 2015 in the refurbished Ambrosius Passage in Lech am Arlberg. The traditional Austrian company has brought together a number of national specialists for the task, including Kitzmüller architects, the lighting designer SHOUP and luminaire manufacturer PROLICHT.

Their creative spirit has drawn equally from their inner connection to the raw mountain landscape, a curiosity towards technical innovations and the desire for urban modernity. The result is a success, a convincing combination of setting and hire shop, industrial design and alpine chic.





**SHOP STROLZ** | LECH AM ARLBERG (A)



*Organically placed spots provide a uniform general lighting.*

*Trimless lighting channels dramatically stage the goods for sale.*





STEFAN MAIERHOFER | STROLZ  
General Manager

We want to offer professional advice in a feel-good atmosphere that invites you to stay a while and enjoy yourself.

### GOOD TO KNOW

*The venerable department store company took this opportunity to intentionally turn conventional expectations on their heads.*

**The aspiration:** *World's most beautiful ski hire shop*

**The audience:** *Snowboarder and Freerider*

**The idea:** *A merge of harsh industrial look with alpine chic.*



2LOOK4LIGHT IMAGINE  
BIONIQ



SPECIAL LED  
FASHION



SUPER SPOT



INDIVIDUAL  
COLOURS



KORONA CONE  
EFFECT

CRI

> 90



LIGHTING SCHEME:  
STAGE



PROLICHT  
CUSTOMISATION



JÜRGEN KITZMÜLLER | KITZMÜLLER ARCHITEKTUR  
General Manager, Architect

It's about using the light to draw  
guests in and guide them  
through the room, whereby light  
and materials work together.

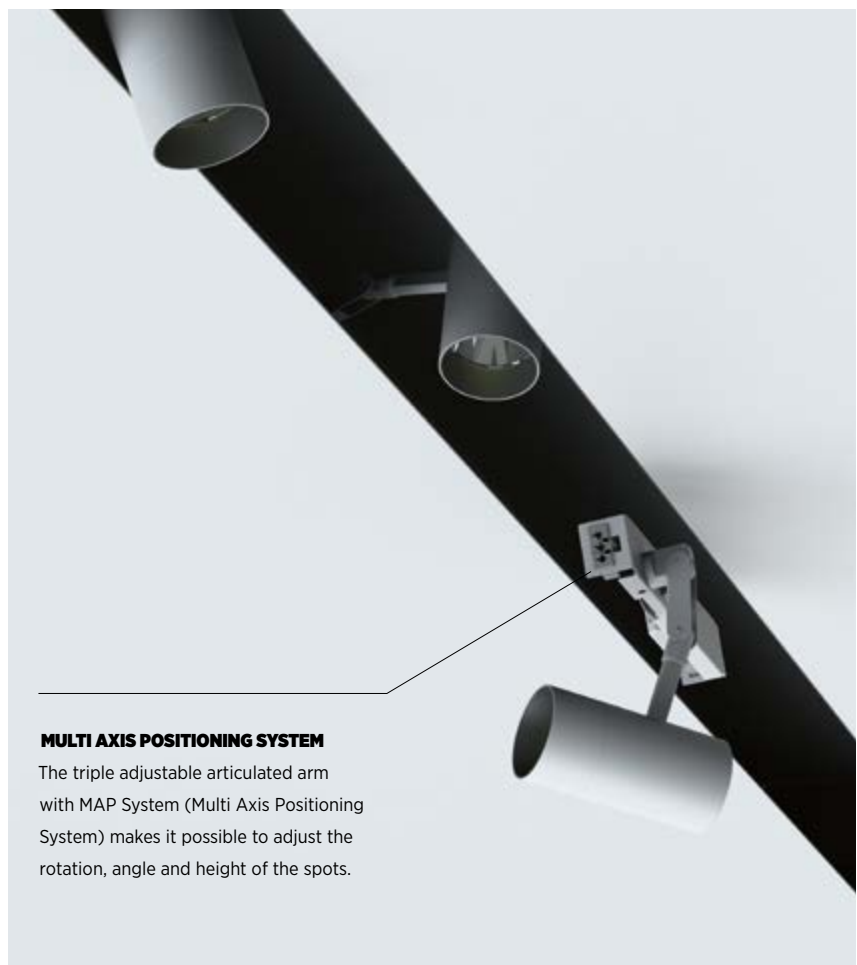






Earth shades harmonise with natural materials, such as wood and leather, and add to a homogeneous interior design.

Choose from 25 PROLICHT colours:  
e.g. 02 BLACK VELVET



**MULTI AXIS POSITIONING SYSTEM**

The triple adjustable articulated arm with MAP System (Multi Axis Positioning System) makes it possible to adjust the rotation, angle and height of the spots.

## LIGHT CREATES A **PATH THROUGH THE ROOM**

The internal spaces within the building are made full use of. They blend into a concept where functional areas, such as ski hire and ski storage, combine seamlessly into a classy shop interior which, as the entrance to a nightclub, provides free marketing for Strolz in the evening. In addition to ski hire, the two storeys also house hardware, sports clothing, fashion and lifestyle accessories. The retail areas are complemented by an integral “Baristro” café and a museum of ski boots, which illustrates the origins and traditions of the Strolz family business.

The fundamental design element that creates the atmosphere of this new shop is light. Jürgen Kitzmüller of Kitzmüller architects, the firm appointed by Strolz, explains his design, “It’s about using the light to draw guests in and guide them through the room.” He gives the traditional Strolz fashion houses a timeless ambience: “The presentation of merchandise and the lighting essentially correspond to the head office philosophy, but with a touch of modern design.” Construction materials such as exposed concrete, black plate and aluminium contrast with natural materials such as clay plaster, oak and leather. All sub-areas, such as ski hire and storage, enjoy a sophisticated design and top quality fittings. However, it is the lighting design that completes the atmosphere and gives the different functions of the shop an unmistakable, exquisite look. “Light works with the material, and the material works with light,” says Kitzmüller.





The system's lighting channels are spread across the whole area in an imaginary grid. Breaks in the grid squares produce frames of light to outline areas and corners, acting as arrows pointing towards the individual niches.



↑  
Andreas from PROLICHT is welding the channel for the new Strolz-Shop in Lech.

← All the channels provide indirect lighting, producing a pleasant general lighting effect throughout the rooms. Individual integrated spotlights can be positioned flexibly to provide accent lighting.





DIETMAR UNGER | SHOUP  
General Manager, Lighting Designer

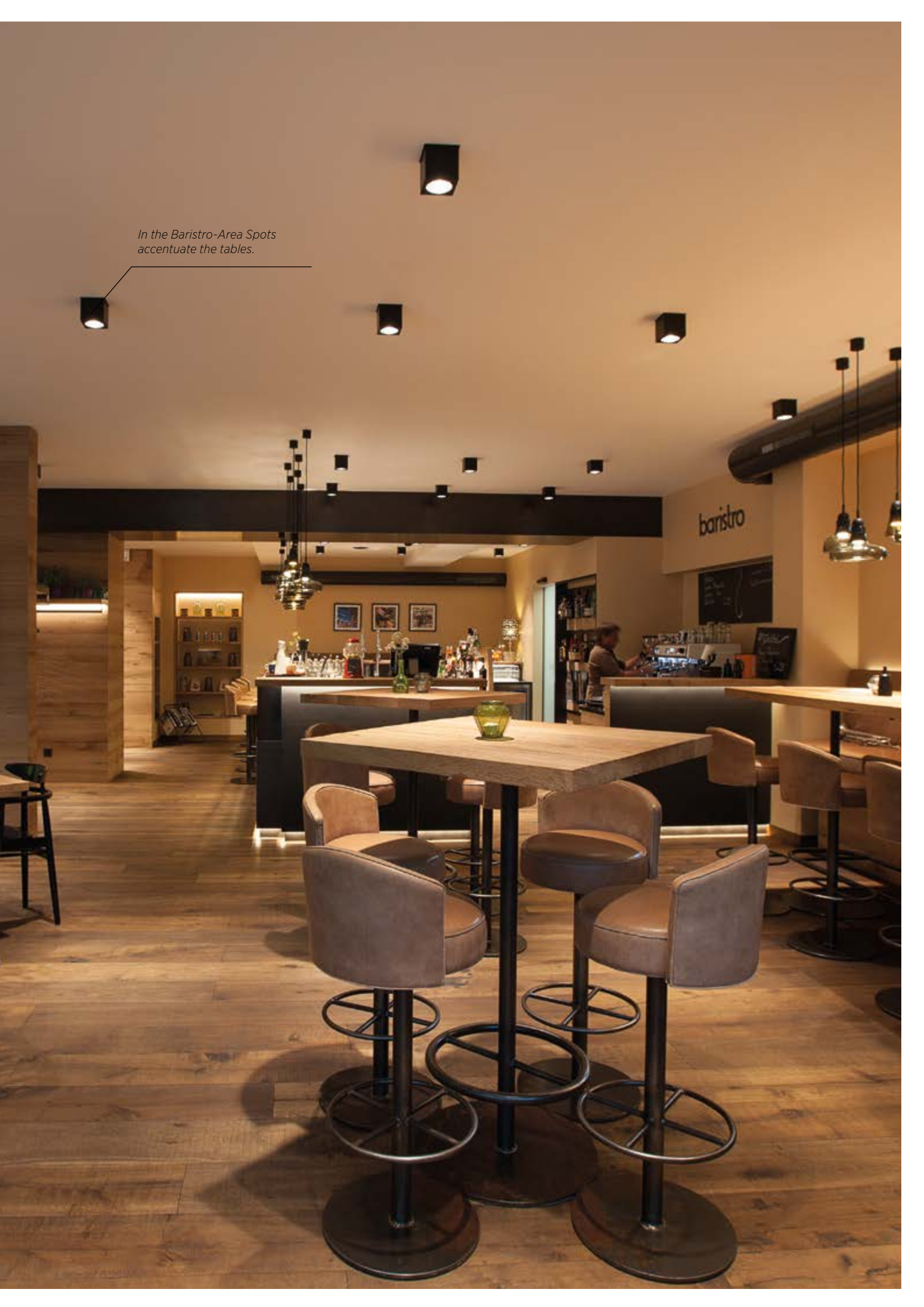
This concept only works in  
this location; it wouldn't transfer  
to a city setting.

## YOU HAVE TO FEEL **THE LIGHT**

Lighting designer Dietmar Unger's choice of highly technical luminaires supports the interior design of the shop with "sensitivity", as he puts it. With an appearance caught between industrial functionality and traditional charm, the lighting system emphasises the personal character of the ambience of which it is a part. In terms of both optics and lighting effect, variable solutions provide an opportunity to tailor the rooms to suit the winter or summer season and to change individual niches into cosy lounge areas with a choice of lighting scenarios and dimmer functions.



*In the Baristro-Area Spots  
accentuate the tables.*



## A TRAILBLAZING **CHANNEL SYSTEM**

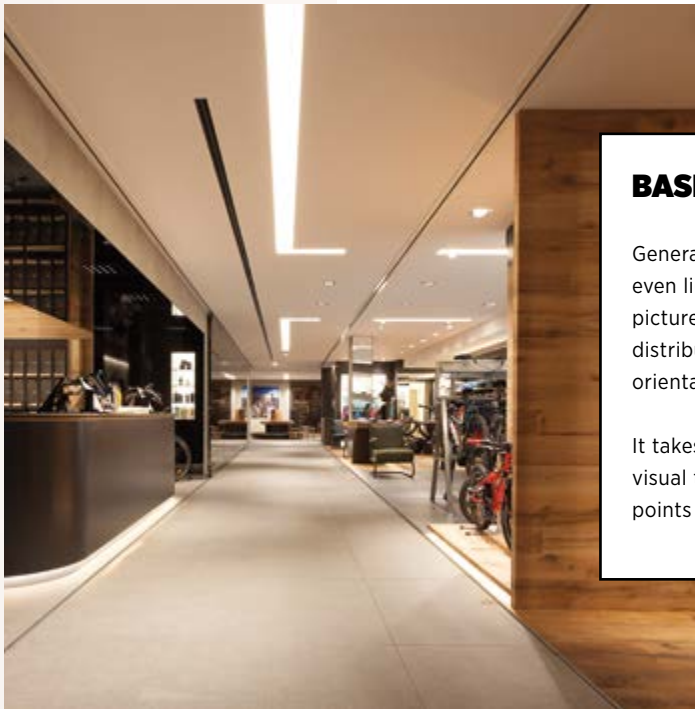
The main requirements Strolz placed on the lighting were high aesthetic standards and clean ceiling solutions. Consequently, primarily trimless integrated systems were used. In PROLICHT, Unger brought an experienced retail specialist on board. This premium manufacturer of exclusive lighting concepts is not only proud of its Tyrolean heritage, but also offers a clear design, sophisticated lighting technology and unique lighting effects alongside openness, modernity and skill. Especially for this shop, PROLICHT developed a channel system in its high-tech manufacturing facility as one of several bespoke special solutions. The lighting manufacturer is an innovative designer and produces architectural lighting for each project, perfectly tailored to the room and lighting design, offering the greatest possible design freedom through its individual configurability.

The channel is such a flexible and individually configurable product, that the IMAGINE channel system from PROLICHT has now successfully entered series production.

All the channels provide indirect lighting, producing a pleasant general lighting effect throughout the rooms. Individual integrated spotlights can be positioned flexibly to provide accent lighting. They are inset and are therefore barely visible, even in a range of positions. Installation rails on both sides and screw fasteners make installing the spotlights a breeze. Each spot has its own driver, uses a simple plug connection and can be positioned individually. The three-way adjustable articulated arm with MAP system (Multi Axis Positioning System) makes it possible to adjust the rotation, angle and height of the spots.







## **BASIC ILLUMINATION**

General lighting is a uniform and even lighting that gives us an overall picture of the room. A diffuse light distribution creates perception and orientation in the horizontal plane.

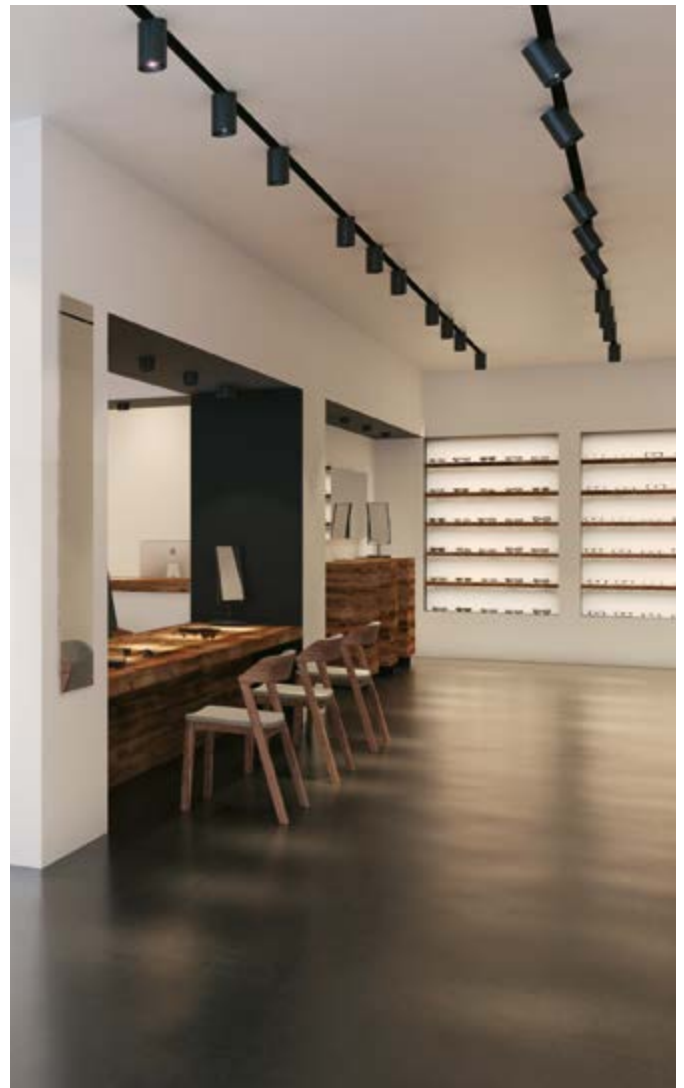
It takes no special account of specific visual tasks performed at different points in the room.



## **ACCENT LIGHTING**

Accent lighting is used to emphasise certain areas of a room or individual objects. It creates marked contrasts, hard-edged shadows, different levels of brightness levels and angles of light incidence.

Accent lighting only works if it is brighter than the general lighting.



# HEALTH

VITALIA REFORMHAUS

## **PURITY, FUNCTIONALITY AND WELLBEING**

Purity, functionality and wellbeing – these three basic principles of the life-reform movement are brought back into focus with a new shop design from VITALIA, Germany's biggest health food chain with 90 branches. In line with this new architectural style idiom, ORB. Atelier für Lichtgestaltung has developed a new corporate lighting design. Specially developed lighting systems from the Tyrolean premium manufacturer PROLICHT are among those used in the first newly designed shop.

The new interior design of the VITALIA shops combines modern straight lines with organic shapes and natural materials. Coupled with a vintage touch, they have created an inviting and feel-good atmosphere, which stylistically represents a natural essence as the basis for all VITALIA products and simultaneously harks back to the days when the life-reform movement was born. The low-key design creates a visual sense of calm and always allows the product to take centre stage. The shop concept creates an appealing atmosphere of modern authenticity and a clear identity.







**VITALIA REFORMHAUS | GRÜNWALD (D)**

Brand architecture: VITALIA GmbH, Kristina Kalisch  
 Campaign: VITALIA GmbH, Florian Stephan  
 Light planning: ORB. Atelier für Lichtgestaltung  
 Visual Merchandising: organized with love  
 Store concept & GU : Konrad Knoblauch GmbH



KRISTINA KALISCH | VITALIA GMBH  
 Brand architect

To create the impression of a natural whole, it is crucial to treat lighting as part of the planning from the outset. An off-the-shelf lighting concept that is grafted on afterwards can never produce that effect.



-  MAGIQ PLUS IMAGINE
-  SPECIAL LED FASHION
-  SUPER SPOT
-  WALLWASH
-  GLARE FREE
-  > 90
-  LIGHTING SCHEME EXCELLENCE
-  PROLICHT CUSTOMISATION

### GOOD TO KNOW

Germany's biggest health food chain VITALIA brings the three basic principles of the life-reform movement back into focus.

**The aspiration:** The company focuses on the values of the life-reform movement, which are again highly topical – purity, functionality and wellbeing for body and soul.

**The audience:** The present desire for stress reduction, deceleration and digital detox is driving the trends towards vegetarian, vegan, local and, in general, healthy food, natural remedies and homeopathy. These trends are moving through all areas of society and creating a large audience.

**The idea:** Mindfulness as the key to a successful business model.

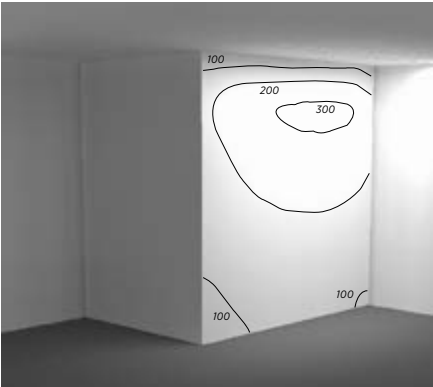


*IMAGINE shows its flexibility as a custom solution.*

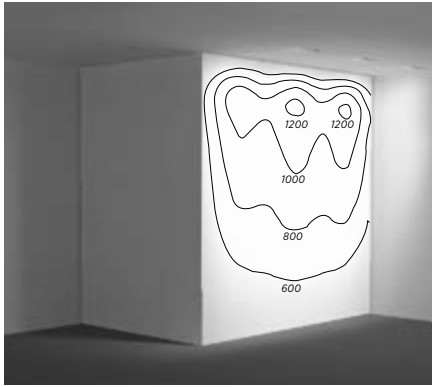




REGULAR WALLWASH EFFECT



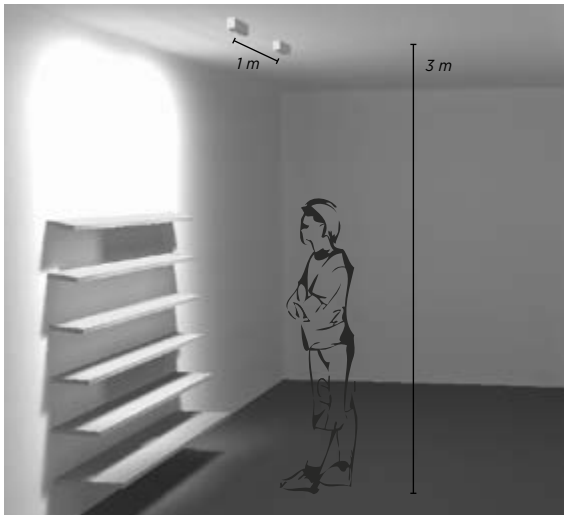
MAGIQ WALLWASH EFFECT



The perception of the "cosmetics area" is slightly more refreshing and cooler than the "reform area".



The MAGIQ Wallwash evenly illuminates the wall.



PROLICHT Wallwasher are equipped with VERTICAL BOOST. They can evenly illuminate walls of up to 4.5 m height and 1.8 m width. Through the high efficiency of the luminaires, fewer luminaires per meter have to be used compared to standard wallwash systems.



## DIFFERENTIATED **PRESENTATION**

The lighting design provides a consistent continuation of the illumination concept and solves an apparent contradiction: despite the high density of goods and different groups of products in a small space, a calm and attractive impression is created. The materials and colour tones used are consistently matched with the lighting. This makes it possible to create different lighting environments surrounded by balanced background illumination, in which feature lights, underlighting and narrow beam spots achieve differentiated and accented lighting.

The product range goes from natural groceries, allergy-free offerings, high quality natural cosmetics to natural medicine. The items are primarily presented at the vertical plane in wall shelves and free standing shelving. Because of the high density of products a homogenous and extensive illumination is needed. As counterpart to the general lighting, a strong accent lighting of the special areas and highlights is used.



The IMAGINE luminaire can be customised according to individual needs.



Claudia wires the IMAGINE Spots for VITALIA.



## ARCHITECTURE AND **ILLUMINATION**

The new shopping atmosphere at VITALIA is characterised by high visual comfort. Absolute glare-limitation, consistent high colour rendering, particularly well-balanced illumination and a strong presentation of highlights and a strong focus on the products determine the concept.

With flexibly configurable luminaires, technically high-quality lighting systems and the willingness to develop special solutions, PROLICHT has once again proven to be a specialist for the implementation of extraordinary lighting concepts.

Dark shaded colours do not obstruct the view of the colourful range of goods.

**Choose from 25 PROLICHT colours:**  
e.g. 25 GUN METAL





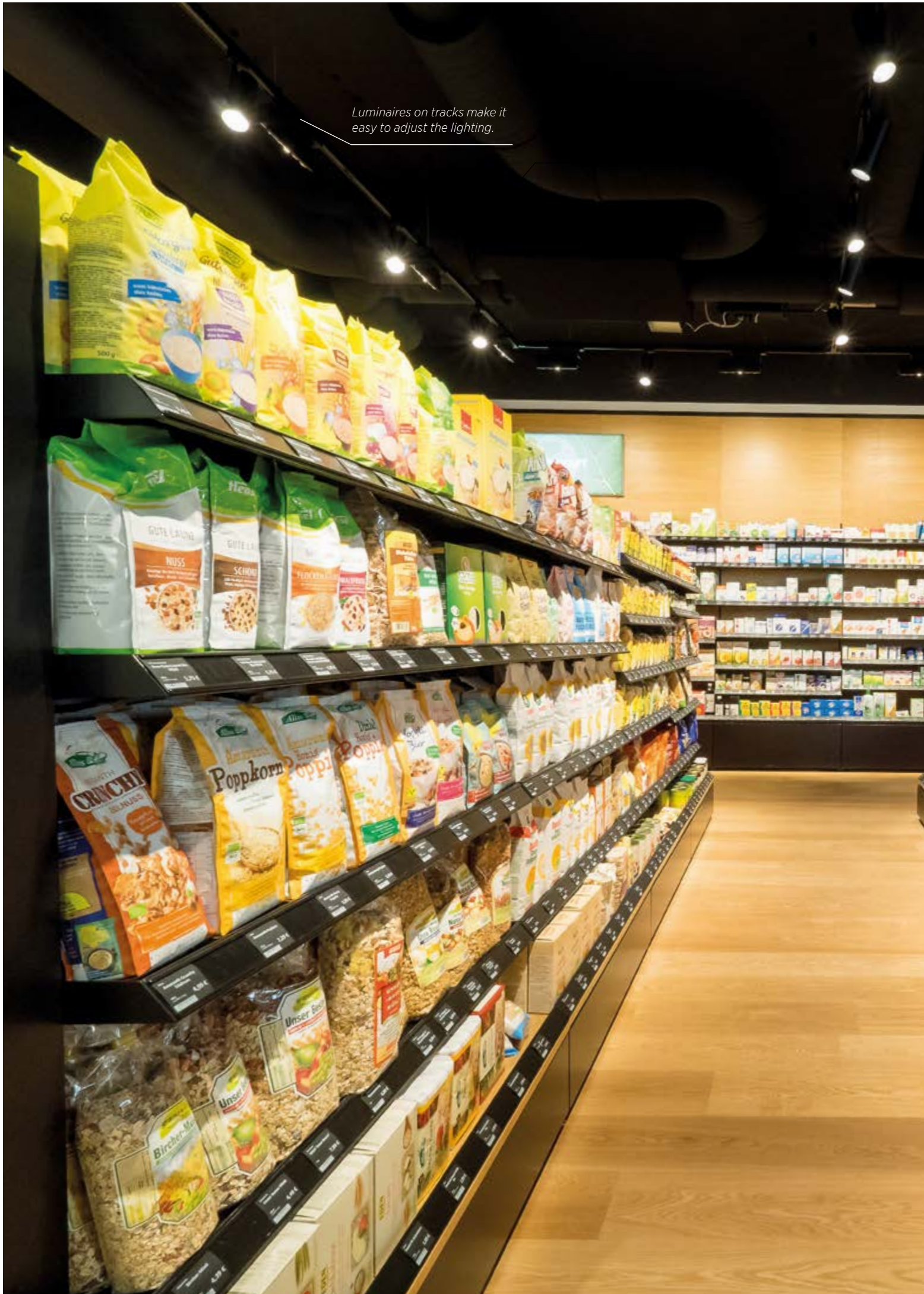


The PROLICHT Super Spots with beam angles under 10° are ideal to illuminate small objects, even from great heights.





Luminaires on tracks make it easy to adjust the lighting.

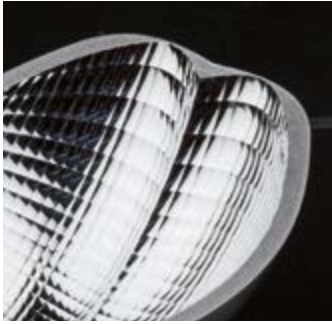






SABINE WIESEND | ORB. Atelier für Lichtgestaltung  
Lighting Designer

Because of the very high density  
of merchandise, we use  
homogenous area lighting  
for the racks of goods.



#### BARTENBACH RDB-REFLECTOR

The precisely calculated surface of each individual facet allows broad and clean illumination without multiple shadows. Even when mounted very close to the wall or on high walls, the MAGIQ WALLWASH creates a first class result.

## ADJUSTABLE LUMINAIRES **WELL-ENGINEERED TECHNOLOGY**

A power rail system integrates both the flexible IMAGINE trackspots and, as a unique solution, the new WALLWASHER from PROLICHT. "The wall-mounted racks of goods are very evenly illuminated, from the top of the stand-out wall panel to the floor, with a clear beam cut-off and good longitudinal glare control," explains lighting planner Sabine Wiesend. "This means that the products presented are illuminated evenly, right down to the bottom shelf." The WALLWASHERS are based on the VERTICAL BOOST concept developed by PROLICHT: five multi-faceted reflectors are mounted at different angles in one module. The precisely calibrated surface of each facet provides broad and clean illumination without multiple shadows.

In contrast, the IMAGINE spots illuminate the centre of the room. "The key features of these spots are the excellent glare control, the even illumination and their unobtrusive physical form," says Wiesend. The five-way adjustable articulated arm and choice of beam angle – 25° in this case – make it possible to adjust them precisely. To highlight individual areas, the PROLICHT SUPER SPOT with a beam angle of a narrow 8° increases the light intensity exactly where it's needed to emphasise the value of the goods.

### **WALLWASH WITH VERTICAL BOOST**

Vertical illumination is an integral part of every lighting concept. PROLICHT's new wallwash concept featuring VERTICAL BOOST technology enables the large-scale illumination of walls without any significant loss of light intensity towards the floor.

VERTICAL BOOST guarantees a substantially better light distribution on the wall than ordinary wallwashers.

Innovative, multi-faceted reflectors ensure a homogenous light output and illuminate walls of up to 4.5 m height and 1.8 m width. They counteract the usual exponentially fast loss of light in the lower parts of the wall and achieve exceptional results.





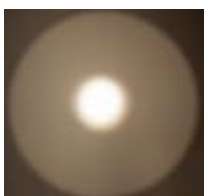
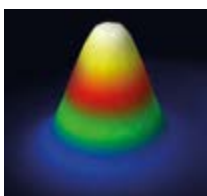


Emphasising the highlights

## SUPER SPOT

Highly precise reflectors in combination with the latest COB LEDs (Chip on Board) are the base for PROLICHT's SUPER SPOTS. They also offer an ideal solution for accurate illumination over longer distances - for examples for high ceilings.

Innovative and precise reflectors create an especially narrow beam of light with beam angles below 10°. Within the PROLICHT LIGHT LAB, PROLICHT's in-house reflector R&D (design, construction, 3D-printing, testing) enables rapid prototype development. This way PROLICHT can react quickly and efficiently to changing lighting requirements and challenges.



### SUPER SPOT:

PROLICHT offers a particularly narrow beam reflector with SPECIAL LEDs for extraordinary lighting effects. Beam angles under 10° make it possible to create lighting scenarios with unique accentuation and dramatic contrasts.



# FOOD

MPREIS / BAGUETTE

## REGIONAL PRODUCTS - URBAN FLAIR

An old German saying goes: "A piece of bread in your pocket is better than a feather on your hat". And truly there is hardly anything better than a wholesome piece of bread with crispy crust and moist crumb. But naturally, you eat with your eyes first, so a perfectly created atmosphere in which to enjoy a panini is as important as the loaf itself.

David Mölk of the Austrian supermarket chain MPreis knows that too. In architect Volker Miklautz, interior designer Helmut Siebenförcher and Tyrolean Premium manufacturer PROLICHT he found the perfect partners for his personal bistro vision. The in-house know-how and the high flexibility and potential for individualisation of the PROLICHT lighting systems make PROLICHT the perfect partner for customers with extraordinary needs. Unrivaled at MPreis is the emphasis of Architecture and Aesthetics – always in connection with a keen sense for space and lightness.





**MPREIS / BAGUETTE | TYROL (A)**





# Baguette

YOGURT Frühstück	3,30
MOJLI Frühstück	3,30
SCHOKOLATE Frühstück	3,50
LOUSSE Frühstück	3,70
BAGUETTE Frühstück	3,70
BANANE Frühstück	3,70

Dining Area with 2700 K





Sales Counter  
with 3000 K



DAVID MÖLK | MPREIS  
General Manager

By emphasising elements  
of Architecture and Aesthetics  
we created unique meeting places.

### GOOD TO KNOW

*Lots of MPreis chain stores incorporate a bistro – every single one planned with a special eye for enjoyment.*

**The aspiration:** Quality of living on a daily basis

**The audience:** Gourmets

**The idea:** Every branch is customised to fit the local conditions



INVADER  
OIKO  
IDAHO  
SIGN  
SUPER-G



SPECIAL LED  
Gold+



INDIVIDUAL  
COLOUR CHOICE



KORONA EFFECT



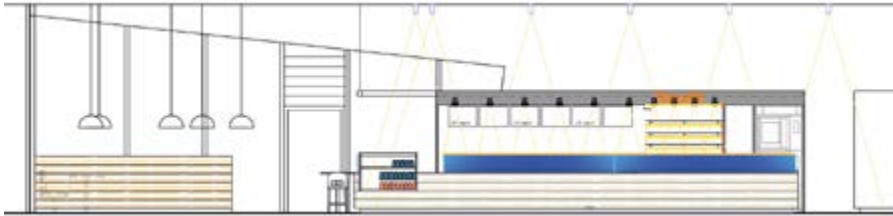
ENGRAVING



LIGHTING SCHEME  
HIGHLIGHT



PROLICHT  
CUSTOMISATION



Dining Area

Beverages

Sales Counter

Distinct areas can be created using different light temperatures. (e.g. Dining Area 2700 K, Sales Counter 3000 K)

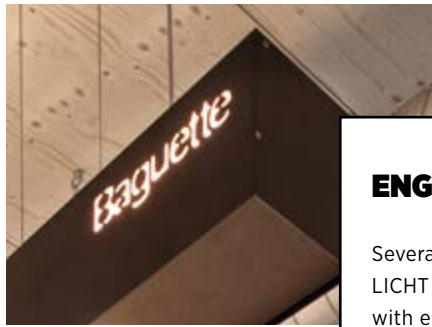


→  
↓  
Above the counter spotlights (INVADER mounted in IDAHO 100 profile, OIKO) provide clean lighting for baked goods, using special gold LEDs to make them look as crisp and appetising as they taste.



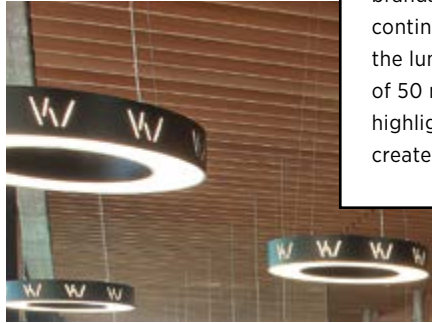
Spots with KORONA CONES improve the glare.





## ENGRAVING

Several luminaires from the PRO-LICHT range can be personalised with engravings. Text, logos or brands – anything can be engraved continuously over the entire length of the luminaire with a maximum height of 50 mm. The engraving can even be highlighted with colour if required, to create a real eye-catcher.



In the design for MPreis and Baguette Patsch, natural daylight was incorporated as well. Gentle daylight filters into the market hall between the beams of the roof.

## DESIGN

# CAUSE & EFFECT

When it comes to light, it's all about effect. Luminaires can be integrated almost invisibly into the architecture, but alternatively the feel and design of a lamp can also make a decisive contribution to the atmosphere. Both approaches are used to good effect at Baguette: hidden spots provide precision lighting where it's of essence and pleasant, glare-free general lighting, which integrates well with the architecture and the interior design.

What's inside is made visible by the materials, design, the special arrangement of the interior spaces – and also the lighting concept. That's why it is so important to consider the planning of your lighting and be absolutely clear on what you actually want to achieve.

And that's what closes the circle: PROLICHT does not produce a single luminaire that is not already designed for a specific room. Whether that light is an allegedly tiny spotlight or intended to fill the room.





## (EX)CITING NATURE

Miklautz particularly wanted to bring the “Kofel” into the village. That’s why there is a silhouette of the mountain on the ceiling of Baguette, washed over by an almost sculptural light cord that perfectly continues the architectural concept of DI Volker Miklautz. It forms a kind of cloud that complements the wooden slats on the ceiling – the silhouette of the Patscherkofel mountain.

Miklautz says, “We worked with PROLICHT to design this cloud.” The free-form design gives Baguette its own unique identity and the delicate interplay between natural and artificial light creates a very special atmosphere. Volker Miklautz also believes light is essential to architecture. “The vibrancy of a place is only made visible by light,” he explains. The Baguette area opens out onto the landscape with floor-to-ceiling glazed panels, turning the outdoors into a kind of monumental framed picture. Depending on where you sit, this “monitor on the west” shows a panorama from Serles, across the Stubai Glacier, the Nockspitze (Saile) and the Inn valley to the Nordkette.



Peter is polishing the SUPER-G for BAGUETTE.

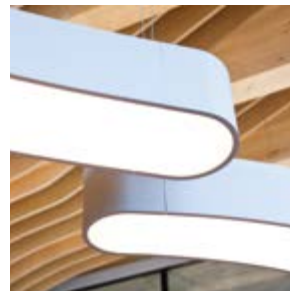
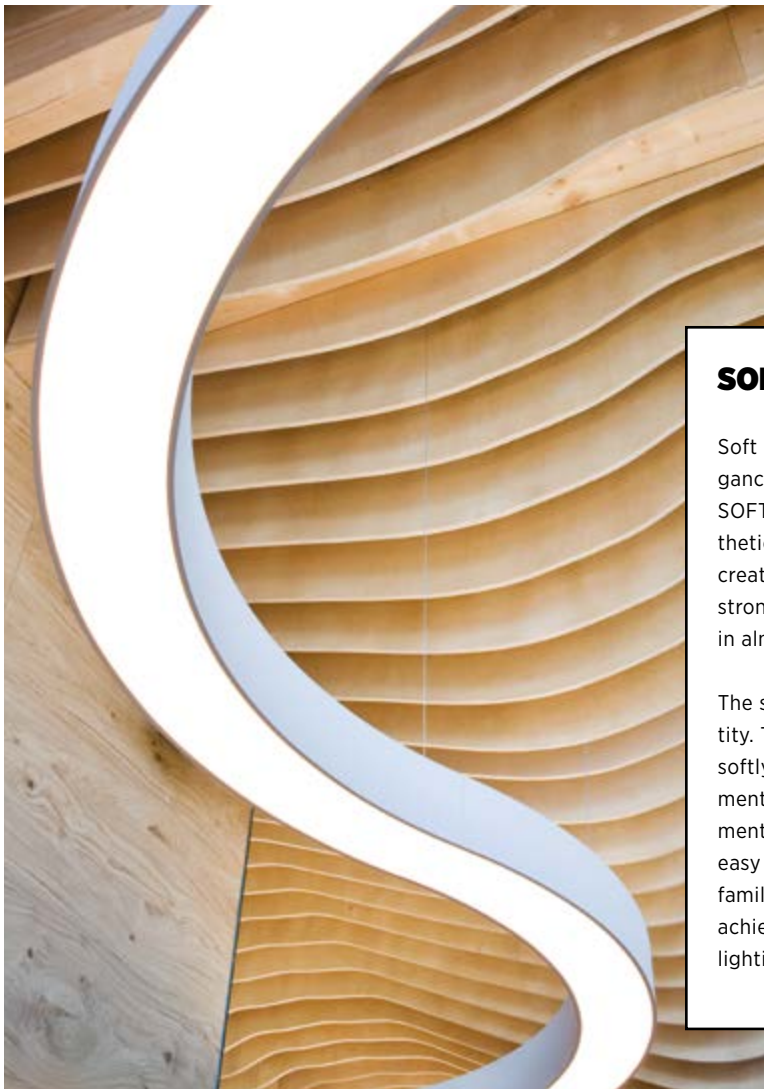


The slatted ceiling in the Patsch branch of Baguette illustrates the Patscherkofel mountain, creating a cloud around it with the aid of the SUPER-G variable lighting system (Colour: HAMPTON BAY) by PROLICHT. This snakes over the dining area in ten modules with different radiuses and a total length of 20 metres.



VOLKER MIKLAUTZ | I-UNIT  
General Manager, Architect

It's not enough to just  
create something functional.  
You have to put people at  
the heart of everything.



### **SOFT EDGE DESIGN**

Soft curves and clearly defined edges, timeless elegance and strong character - PROLICHT's distinctive SOFT-EDGE DESIGN leads formal contrasts to aesthetic harmony. SOFT-EDGE DESIGN offers enormous creative freedom: the contrast between soft lines and strong contours allows you to make a bold statement in almost any architectural space.

The stylish SOFT-EDGE DESIGN gives it a unique identity. The corners of these precisely drawn forms are softly rounded, while the angularity of the light elements themselves is accentuated - a striking commitment to clear design that is easily recognisable. The easy recognition factor across a number of lighting families makes it possible to design rooms that achieve a homogenous effect from flat ground level lighting to precisely positioned individual lamps.





HELMUT SIEBENFÖRCHER  
Interior Designer

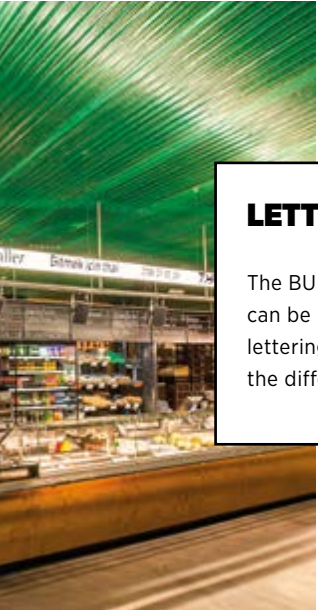
The play of colours  
between furniture and  
luminaires is harmonic  
and inviting.



Once again in this project, colour proves to be the way to go when you want to bring details to life. The suspended ceiling gives the impression of an intermediate construction in the otherwise very tall building, which adds nicely to the comfy feel of the dining area. The luminaires' colours were chosen to match the colours of the tables and benches.







**LETTERING**

The BUNGA from the GHOST family can be produced with individual lettering. This makes it easy to mark the different areas of a store.

Every shop is based on a certain room-DNA. Colourful accents help to underline the individual character of each shop.

Choose from 25 PROLICHT colours:  
e.g. 24 GOLDEN HEART





**PROLICHT VOB**

For the OIKO COMFORT, PROLICHT offers a Visual Optimisation Baffle. It sits as a ring in front of the reflector, improves glare control and gives the spot a different look and feel.



The Invader spots around the central console are fitted with typical Korona cones – coloured cone inserts that set the spotlight well back and thus possess excellent anti-glare properties.

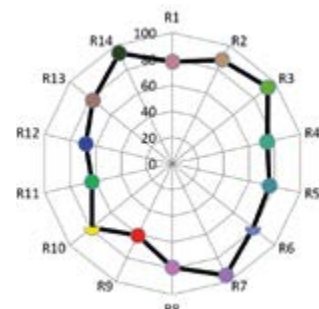


**SPECIAL LED GOLD+**

Modern LEDs offer unique possibilities to stage your products. The LEDs' high monochromatic colour fidelity allows for the creation of lighting for very special purposes.

PROLICHT offers special LEDs for every lighting requirement. Be it Gold+, Fresh Meat, Meat+, Art or Fashion - with SPECIAL LEDs and PROLICHT's intelligent reflector technology luminaires can be perfectly optimised to meet the needs for different areas of application.

Pastries are illuminated by this delightfully warm light with a heavy golden tone.



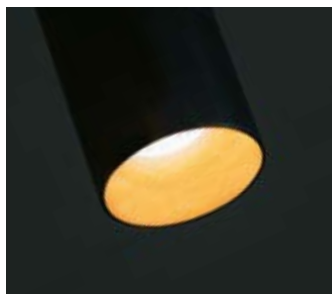
CRI / R9 SPECIAL LED GOLD +





### **KORONA CONE**

*The KORONA CONE is available only for spots. A glare-suppression cone (KORONA CONE) sits in front of the optical reflector. For selected products the height of the glare-suppression cone (KORONA CONE) can be configured to alter the visual comfort. The cones are available in 25 PROLICHT colours and thus create a special, decorative effect. The KORONA CONE is available for all mounting types.*



### **KORONA FRAME**

*Using the KORONA FRAME, spots or entire luminaires can be set-back into the ceiling. This makes the lateral edge of the frame visible and creates a clear corona. The mounting frame can be finished in one of 25 PROLICHT colours to intensify the KORONA EFFECT with colour.*



### **KORONA EFFECT**

The sun as a source of inspiration: in a technically sophisticated style, PROLICHT invokes the KORONA EFFECT of a solar eclipse.

PROLICHT offers this special effect for diffuse luminaires and spots alike. A set-back illuminant and a visible trim, which is offered in 25 PROLICHT colours, are distinctive features.

A special feature of KORONA FRAME and KORONA CONE is, that the emitted light does not change colour and stays white.



**INSPIRA  
MAKES  
DIFFER**

## PRODUCT FAMILY **OVERVIEW**

The PROLICHT range consists of 24 individual families. Within these families, you will rediscover our product range in a new way. Grouped together by characteristics such as shape, tech specs or field of usage, our newly formed families will make it easy for you to find the perfect solution for your needs.

We at PROLICHT believe that creativity should not be limited through stock or supply situations. With us, you configure your lighting solution exactly to your needs and wishes.

**ATION**  
**A**  
**ENCE**

RETAIL PRODUCT FAMILIES

# ENDLESS POSSIBILITIES TO MAKE A DIFFERENCE



## INVADER

ENLIGHTEN YOUR COMFORT ZONE



## BIONIQ

NATURALLY TECHNICAL



## IMAGINE

EVERYTHING IS POSSIBLE



## MAGIQ PLUS

BRIGHT AS A BUTTON



## 2LOOK4LIGHT

LIGHTING'S SWISS ARMY KNIFE





## **CENTRIQ**

MINIMALIST HI-TECH



## **OIKO**

FOCUS OF ATTENTION



## **GLORIOUS**

GEOMETRIC PROGRESSION



## **VEGAS**

KEEPING TRACK OF YOUR SPOTLIGHT



## **MECHANIQ**

STRAIGHT FORWARD AND EFFICIENT



## **NITRO**

PERFORMANCE IS KING



## INVADER TRIMLESS



INVADER



INVADER  
DEEP



INVADER  
SMALL



INVADER  
SMALL DEEP



## INVADER RECESSED



INVADER



INVADER  
ON



INVADER  
WALLWASH



INVADER  
ADJUSTABLE



INVADER  
LARGE



INVADER  
SMALL



INVADER  
SMALL DEEP



INVADER  
SMALL  
ADJUSTABLE



## INVADER SURFACE



INVADER  
150 + 300 + 450



INVADER  
WALL



## INVADER SUSPENDED



INVADER  
150 + 300 + 450



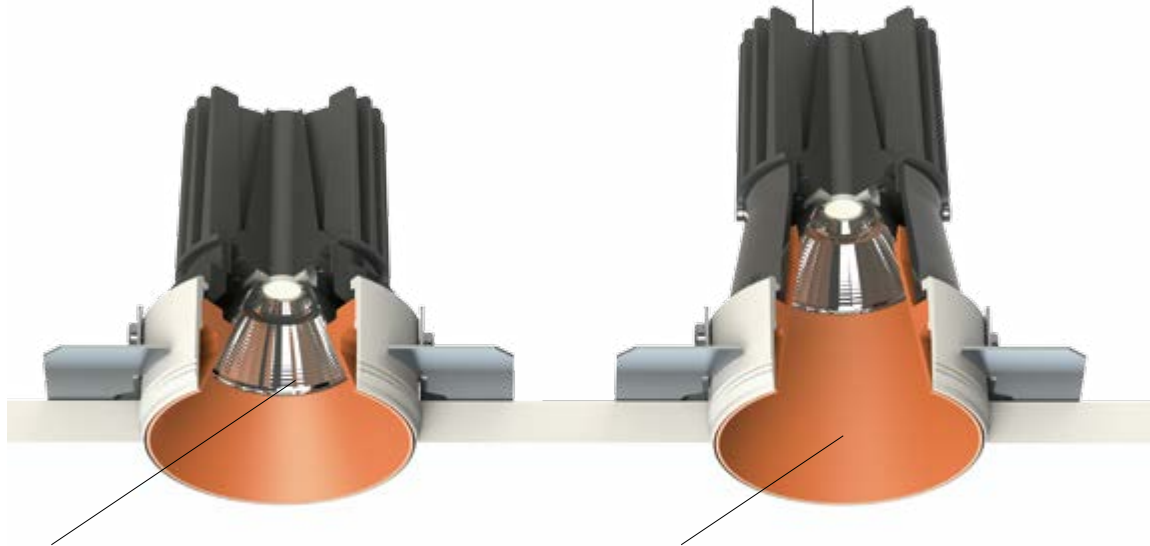
HANGOVER  
150 + 300 + 450

# ENLIGHTEN YOUR COMFORT ZONE

## INVADER

INVADER

**HEATSINK**  
A die-cast aluminium heatsink ensures optimal thermal management.



**REFLECTOR**  
The LED version is available with different beam angles: in *SUPER SPOT* (10°) as well as in 15°, 20°, 40°, 60°.

**KORONA CONE**  
The cone of INVADER is available in different heights. It is simply screwed into the trimless housing. The cone is available in all 25 *PROLICHT* colours.

TRIMLESS | RECESSED  
SURFACE | SUSPENDED



LED with 2700, 3000, 4000 K;  
CRI >90 | A++ - A



INVADER LARGE:  
SPECIAL LED



SUPER SPOT



HIT ILLUMINANTS  
FOR SOME MODELS

...D1

DIMM  
NATURAL DIMM



KORONA CONE



PROLICHT  
LENS PACK



25 PROLICHT  
COLOURS

SHORTCUTS



Visit our website for further information and technical details on the INVADER family.  
**WWW.PROLICHT.AT**





## CENTRIQ



CENTRIQ  
SMALL

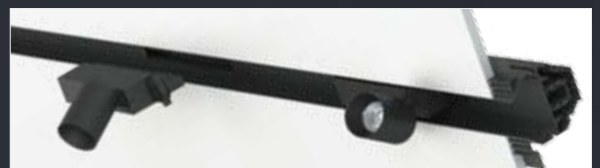
CENTRIQ  
MEDIUM

CENTRIQ  
LARGE

CENTRIQ  
WALLWASH



## 2LOOK4LIGHT TRACK SYSTEM



# MINIMALIST HI-TECH

# CENTRIQ



**HOUSING**  
The aluminium die-cast housing with integrated driver can be offered in 25 PROLICHT colours.

**THERMAL MANAGEMENT**  
CENTRIQ manages heat through an aluminium housing in combination with a continuous airflow from openings at the front alongside the turbine shaped heatsink to the back of the spot. This creates ideal conditions for the LEDs to work within their approved temperature range.

**INTEGRATED DALI ADAPTER**  
PROLICHT has developed its own DALI adapter which is completely integrated in a thermoplastic mechanical track fixation.

**EPS**  
The Exact Positioning System features a Degree Indicator for every 10°. The Spot clicks into place for adjustment. The two grub screws of the DUAL-LOCK freeze the position.

**REFLECTORS**  
Different high-precision reflectors offer different beam angles with a high luminous efficiency. A highlight is the SUPER SPOT with a super narrow beam angle of 8° or 10°.

**ANT-GLARE**  
A black anti-glare ring ensure a high visual comfort and is fitted with a 3 mm thick glass inside. The glass can be exchanged with any lens from the PROLICHT LENS PACK.

## TRACKSPOT



LED with 2700, 3000, 4000 K;  
CRI >90 | A+++ - A



SPECIAL LED



SUPER SPOT 8°/10°



WALLWASH  
WITH VERTICAL BOOST

**EPS**

EXACT POSITIONING SYSTEM

**...DD**

DALI DIMM



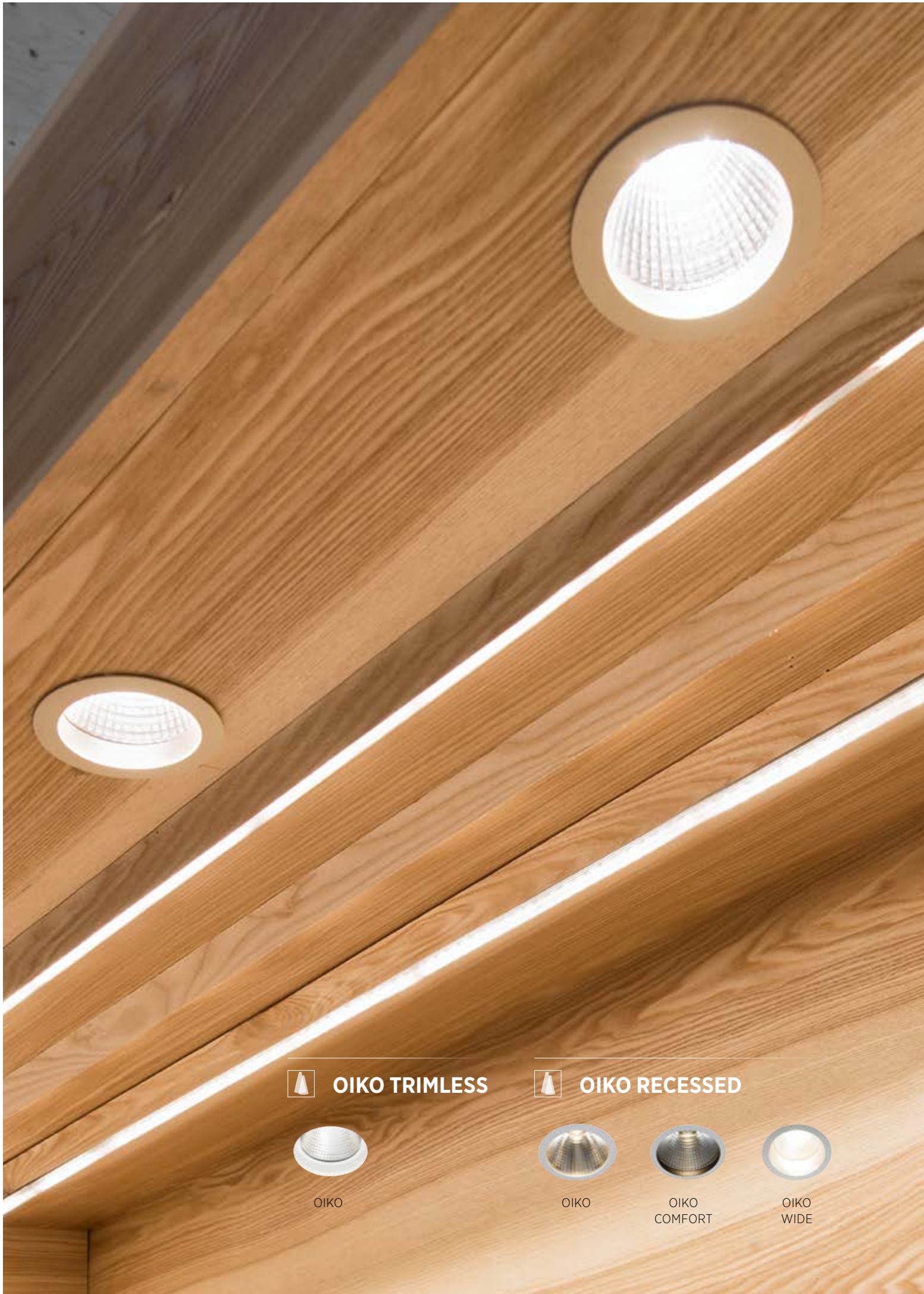
25 PROLICHT  
COLOURS

SHORTCUTS



Visit our website for further information and technical details on the CENTRIQ family.

[WWW.PROLICHT.AT](http://WWW.PROLICHT.AT)



**OIKO TRIMLESS**



OIKO



**OIKO RECESSED**



OIKO



OIKO  
COMFORT



OIKO  
WIDE



# FOCUS OF ATTENTION

# OIKO

OIKO WIDE



TRIMLESS | RECESSED



LED with 2700, 3000, 4000 K;  
CRI >90 | A++ - A



SPECIAL LED

**VOB**

VISUAL OPTIMISATION  
BAFFLE

**...D1**

DIMM  
NATURAL DIMM



25 PROLICHT  
COLOURS

SHORTCUTS



Visit our website for further information and technical details on the OIKO family.

[WWW.PROLICHT.AT](http://WWW.PROLICHT.AT)



## BIONIQ TRIMLESS



BIONIQ ROUND  
ADJUSTABLE



BIONIQ ROUND  
SEMI ADJUSTABLE



BIONIQ ROUND  
DEEP



BIONIQ SQUARE  
ADJUSTABLE



BIONIQ SQUARE  
ADJUSTABLE  
COMFORT



BIONIQ SQUARE  
DEEP



BIONIQ SQUARE  
DEEP COMFORT



## BIONIQ RECESSED



BIONIQ ROUND  
ADJUSTABLE



BIONIQ ROUND  
SEMI ADJUSTABLE



BIONIQ ROUND  
DEEP



BIONIQ ROUND  
PINHOLE



BIONIQ ROUND  
WALLWASH



BIONIQ SQUARE  
ADJUSTABLE



BIONIQ SQUARE  
ADJUSTABLE  
COMFORT



BIONIQ SQUARE  
DEEP



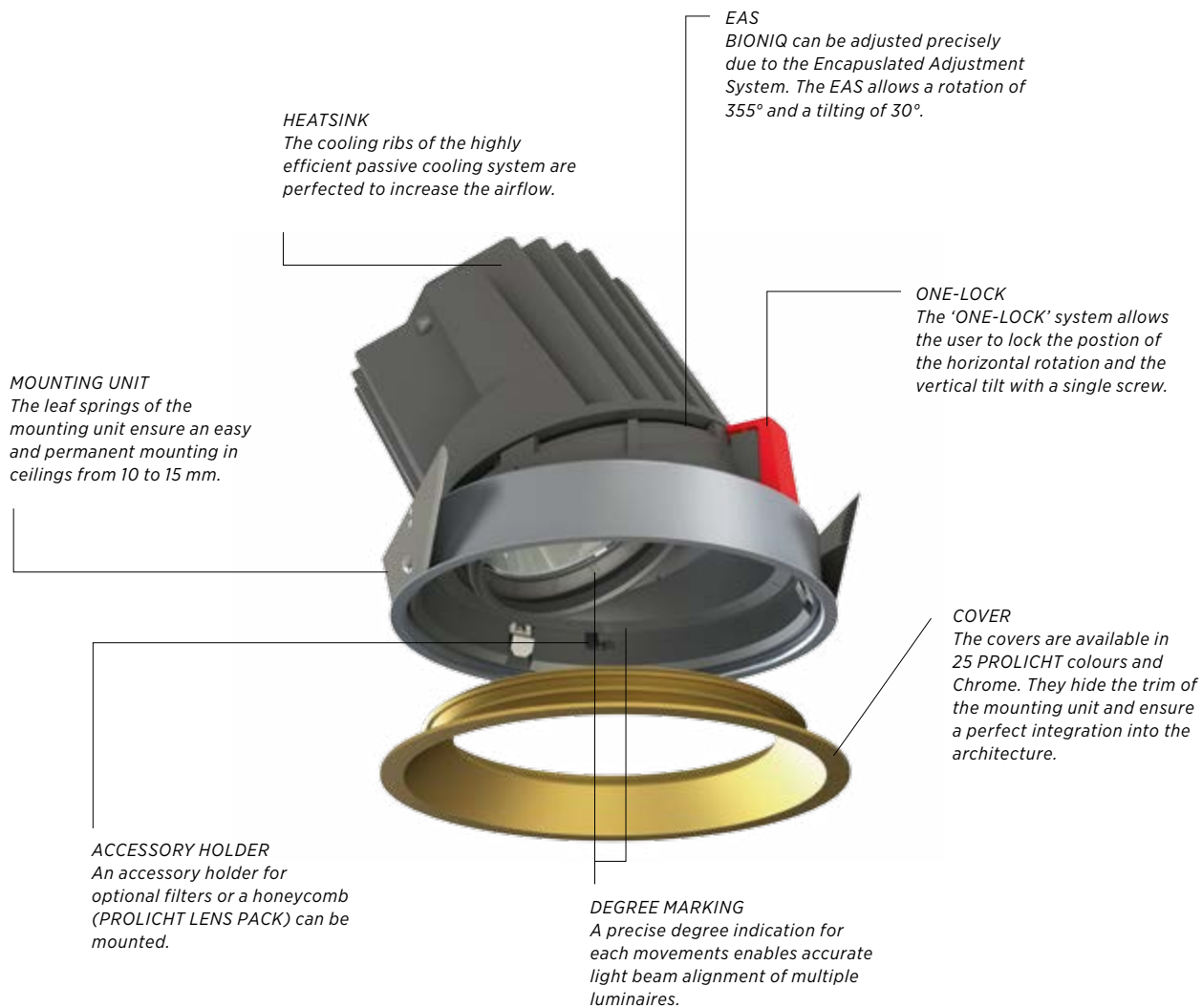
BIONIQ SQUARE  
DEEP COMFORT









BIONIQ SQUARE  
PINHOLE

NATURALLY TECHNICAL

# BIONIQ



TRIMLESS | RECESSED

-  LED with 2700, 3000, 4000 K; A++ - A
-  SPECIAL LED
-  SUPER SPOT 6°
-  PROLICHT LENS PACK
-  KORONA CONE
- IP44** IP44 VERSIONS
- EAS** ENCAPSULATED ADJUSTMENT SYSTEM
- ...D1** DIMM NATURAL DIMM
-  25 PROLICHT COLOURS

SHORTCUTS



Visit our website for further information and technical details on the BIONIQ family.  
**WWW.PROLICHT.AT**





## IMAGINE TRIMLESS



IMAGINE  
ROUND



IMAGINE  
ROUND AURA



IMAGINE  
SQUARE



IMAGINE  
SQUARE AURA



## IMAGINE RECESSED



IMAGINE  
ROUND



## IMAGINE SURFACE



IMAGINE  
TRACKSPOT SMALL

IMAGINE  
TRACKSPOT MEDIUM

IMAGINE  
TRACKSPOT LARGE



## 2LOOK4LIGHT IMAGINE SYSTEM



EVERYTHING IS POSSIBLE

# IMAGINE

## MAGNET-BRACKET

Two magnets ensure easy installation and removal of the unit (e.g. for maintenance purposes) and easy access to the driver.

## HEATSINK

The specially designed heatsink ensures highly effective passive cooling.

## ADJUSTABLE BRACKET

The adjustable bracket is mounted on a plate which is fixed to the housing through magnets and avoids any light leakage. **IMAGINE DOWNLIGHT** can rotate 355° and tilt up to 45°.

## BACKLIT

**IMAGINE DOWNLIGHT** can be fitted with optional backlight. The separately switchable SMD strip works on 24 V DC.

## ANTI-GLARE

A black anti-glare ring sits at the front to optimise the visual comfort. Accessory lenses or a honeycomb are optionally available.

## REFLECTOR

High-precision reflectors ensure a uniform light distribution. Besides the beam angles 20°, 25°, 45° a **SUPER SPOT** with only 10° is available.

## MOUNTING FRAME

An unique, trimless mounting plate made from aluminium ensures a troublefree installation in gypsum ceilings. The special ribs ensure a perfect bond with the filling plaster.

TRIMLESS | RECESSED  
TRACKSPOT | TRIMLESS CHANNEL



LED with 2700, 3000, 4000 K;  
CRI >90 | A++ – A



SPECIAL LED



SUPER SPOT



PROLICHT  
LENS PACK

...DD

DALI DIMM




25 PROLICHT  
COLOURS

SHORTCUTS



Visit our website for further information and technical details on the **IMAGINE** family.

[WWW.PROLICHT.AT](http://WWW.PROLICHT.AT)



**MAGIQ TRIMLESS**



MAGIQ



MAGIQ COLOUR



MAGIQ  
DOUBLE



MAGIQ COLOUR  
DOUBLE



MAGIQ  
WALLWASH

**MAGIQ RECESSED**



MAGIQ



MAGIQ COLOUR



MAGIQ  
DOUBLE



MAGIQ COLOUR  
DOUBLE



MAGIQ  
WALLWASH

**2LOOK4LIGHT MAGIQ SYSTEM**





# BRIGHT AS A BUTTON

## MAGIQ PLUS

**BDLS - BI-DIRECTIONAL LIGHTING SOLUTION**  
 PROLICHT's BDLS adds maximum flexibility. The Bi-Directional Lighting Solution allows choosing the illuminated direction at any time. Simply release the luminaire from the driver housing, turn it around 180° and plug it back in.

### HOUSING

The aluminium die-cast housing serves as passive cooling unit. It ensures perfect heat management and creates the ideal temperature environment for the LED. The housing can be obtained in one of the 25 PROLICHT colours.

### ADJUSTABLE

The MAGIQ PLUS WALLWASH can be tilted +/- 15°. The module clicks into place for adjustment.

### COVER

A black removable cover hides the reflectors and gives a straight forward minimalistic design to this new concept of vertical illuminance.

### REFLECTOR

MAGIQ uses highly innovative reflectors that protrude from ceiling by 15 mm. Each module uses 5 reflectors mounted in different angles to ensure a wide uniform field of light. One module can illuminate walls up to 4.5 m high and 1.8 m width. The reflector efficiency is over 90%.

TRIMLESS | RECESSED  
 TRIMLESS CHANNEL  
 TRACKSPOT



LED with 2700, 3000, 4000 K;  
 CRI >90 | A++ - A



SUPER SPOT



WALLWASH  
 WITH VERTICAL BOOST



KORONA CONE



25 PROLICHT  
 COLOURS

SHORTCUTS



**PRODUCT  
 INNOVATION**

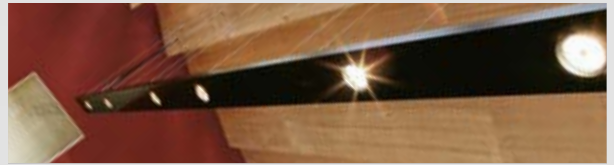


Visit our website for further information and technical details on the MAGIQ family.

**WWW.PROLICHT.AT**



## SPEED SYSTEM



- › Mounting: Surface and Suspended
- › Configurable length (maximum length of a single part is 3000 mm)
- › LED and T5 illuminants
- › Can be equipped with BIONIQ-Spots
- › Direct / Indirect
- › Available in 25 PROLICHT colours



## 2LOOK4LIGHT SYSTEM



- › Mounting: Trimless
- › Configurable length (maximum length of a single part is 3000 mm)
- › 90° corners are possible
- › Can be equipped with BIONIQ spots
- › Integration of other elements (e.g. speakers) possible
- › Available in 25 PROLICHT colours



## 2LOOK4LIGHT IMAGINE SYSTEM



- › Mounting: Trimless
- › Configurable length (maximum length of a single part is 3000 mm)
- › LED with 2700, 3000 and 4000 K (Energy Label A++ - A)
- › 90° corners are possible
- › Optional backlit
- › Can be equipped with IMAGINE SYSTEMSPOT
- › Spots come with MAP-System (Multi-Axis-Positioning)
- › Available in 25 PROLICHT colours



## 2LOOK4LIGHT MAGIQ SYSTEM



- › Mounting: Trimless
- › Configurable length (maximum length of a single part is 3000 mm)
- › LED with 2700, 3000 and 4000 K (Energy Label A++ - A)
- › Can be equipped with MAGIQ modules
- › MAGIQ WALLWASH available
- › MAGIQ modules 2x25° tiltable
- › Available with DALI dim
- › Coloured KORONA CONES available



## 2LOOK4LIGHT TRACK SYSTEM



- › Mounting: Trimless
- › Configurable length (maximum length of a single part is 3000 mm)
- › LED with 2700, 3000 and 4000 K (Energy Label A++ - A)
- › Can be equipped with Trackspots (e.g. CENTRIQ, NITRO)
- › Available with DALI dim
- › Trackspots available in 25 PROLICHT colours

# LIGHTING'S SWISS ARMY KNIFE

## 2LOOK4LIGHT

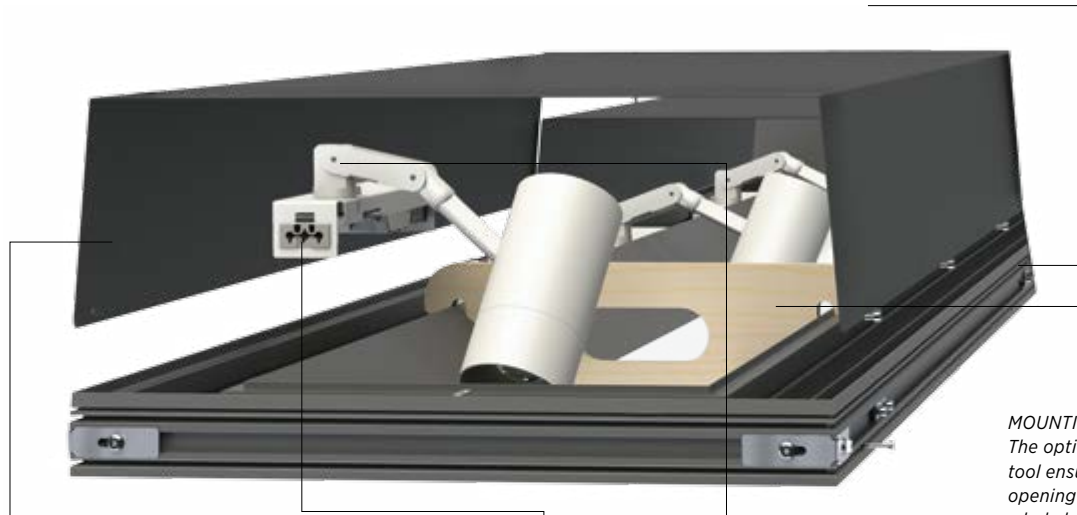
IMAGINE CHANNEL

### OPTIONAL BACKLIGHT

The Imagine channel can optionally be equipped with backlit LED strips.

### ANCHORAGE

The anchorage kit included facilitates structural integration into plasterboards ceilings (1 per 500 mm recommended).



### HOUSING

The sheet metal folded housing can be obtained in one of the 25 PROLICHT colours.

### PLUG SYSTEM

The non-dim or dimmable integrated drivers are connected through an easy wire through system.

### MOUNTING TOOL

The optional mounting tool ensures the same opening width over the whole length.

### MULTI-AXIS-POSITIONING-SYSTEM (MAP)

A well engineered MAP-System allows the client to adjust the spotlight in all directions. Additional to this, all fittings can be left flush with the ceiling or be lowered to obtain maximum adjustability.

SURFACE | SUSPENDED | TRIMLESS



LED with 2700, 3000, 4000 K;  
CRI >90 | A++ - A



SUPER SPOT



WALLWASH WITH  
VERTICAL BOOST



KORONA CONE

...DD

DALI DIMM

MAP

MULTI-AXIS  
POSITIONING



25 PROLICHT  
COLOURS

SHORTCUTS



Visit our website for further information and technical details on the 2LOOK4LIGHT family.  
[WWW.PROLICHT.AT](http://WWW.PROLICHT.AT)





## MECHANIQ TRIMLESS



MECHANIQ ROUND  
COMFORT



MECHANIQ SQUARE  
COMFORT



MECHANIQ SQUARE  
COMFORT DOUBLE



## MECHANIQ RECESSED



MECHANIQ ROUND



MECHANIQ ROUND  
COMFORT



MECHANIQ ROUND  
DEEP



MECHANIQ ROUND  
EFFICIENCY



MECHANIQ SQUARE  
COMFORT



MECHANIQ SQUARE  
COMFORT DOUBLE



MECHANIQ SQUARE  
EFFICIENCY



MECHANIQ SQUARE  
EFFICIENCY DOUBLE

# STRAIGHT FORWARD AND EFFICIENT MECHANIQ

**TROUBLEFREE MOUNTING**  
Easy and quick installation and smooth adjustability are key factors for MECHANIQ. A ring provides a double function: it ensures easy tilting and positions the spot depending on "COMFORT" or "STANDARD" version. The entire unit can be installed and removed without tools.

**REFLECTOR**  
The MECHANIQ family offers high-grade aluminium reflectors with beam angles from SUPER SPOT (6°) to FLOOD (40°).

**ACCESSORIES**  
Different lenses and a honeycomb can be fixed between the reflector and the cover.

**EASY ACCESS**  
3 clips guarantee easy removal of the front cover including the glass and reflector.

**HEATSINK**  
A highly efficient passive cooling system with a lamellar radiator.

**ULS - UNIQUE LOCKING SYSTEM**  
A unique Release Clamp ensures easy installation and removal of the spot in case of maintenance.

TRIMLESS | RECESSED



LED with 2700, 3000, 4000 K;  
CRI >90 | A++ - A



SPECIAL LED



SUPER SPOT 8°



360° ROTATION  
30° TILT



PROLICHT  
LENS PACK

...DD

DALI DIMM

ULS

UNIQUE LOCKING  
SYSTEM



25 PROLICHT  
COLOURS

SHORTCUTS



Visit our website for further information and technical details on the MECHANIQ family.

[WWW.PROLICHT.AT](http://WWW.PROLICHT.AT)











**BV BUTIQ** | MANNHEIM (D)









**CONCEPT STORE |** FRANKFURT (D)





# G-STAR RAW



MYER | MELBOURNE (AUS)



# JACK & JONES



**PROLIFIC  
MAKES  
DIFFER**

# WE ARE **PROLICHT**

We have created our range of individual and bespoke lighting solutions especially for you and to meet your unique wishes and demands. Made to set the perfect room atmosphere to suit your architecture.

Because every task and every customer's wish is different, the customisability of our products makes the crucial difference. It lets you create the right lighting mood and the perfect room atmosphere, without restricting your creative freedom.

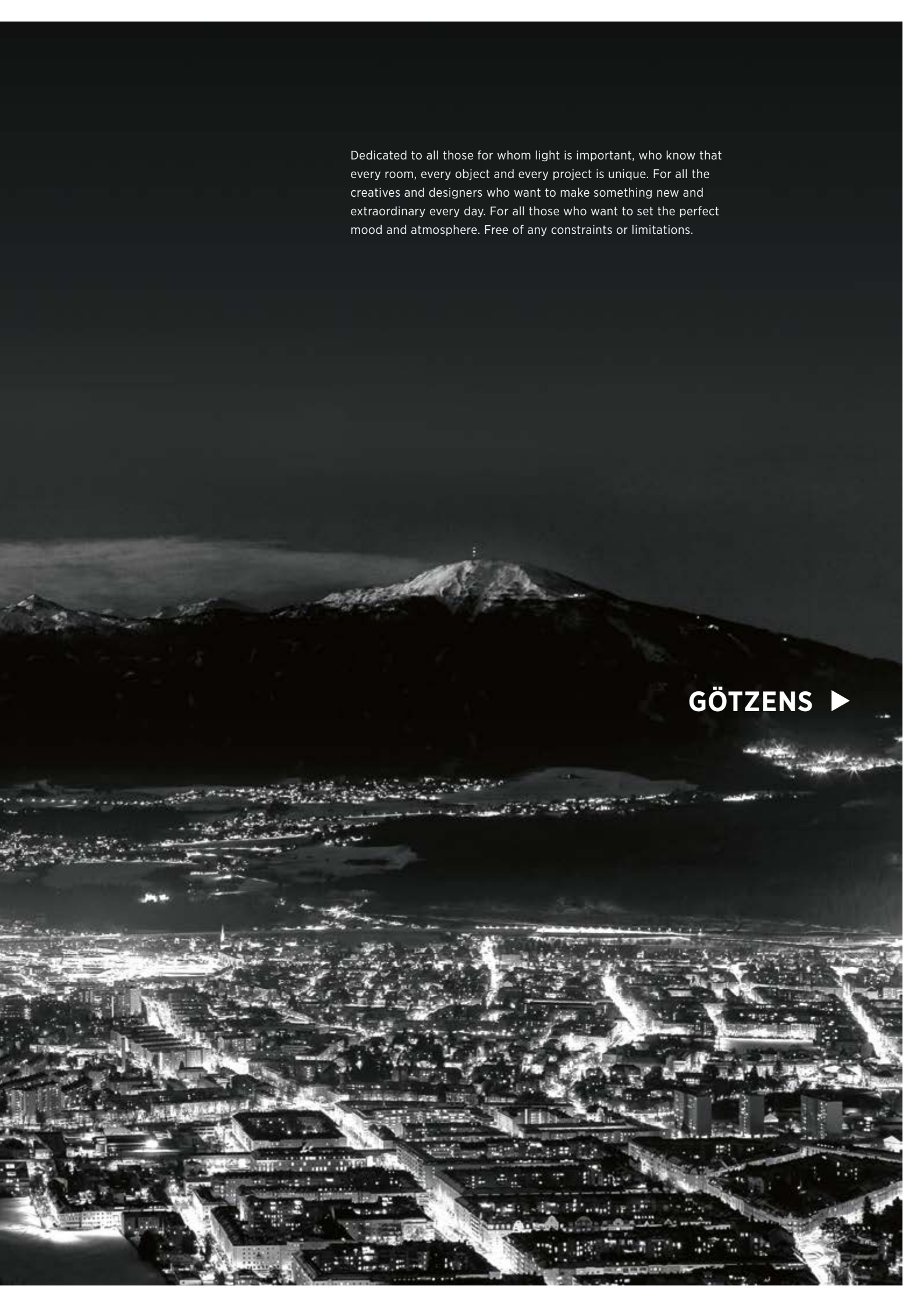
# RIGHT AT DIFFERENCE





Dedicated to all those for whom light is important, who know that every room, every object and every project is unique. For all the creatives and designers who want to make something new and extraordinary every day. For all those who want to set the perfect mood and atmosphere. Free of any constraints or limitations.

**GÖTZENS** ▶





# PROLICHT MAKES A DIFFERENCE





If you promise your demanding clients bespoke, high-tech, quality products, you can't have them made just anywhere. We manufacture our products where the best trained technicians, engineers and designers find themselves at home: right in the middle of the Tyrolean Alps.

At the end of the day, it is their skill that makes a difference.

And it is their expertise that has made PROLICHT one of the world's most successful premium manufacturers of architectural lighting concepts.

Sustainably produced and custom-made in the centre of Europe, in the heart of the Tyrolean Alps.



We are an experienced partner for all aspects of roll-out management for our customers, relying on a global sales network with specialist partners in more than 70 countries.

Our network of 5 subsidiaries from the USA to Japan is there to support a successful roll-out.





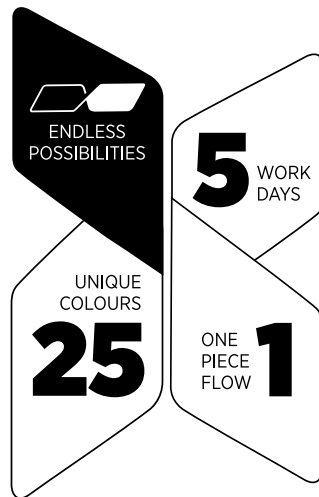




Our ultramodern goniophotometer measures light → intensity distribution, radiation data and luminance distribution from small LED spots to large-scale luminaires. Angle-dependent light intensity measurements are the foundation for light planning and glare-ratings.



MAKE A DIFFERENCE  
**KNOW HOW  
EXPERIENCE  
CERTIFICATION**



Being able to choose from **endless combination possibilities** makes a difference.

Being able to combine **25 unique colours** makes a difference.

Being able to guarantee a **5-day production time** makes a difference.

Manufacturing **products on demand** makes a difference.

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We are a globally successful manufacturer of architectural premium lighting concepts. At our Tyrolean headquarters lighting solutions for professional needs are developed and produced at record speed. Looking back on experience with over 10,000 stores worldwide, it is safe to say, our key competence is retail.

**We provide lighting solutions that make a difference. PROLICHT**

APPLE BALLY BOGNER BRAX BURBERRY  
CALZEDONIA CELIO DIOR DM ESCADA  
FC BAYERN MÜNCHEN G-STAR RAW JAGUAR  
JONES LONGCHAMP LOUIS VUITTON OMV  
S.OLIVER SWAROVSKI TALLY WEIJL  
TK MAXX URBAN OUTFITTERS VERSACE

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PROLICHT is a full service company. We provide expertise and help through all stages of a project - from planning and just-in-time production to special certification and smooth delivery. PROLICHT is proud to be the partner of choice.



**SEE YOU IN THE MOUNTAINS ...**







# PROLICHT

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# ALLGEMEINE GESCHÄFTS- UND LIEFERBEDINGUNGEN

## 1. ANERKENNUNG DER LIEFERBEDINGUNGEN

Die PROLICHT GmbH übernimmt die Durchführung von Aufträgen ausschließlich aufgrund der nachstehenden Bestimmungen. Änderungen oder Ergänzungen derselben sind nur rechtswirksam, wenn sie schriftlich vereinbart wurden. Dasselbe gilt für ev. bestehende Geschäftsbedingungen des Bestellers. Mit Unterfertigung bzw. schriftlicher Beauftragung der Bestellung erklärt der Besteller ausdrücklich, dass für diesen Liefervertrag ausschließlich die Lieferbedingungen der Fa. PROLICHT zu Grunde liegen und nur diese rechtswirksam sind.

## 2. LIEFERTERMIN UND VERSAND

Die Verbindlichkeit zur Lieferung tritt erst durch schriftliche Bestätigung der Annahme des Auftrages ein. Die Ausführung der übernommenen Bestellungen erfolgt stets nach Maßgabe der zur Zeit der Bestätigung des Auftrages vorliegenden Betriebs- und Beschäftigungs-Verhältnissen. In der Auftragsbestätigung genannte Liefertermine sind vorläufig und gelten grundsätzlich als Werk. Ansprüche, aus Anlass allfälliger Überschreitungen der Liefertermine, können vom Besteller nur dann gestellt werden, wenn der Liefertermin von PROLICHT schriftlich als „verbindlich“ bestätigt worden ist. Vorablieferungen oder Lieferungen eines Teiles der Bestellungen sind statthaft, sofern sie nicht durch schriftliche Vereinbarungen ausgeschlossen sind. Behinderung der Ausführung und Auslieferung einer Bestellung, wie z.B. Streiks, Betriebsstörungen, Aussperrungen sowie deren Folgen, gelten als höhere Gewalt und entbinden PROLICHT von der Verpflichtung zur Lieferung, ohne dass dem Besteller ein Schadenersatzanspruch entsteht. Versandfertige Ware muss sofort abgerufen werden, widrigenfalls ist PROLICHT berechtigt, nach Ablauf von 14 Tagen - ab Meldung der Versandbereitschaft - die Ware auf Gefahr und Kosten des Käufers nach eigenem Ermessen zu lagern und als „ab Werk“ geliefert zu berechnen.

## 3. TRANSPORT

Der Transport erfolgt ab Werk auf Gefahr des Bestellers, auch wenn frachtfreie Lieferung vereinbart ist. Bei frachtfreier Lieferung hat PROLICHT die Wahl des Transportmittels. Etwasige Beschädigungen oder Verluste sind durch den Empfänger festzustellen und bescheinigen zu lassen.

## 4. PREISE

Die Preise gelten, sofern nicht anders vereinbart wurde, ab Werk und sind grundsätzlich freibleibend. Zu den angebotenen Preisen kommt noch die gesetzliche Umsatzsteuer in der jeweils geltenden Höhe.

## 5. ZAHLUNGSBEDINGUNGEN

Die Fakturen sind innerhalb von 30 Tagen nach Rechnungsdatum zu bezahlen. Ein Skontoabzug wird nicht anerkannt. Falls ein Skonto vereinbart wurde, ist ein Skontoabzug von neuen Rechnungen unzulässig, solange frühere und fällige Rechnungen noch unbeglichen sind. Für Zahlungsverzug werden Verzinsungen in Höhe von 15 % p.a. vereinbart. Sofern der, der PROLICHT entstehende Zinsschaden oder Kursverlust jedoch höher ist, wird dieser verrechnet. Gegenforderungen dürfen mit dem Kaufpreis nicht aufgerechnet werden. Zahlungen mittels Scheck oder Wechsel gelten nur als zahlungshalber geleistet. Sämtliche Spesen und Bankprovisionen, in Verbindung mit der Durchführung von Überweisungen sowie Einlösungen von Wechseln oder Schecks, gehen zu Lasten des Bestellers. Zahlungen werden - unabhängig von einer allfälligen Wüdmung - auf die zum Zahlungszeitpunkt am längsten fällige Verbindlichkeit angerechnet. Dabei wird zunächst auf Verzugszinsen und Spesen verzichtet und diese dann erst auf den Kapitalertrag aufgerechnet. Im Falle eines Wechselprotestes oder bei Nichtzahlung einer fälligen Faktura, sind sämtliche Rechnungen sofort fällig, ohne dass es einer ausdrücklichen Fälligkeit bedarf.

## 6. EIGENTUMSVORBEHALT

Bis zur vollständigen Bezahlung des Rechnungsbetrages und allfälliger Verzugszinsen, bleibt die gelieferte Ware Eigentum der Firma PROLICHT. Der Käufer darf die Ware im Gewöhnlichen und solange er nicht im Zahlungsverzug ist veräußern, jedoch mit der Maßgabe, dass die Forderungen aus der Weiterveräußerung bis zum jederzeit zulässigen Widerruf einzuziehen sind.

## 7. REKLAMATIONEN, GEWÄHRLEISTUNG UND SCHADENERSATZ

Mängel, auch das Fehlen zugesicherter Eigenschaften, sind unverzüglich nach Entdecken schriftlich zu rügen. Mängelrügen, nach Ablauf von 14 Tagen seit Eingang der Ware am Bestimmungsort, sind ausgeschlossen, es sei denn, dass es sich um einen Mangel handelt, der bei einer Untersuchung nicht erkennbar war. PROLICHT kann die Beseitigung von Mängeln verweigern, solange der Käufer seinen Verpflichtungen im gesetzlichen Umfang nicht nachkommt. Das Recht des Käufers, Ansprüche aus Mängeln geltend zu machen, verjährt einen Monat nach schriftlicher Zurückweisung der Mängel durch PROLICHT. Bei berechtigten Mängelrügen kann PROLICHT nach ihrer Wahl neue, vertragsmäßige Waren liefern, das mangelhafte Produkt nachbessern bzw. reparieren oder eine angemessene Minderung des Kaufpreises akzeptieren. Weitergehende Ansprüche des Käufers, insbesondere Wandlung sowie Anspruch auf Ersatz von Schäden, die nicht am Liefergegenstand selbst entstanden sind, sind soweit gesetzlich zulässig ausgeschlossen.

Folgende Punkte sind Stand der Technik und stellen nicht zwangswise einen Reklamationsgrund dar:

- Nennausfallrate: Bei elektronischen Betriebsgeräten bzw. Bauteilen wie LED-Modulen beträgt die mittlere Nennausfallrate 0,2 % / 1000 Betriebsstunden.
- Eigenschaften von LED Modulen:  
Lichtstromrückgang bis zu einem Wert von 0,6 % / 1000 Betriebsstunden.  
Lichtstrom, Lichtfarbe und Leistung unterliegen bei einem neuen LED-Modul einer Toleranz von +/- 10 %.  
Bei Nachlieferungen von LED-Modulen kann es auf Grund des technischen Fortschritts sowie der nutzungsbedingten Veränderung des Lichtstroms und der Lichtfarbe von Produkten zu Abweichungen in den Lichteigenschaften gegenüber den Ursprungsprodukten kommen.
- Alterung von Kunststoffteilen: Auf Grund des natürlichen Alterungsprozesses kann sich zum Beispiel Poly-carbonat und PMMA verfärben und verspröden.

## 8. HAFTUNG

Der Lieferer haftet für Schäden außerhalb des Anwendungsbereiches nur, sofern ihm Vorsatz oder grobe Fahrlässigkeit nachgewiesen werden, im Rahmen der gesetzlichen Vorschriften. Die Haftung für leichte Fahrlässigkeit ist ebenso ausgeschlossen, wie der Ersatz von Folge- und Vermögensschäden, nicht erzielten Ersparnissen, Zinsverlusten und Schäden aus Ansprüchen Dritter gegen den Käufer. Der Lieferer haftet innerhalb des Anwendungsbereiches des Produkthaftungsgesetzes für Personenschäden sowie für Sachschäden, die ein Verbraucher erleidet. Bei Nichteinhaltung allfälliger Bedingungen für Montage, Inbetriebnahme und Benutzung (wie z.B. in Bedienungsanleitungen enthalten) oder der behördlichen Zulassungsbedingungen, ist jeder Schadenersatz ausgeschlossen. Die Haftungsbeschränkungen sind vollinhaltlich allfälligen Abnehmern zu überbinden, mit der Verpflichtung zur weiteren Überbindung.

## 9. ERFÜLLUNGORT

Erfüllungsort für alle Zahlungen und Lieferungen ist INNSBRUCK. Als ausschließlicher Gerichtsstand für alle, im Zusammenhang mit dem Auftrag und dessen Durchführung, entstehenden Rechtsstreitigkeiten, wird INNSBRUCK vereinbart. PROLICHT ist jedoch berechtigt, den Besteller an einem anderen Gerichtsstand zu belangen. Für alle - aus Lieferungen und damit in Zusammenhang stehenden Leistungen - erwachsenden Rechtsstreitigkeiten, wird die Anwendung des österreichischen Rechts vereinbart. PROLICHT ist jedoch berechtigt, auf die Anwendung österreichischen Rechts zu verzichten. Für diesen Fall wird vereinbart, dass das Recht des Landes Anwendung findet, in dem der Besteller seinen Sitz hat.

## 10. KLEINMATERIAL, FRACHTKOSTENANTEIL

Für sämtliche Bestellungen, welche unter einem Nettowarenwert von € 100,- ohne USt. liegen, berechnen wir einen länderspezifischen Frachtkostenanteil bzw. Mindermengenzuschlag. Bei der Lieferung von Leuchtmitteln verrechnen wir eine Anbruchpauschale von € 5,- exkl. MwSt.

## 11. RÜCKTRITT

Die Leuchten u. Leuchtensysteme von PROLICHT werden auf Kundenwunsch gefertigt. Eine Rücknahme ist daher nur mit ausdrücklicher schriftl. Zustimmung von PROLICHT möglich. Wir behalten uns darüber hinaus die Verrechnung von 100 % des betroffenen Warenwertes als Manipulationskosten vor. Wünscht der Käufer vom Vertrag zurückzutreten und erteilen wir hierzu unser schriftl. Einverständnis oder erklären wir unseren Rücktritt, weil der Besteller seine Vertragsverpflichtungen uns gegenüber nicht erfüllt, so ist der Käufer ebenfalls verpflichtet 100 % der vom Rücktritt erfassten Auftragssumme als Kostenersatz zu bezahlen. Die Geltendmachung höherer, tatsächlich entstandener Kosten aus dem Titel des Schadenersatzes, bleibt vorbehalten. Sollten wir nach Vertragsabschluss Informationen erhalten, welche eine Kreditgewährung an den Käufer als nicht völlig unbedenklich erscheinen lassen, oder sollten sich Tatsachen ergeben, welche Zweifel an der Kreditwürdigkeit des Käufers zu begründen geeignet sind, so ist PROLICHT berechtigt, nach eigener freier Wahl, die unverzügliche Bezahlung sämtlicher offener Forderungen oder Sicherstellung zu verlangen. Als Tatsachen, im Sinne dieser Bestimmung, gelten insbesondere eine erhebliche Verschlechterung der Vermögensverhältnisse, Zahlungsinstellung, Zahlungsstockung oder Geschäftsauflösung; als Informationen gelten Nachrichten über solche o. ähnliche Tatsachen.

# GENERAL TERMS, CONDITIONS AND TERMS OF DELIVERY

## 1. ACKNOWLEDGING THE TERMS OF DELIVERY

All transactions with the PROLICHT GmbH are subject to the following general terms and conditions. Changes or amendments to these terms and conditions are only legally effective upon our written agreement. The same goes for potentially existing terms and conditions on the purchasers side. With the signature or the written assignment of the order the purchaser explicitly agrees that for this purchase order exclusively the terms and conditions of PROLICHT are valid and only these are effective in law.

## 2. DATE OF DELIVERY AND DISPATCH

Our commitment to deliver is only binding once we have accepted the contract in writing. Execution of the order is based on the operating conditions and manpower resources at the time of the confirmation of the order. The date of delivery stated in the confirmation of order is an estimated date and is, on principle, valid ex works. The buyer claims due to a delayed date of delivery shall only be deemed valid if the date of delivery was confirmed in writing by PROLICHT as "binding". Advance deliveries, or part of the whole deliveries are admissible as long as they have not been excluded in the written agreement. If the execution and delivery of an order are hindered due to, for example, strikes, operational breakdowns or lockouts and the following consequences, this falls under the category of an Act of God and releases PROLICHT from their responsibility of delivery and the right to claim for damages shall not apply. Goods ready for dispatch must be called for delivery immediately, otherwise, once a period of 14 days has elapsed from notification of readiness for dispatch, PROLICHT is entitled to store the goods at their own discretion and at the cost and risk of the buyer, and to charge for them as delivered „ex works“.

## 3. TRANSPORT

The transport of the goods is ex works and at the buyer's own risk, even if a carriage free delivery has been agreed upon with PROLICHT. Thereupon, PROLICHT has the right to select the type of transport. Should the consignee discover damages or losses, they must be acknowledged upon receipt.

## 4. PRICES

Our prices are quoted ex works, unless otherwise agreed, and are subject to change. The quoted prices are exclusive of VAT in the statutory amount.

## 5. TERMS OF PAYMENT

The invoice must be paid within 30 days of the date of the invoice. Payments are without any cash discount. Should a cash discount have been agreed upon, a cash discount of the new invoices is unacceptable if older and outstanding invoices exist. For default of payment, a rate of interest of 15 % p.a. shall apply. Should PROLICHT suffer a loss of interest or a loss on exchange, this will be included. The buyer may not set-off payment with counterclaims. Cheque and bill transactions are considered an undertaking to pay. All charges and bank commissions in connection with bank transfers and cashing in cheques or bills will be charged to the buyer. Payments, independently of any payment dedications, will be credited to the longest-standing invoices. Interest on arrears and charges will be dispensed with initially and will then be set against the capital gain. Upon a bill protest or upon default of payment of a payable invoice, all invoices are to be paid immediately without requiring an explicit repayment notice.

## 6. RESERVATION OF TITLE

Ownership to the subject of delivery shall remain in the hands of PROLICHT and will only pass onto the buyer once the invoice amount and all possible default interests have been paid in full. The buyer is entitled to sell the goods, within the scope of normal business activities, as long as the payment has not been defaulted upon and subject to reservation of title.

## 7. COMPLAINTS, GUARANTEE AND COMPENSATION

Defects and lacking guaranteed qualities, are to be claimed immediately upon discovery. Claims made 14 days upon receipt of the goods at destination are not acceptable, unless the defect could not be detected during a routine inspection. PROLICHT is allowed to decline to repair the defects as long as the buyer does not comply with his legal obligations. The buyer's right to claim becomes statute-barred a month after the refusal of defects from PROLICHT in writing. Upon legitimate claims, PROLICHT is entitled to either deliver new and conventional goods, to correct or repair the defective product or can accept an equitable abatement of the purchase price. Further claims by the buyer, in particular a full refund or indemnity claim for damage caused other than to the subject of delivery itself are as far as legally permissible excluded.

The following points are the latest state of technology and do not necessarily constitute grounds for a complaint:

- Nominal failure: By electronic ballast respectively component parts like LED-modules by which the average failure rate lies by 0.2 % / 1000 hours of operation.
- Properties of LED-modules:
  - Decrease in the luminous flux to a level of 0, 6 % / 1000 hours of operation.
  - Luminous flux, light colour and output are liable to, by a new LED-module, a tolerance of +/- 10 %. By a subsequent delivery of LED-modules it is possible that due to technical improvements as well as alterations of the light output and light colour of products there may be an difference compared with the original product.
  - Ageing of plastic components: Due to the natural ageing process, it may occur that, for example polycarbonate and PMMA discolour and become brittle.

## 8. LIABILITY

The supplier is only liable for damages beyond the range of application provided that intent or gross negligence can be proved within the statutory provisions. Liability for slight negligence is also excluded, as is compensation for consequential and financial losses, unachieved savings, interest losses and damages from third-party claims against the buyer. The seller is liable, within the range of application of the Product Liability Act, for personal injury and property damage suffered by the consumer. All indemnities upon non-compliance of possible conditions for assembly, operation and use (for example as detailed in the instructions manual) or in the official admission requirements are excluded. All potential buyers are bound by these limitations of liability, in full, and these are transferable to further parties.

## 9. PLACE OF DELIVERY

The place of delivery for all payments and deliveries is Innsbruck. Innsbruck is stipulated as the exclusive jurisdiction for all resulting litigations in connection with the contract and its execution. PROLICHT reserves the right to choose another statutory jurisdiction for actions brought against our contractual partner. For all issuing litigations, from the deliveries and the standing services in connection with the deliveries, the Austrian Law shall apply. However, PROLICHT is entitled to disclaim the application of the Austrian Law. In this case, it is agreed that the law of the country where the buyer has his registered office shall apply.

## 10. SMALL QUANTITY SURCHARGES, SHARE OF FREIGHT COSTS

For all orders where the net value of the merchandise is less than € 100,- excl. VAT, we Calculate a country specific freight costs respectively extra charges for small quantities. The shipping of bulbs will be charged with € 5,- excl. VAT partial pallet quantity fee in the case of undershooting the packing unit.

## 11. CONTRACT CANCELLATION

The lights and light systems of PROLICHT will be produced by customer requirement. A redemption is only possible after an agreement in written form of PROLICHT. We reserve the right to charge 100 % of the relevant merchandise value as manipulation fees. If the customer wants to cancel the contract and we agree to that in written form or we announce the cancellation of the contract because the customer do not fulfil the contractual obligation, the customer has to pay 100 % of the total order value as reimbursement of costs regarding to the cancellation. The right is reserved to substantiate by way of compensation, costs actually incurred if these are higher. Should we, after conclusion of contract, receive information, which appears to indicate that awarding credit to the buyer may not be completely safe, or should facts become known, which tend to cast doubt upon the creditworthiness of the buyer, PROLICHT shall have the right at its own discretion to demand immediate payment of all open debt claims or to demand the provision of security. Facts in the sense of this condition shall mean, in particular, a significant deterioration in the financial situation, cessation of payments, delayed payments or closing down of the business; information shall mean news about such or similar facts.

## 12. LANGUAGE

Only the German version of the General Terms and Conditions is binding. Other translated versions, in particular this English version, are for convenience only. In case of discrepancies between the German version and other translated versions of these General Terms and Conditions, the German version prevails.

**PROLICHT  
MAKES A  
DIFFERENCE**



**YOU  
MAKE A  
DIFFERENCE**

Behind me is infinite power,  
before me is endless possibility  
and around me is  
boundless opportunity

