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Paulmann

August 2012 Campaign Documentation for -3



Overview of the priorities

- 1 Spotlights – The complete assortment**
- 2 Illumination with character – Innovative designs for decorative room illumination
- 3 Decorated halogen lamps
- 4 Deco Systems recessed lighting
- 5 Bathroom lighting – Safety with IP44 splash protection

Additions:

1. Xeta for wall & ceiling
2. Bulbs
3. Recessed lighting
4. Function accessories

Completion of the pricing and design styles



The concept: Completion of the pricing and design styles

Single spot sales group (RRP)	Displ. series	Displ. item	LED	ESL	Halo 12 V	Halo 230 V
up to 5 euro	1	3				
5-10 euro	5	21				
10-15 euro	12	44				
15-20 euro	5	19				
20-25 euro	9	36				
25-30 euro	12	48				
30-35 euro	3	11				
35-40 euro	3	13				
40-45 euro	1	4				
45-50 euro	2	6				
50-60 euro	3	12				
60-75 euro	1	3				
75-100 euro	4	8				
from 100 euro	1	1				
Total	62	229				

Single spot sales group (RRP)	Displ. series	Displ. item	LED	ESL	Halo 12 V	Halo 230 V
up to 5 euro	1	3				
5-10 euro	5	25				
10-15 euro	15	60				
15-20 euro	6	24				
20-25 euro	11	43				
25-30 euro	11	45				
30-35 euro	3	11				
35-40 euro	4	16				
40-45 euro	1	4				
45-50 euro	1	4				
50-60 euro	4	15				
60-75 euro	1	3				
75-100 euro	4	8				
from 100 euro	1	1				
Total	68	262				

2011

+ 26 LED items

+ 18 230 V items

2012

Spotlights – The complete assortment

Your benefits: You can offer your customers attractive spotlights in every price category



- ▶ First-class, popular designs promise **high turnover**
- ▶ Expand your selection of spotlights with **LED technology** (models also available with retrofit bulbs)
- ▶ LED technology is increasingly affordable. You can offer spotlights **from €19.95** (RRP per item)
- ▶ **A complete assortment** in which the selection of LED, ESL and halogen technology components reflects the current trend.

Spotlights – The complete assortment

The assortment: new LED spotlights

LED



Spotlight Futura LED

rondell 1x 3.5 W GU10
chrome 230 V
2700 K/1x 700 cd
RRP €24.95
601.78



Spotlight Futura LED

rod 2x 3.5 W GU10
chrome 230 V
2700 K/2x 700 cd
RRP €49.95
601.79



Spotlight Futura LED

twister 3x 3.5 W GU10
chrome 230 V
2700 K/3x 700 cd
RRP €79.95
601.80



Spotlight Futura LED

twister 4x 3.5 W GU10
chrome 230 V
2700 K/4x 700 cd
RRP €99.95
601.81

Spotlights – The complete assortment

The assortment: new LED spotlights

LED



Spotlight Rondo LED
rondell 1x 3.5 W GU10
chrome 230 V
2700 K/1x 700 cd
RRP €24.95
601.82

Spotlight Rondo LED
bar 2x 3.5 W GU10
chrome 230 V
2700 K/2x 700 cd
RRP €49.95
601.83

Spotlight Rondo LED
bar 3x 3.5 W GU10
chrome 230 V
2700 K/3x 700 cd
RRP €74.95
601.84

Spotlight Rondo LED
rondel 4x 3.5 W GU10
chrome 230 V
2700 K/4x 700 cd
RRP €99.95
601.85



Spotlight Nevo LED
bar 1x 3.5 W GU10
black/chrome 230 V
2700 K/1x 700 cd
RRP €29.95
601.86

Spotlight Nevo LED
bar 2x 3.5 W GU10
black/chrome 230 V
2700 K/2x 700 cd
RRP €59.95
601.87

Spotlight Nevo LED
bar 3x 3.5 W GU10
black/chrome 230 V
2700 K/3x 700 cd
RRP €89.95
601.88

Spotlight Nevo LED
rondell 4x 3.5 W GU10
black/chrome 230 V
2700 K/4x 700 cd
RRP €119.00
601.89

Spotlights – The complete assortment

The assortment: new LED spotlights

LED



Spotlight Gloria LED
bar 1x 5 W
brushed nickel 230/12 V
3000 K/1x 186 lm
RRP €59.95
601.95



Spotlight Gloria LED
bar 2x 5 W
brushed nickel 230/12 V
3000 K/2x 186 lm
RRP €119.00
601.96

Spotlight Gloria LED
bar 4x 5 W
brushed nickel 230/12 V
3000 K/4x 186 lm
RRP €239.00
601.97



Spotlight Konos LED
bar 1x 3 W
black 230/12 V
3000 K/1x 200 lm
RRP €39.95
602.01



Spotlight Konos LED
bar 2x 3 W
black 230/12 V
3000 K/2x 200 lm
RRP €69.95
602.02

Spotlight Konos LED
rondel 4x 3 W
black 230/12 V
3000 K/4x 200 lm
RRP €139.00
602.03



HALOGEN 230 V



Spotlight Yasmin

rondel 1x 42 W
chrome 230 V
2900 K/1x 630 lm
RRP €12.95
601.70



Spotlight Yasmin

twister 3x 42 W
chrome 230 V
2900 K/3x 630 lm
RRP €44.95
601.71



Spotlight Yasmin

rod 4x 42 W
chrome 230 V
2900 K/4x 630 lm
RRP €59.95
601.72



Spotlight Yasmin

rod 6x 42 W
chrome 230 V
2900 K/6x 630 lm
RRP €89.95
601.73



Spotlight Classico

rondel 1x 42 W
rusty iron 230 V
2900 K/1x 630 lm
RRP €12.95
601.74



Spotlight Classico

Rod 2x 42 W
rusty iron 230 V
2900 K/2x 630 lm
RRP €24.95
601.75



Spotlight Classico

twister 3x 42 W
rusty iron 230 V
2900 K/3x 630 lm
RRP €44.95
601.76



Spotlight Classico

rod 4x 42 W
rusty iron 230 V
2900 K/4x 630 lm
RRP €59.95
601.77

Spotlights – The complete assortment

The assortment: NicePrice spotlights

LED



NP spotlights C12 LED

bar 1x 3.5 W
chrome 230 V
3000 K/1x 700 cd
RRP €19.95
601.90



NP spotlights C12 LED

rod 2x 3.5 W
chrome 230 V
3000 K/2x 700 cd
RRP €39.95
601.91



NP spotlights C12 LED

rod 3x 3.5 W
chrome 230 V
3000 K/3x 700 cd
RRP €69.95
601.92



NP spotlights C12 LED

rod 4x 3.5 W
chrome 230 V
3000 K/4x 700 cd
RRP €89.95
601.93



NP spotlights C12 LED

rod 6x 3.5 W
chrome 230 V
3000 K/6x 700 cd
RRP €119.00
601.94

HALOGEN 230 V



NP spotlights A12

rondel 1x 33 W G9
chrome 230 V
2900 K/1x 460 lm
RRP €12.95
602.04



NP spotlights A12

rod 2x 33 W G9
chrome 230 V
2900 K/2x 460 lm
RRP €24.95
602.05



NP spotlights A12

twister 3x 33 W G9
chrome 230 V
2900 K/3x 460 lm
RRP €37.95
602.06



NP spotlights A12

rod 4x 33 W G9
chrome 230 V
2900 K/4x 460 lm
RRP €49.95
602.07



NP spotlights A12

rod 6x 33 W G9
chrome 230 V
2900 K/6x 460 lm
RRP €74.95
602.08



NP spotlights B12

Rondell 2x 33 W G9
chrome 230 V
2900 K/2x 460 lm
RRP €24.95
602.10



NP spotlights B12

Rondell 3x 33 W G9
chrome 230 V
2900 K/3x 460 lm
RRP €34.95
602.11



NP spotlights B12

Rondell 4x 33 W G9
chrome 230 V
2900 K/4x 460 lm
RRP €49.95
602.12



NP spotlights B12

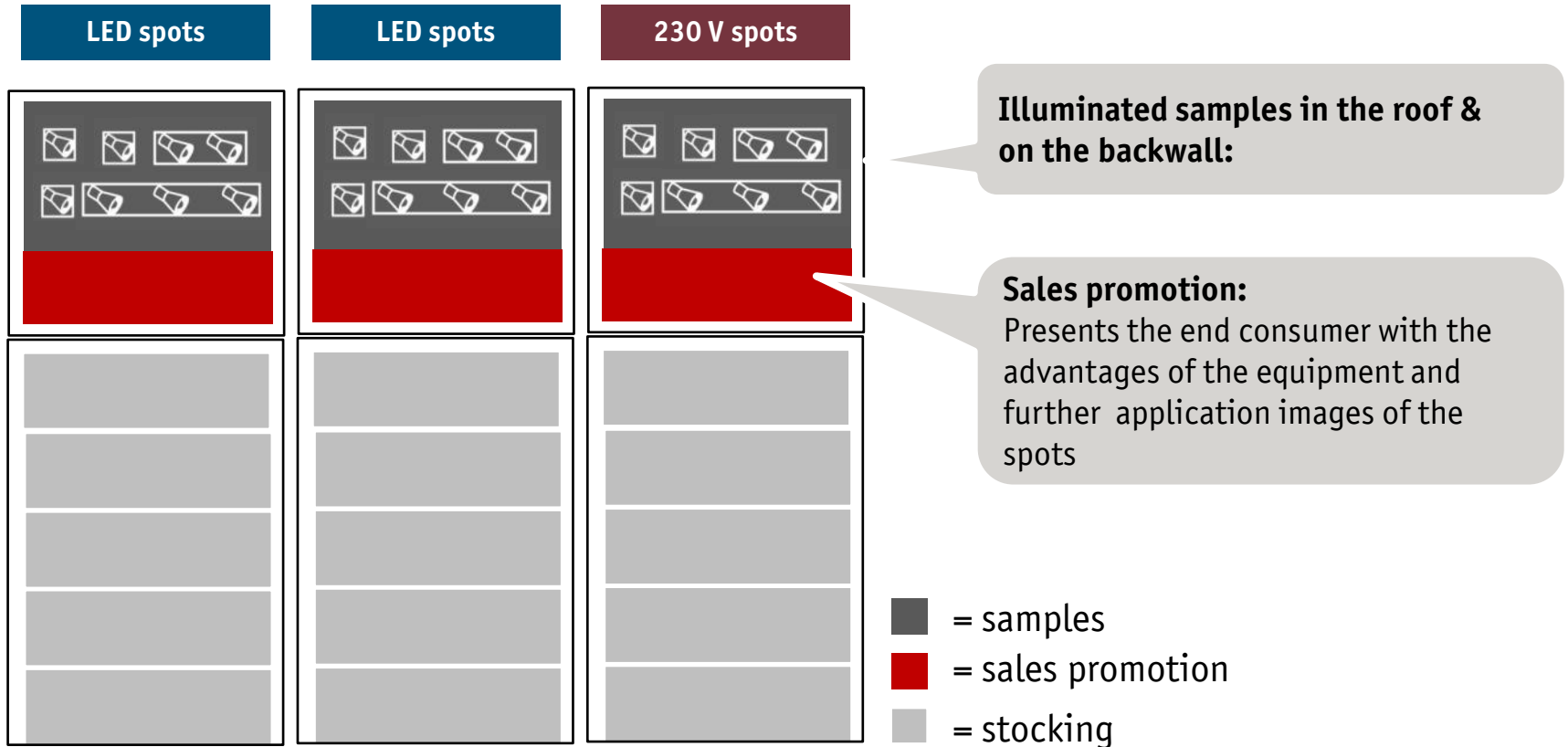
rod 6x 33 W G9
chrome 230 V
2900 K/6x 460 lm
RRP €74.95
602.13



NP spotlights B12

rondel 1x 33 W G9
chrome 230 V
2900 K/1x 460 lm
RRP €12.95
602.09

The presentation: 3 units sorted according to technology



Overview of the priorities

- 1 Spotlights – The complete assortment
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Innovative designs for decorative room illumination**
- 3 Decorated halogen lamps
- 4 Deco Systems recessed lighting
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Additions:

1. Xeta for wall & ceiling
2. Bulbs
3. Recessed lighting
4. Function accessories

Illumination with character – Innovative designs for decorative room illumination



Lighting with character – Innovative designs for decorative room illumination

Lighting with LED Strips

Duo Profile: **Mood-setting illumination with LED Strips.**



By means of vertical or horizontal mounting on walls and ceilings, a **dramatic structuring of space is achieved.**

Lighting with character – Innovative designs for decorative room illumination

Lighting with LED Strips

Delta Profile
baseboard lighting



Delta Profile
Under-cabinet lighting

Lighting with character – Innovative designs for decorative room illumination

Lighting with LED Strips



BackLight: Dramatic lighting of glass shelves



Lighting with character – Innovative designs for decorative room illumination

Lighting with LED light bars



LinkLight: **Completely equipped LED light bars**
for many applications



Lighting with character – Innovative designs for decorative room illumination

The idea: New applications for LED Strips and light bars

New application possibilities:

- ▶ Decorative light for presentation of living spaces
- ▶ Orientation or guide lights at shadow and danger zones
- ▶ Continuous lighting with economical LED Strips
- ▶ Additional lighting for utility spaces
- ▶ Decorative light for display cases and glass edgings



Illumination with character – Innovative designs for decorative room illumination
Your advantage: Expertise in the LED assortment & differentiation in price competition

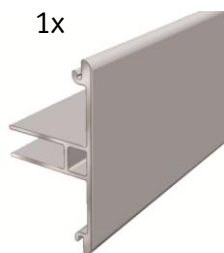
- ▶ **Enhancement & expansion** of the assortment through customised application solutions
- ▶ **Generating additional revenue** by exploiting new applications and installation possibilities



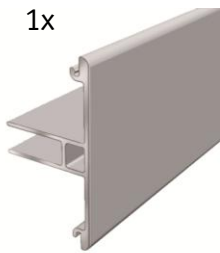
Illumination with character – Innovative designs for decorative room illumination

The assortment: Duo Profile

- ▶ High-quality aluminium profiles with satin-anodised cover as multifunctional base for lighting with YourLED Strips.
- ▶ Optional diffuser for uniform light installations.
- ▶ Profile and diffuser can be shortened as needed



Duo Profile 100 cm
aluminium-anodised
20 x 1000 x 40 mm
RRP €9.95
702.68

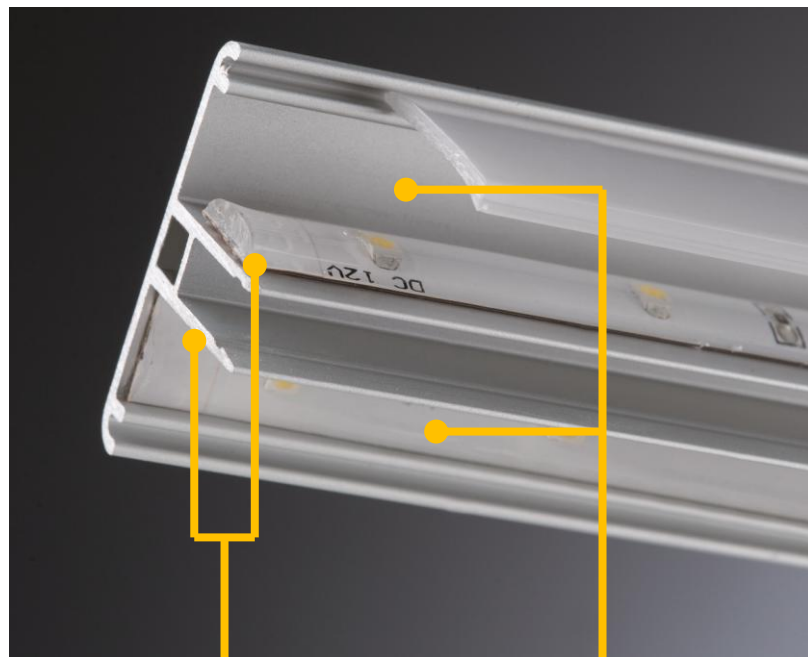


Duo Profile 200 cm
aluminium-anodised
20 x 2000 x 40 mm
RRP €18.95
702.67



Duo Profile Diffuser 200 cm
plastic frosted
20 x 2000 x 4 mm
RRP €12.95
702.69

Different light characteristics depending on the equipment (single-/double-sided)



Large-area
spotlight

Concentrated
light corona

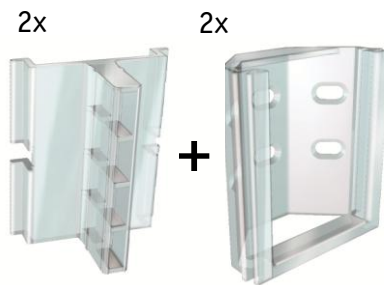
Illumination with character – Innovative designs for decorative room illumination

The assortment: Duo Profile

- ▶ Holders for flat wall and ceiling mounting
- ▶ Two-part profile holders for the corner installations
- ▶ Each with cable guide (metal clip)



Duo Profile Fixture
plastic transparent
14 x 50 x 35 mm
RRP €11.95
702.75



Duo Profile Clix
plastic transparent
30 x 35 x 40 mm
RRP €9.95
702.21



Illumination with character – Innovative designs for decorative room illumination

The assortment: Duo Profile

4x



Duo Profile Cover
plastic chrome matt
4 x 35 x 42 mm
RRP €5.95
702.70

2x



Duo Profile Inside Corner
plastic chrome matt
38 x 38 x 42 mm
RRP €4.95
702.72

2x



Duo Profile corner
plastic chrome matt
35 x 35 x 42 mm
RRP €4.95
702.73



2x



Duo Profile T-Cover
plastic chrome matt
5 x 50 x 49 mm
RRP €3.95
702.71

2x



Duo Profile X-Cover
plastic chrome matt
5 x 50 x 49 mm
RRP €4.95
703.30

2x



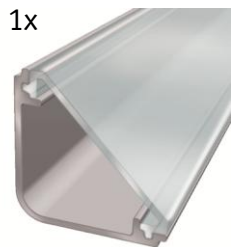
Duo Profile Cap
plastic chrome matt
24 x 24 x 42 mm
RRP €4.95
702.74



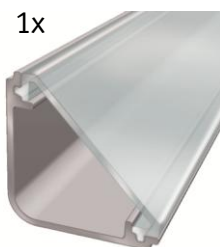
Illumination with character – Innovative designs for decorative room illumination

The assortment: Delta Profile

- ▶ Triangular profile for the illumination of baseboards, under cabinets and much more with YourLED Strips
- ▶ High-quality and aluminium profiles with **shock-proof anodised finish**
- ▶ Incl. diffuser for uniform light distribution
- ▶ Delta Profiles can be shortened as needed



Delta Profile 100 cm
aluminium-anodised/
plastic frosted
20 x 1000 x 20 mm
RRP €14.95
702.62



Delta Profile 200 cm
aluminium-anodised/
plastic frosted
20 x 2000 x 20 mm
RRP €27.95
702.61



Illumination with character – Innovative designs for decorative room illumination

The assortment: Delta Profile

- ▶ Inner and outer corners for easy installation as baseboard lighting
- ▶ Symmetric end pieces for the profile end piece with optional cable feed-in



2x



Delta Profile Inside Corner

plastic frosted
35 x 35 x 21 mm
RRP €4.95
702.64

2x



Delta Profile Inside Corner

plastic frosted
35 x 35 x 21 mm
RRP €4.95
702.65

4x



Delta Profile Cover

plastic frosted
21 x 35 x 21 mm
RRP €5.95
702.63

2x



Delta Profile Cap

plastic chrome matt
20 x 8 x 20 mm
RRP €3.95
702.66

Illumination with character – Innovative designs for decorative room illumination
The assortment: LinkLight - Complete set for under-cabinet lighting



- ▶ High-quality aluminium profiles with satin-anodised cover
- ▶ Basic set can be augmented by 3 extensions (up to 4 bars in a system)
- ▶ Profile length 585 mm + connections



The assortment: LinkLight



LinkLight LED light bar

Expandable 7.5 W
satin 230/24 V
alu/acrylic
3000 K/260 cd
RRP €49.95
702.85

LinkLight LED light bar

Basic set 7.5 W
satin 230/24 V
alu/acrylic
3000 K/260 cd
RRP €69.95
702.84



1x



Illumination with character – Innovative designs for decorative room illumination

The assortment: Backlight



- ▶ For illumination of glass shelves of any length with YourLED Strips
- ▶ Suitable for glass thicknesses of 4–8 mm
- ▶ Easily fitted: Strip inserted and plugged on the back edges of the glass shelves
- ▶ Easy to shorten as needed

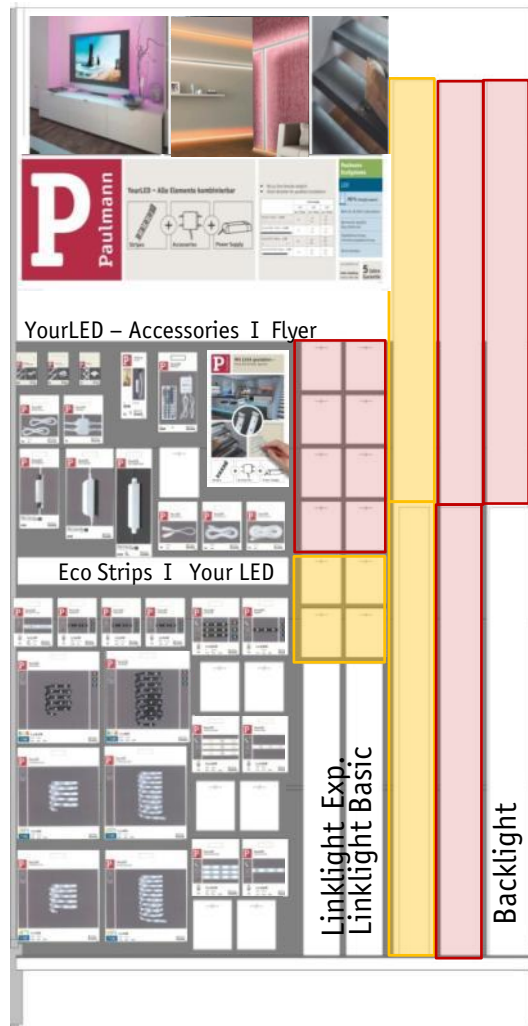


BackLight 100 cm
transparent
13 x 1000 x 19 mm
RRP €5.95
702.83



The presentation: Tego unit with YourLED components

-  = Duo Profile/
Accessories
-  = Delta Profile/
Accessories





Presentation: Large lifestyle images and live samples inspire interest in Strips and profiles for the end consumer

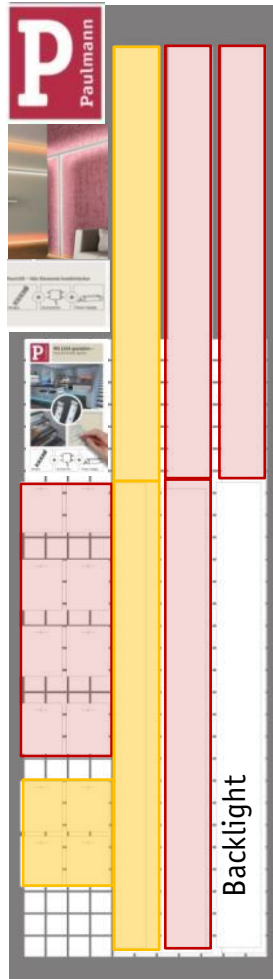
Sales promotion: Simultaneously presents and explains the system for the customer

End-consumer flyer: The complete assortment is simply and thoroughly explained and supports the purchase decision.

Stocking: Clear structures lead the customer quickly to the desired product

The presentation: Side sheets with profiles and accessories

-  = Duo Profile/
Accessories
-  = Delta Profile/
Accessories



Presentation: Lifestyle images and live samples inspire interest for profiles

Sales promotion: Simultaneously presents and explains the system for the customer

End-consumer flyer: The complete assortment is simply and thoroughly explained and supports the purchase decision.

Stocking: Clear structures lead the customer quickly to the desired product

Overview of the priorities

- 1 Spotlights – The complete assortment
- 2 Illumination with character – Innovative designs for decorative room illumination
- 3 **Decorated halogen lamps**
- 4 Deco Systems recessed lighting
- 5 Bathroom lighting – Safety with IP44 splash protection

Additions:

1. Xeta for wall & ceiling
2. Bulbs
3. Recessed lighting
4. Function accessories

Not everything is prohibited: Decorated halogen lamps



Decorated halogen lamps from Paulmann will be without alternatives as of 01.09.2012.



The idea: Rescue for all decorative classic luminaires



It's a fact: The last stage of the ban on traditional incandescents will take effect on 1 September 2012, cutting off the supply for numerous aficionados of classic, decorative or modern light fixtures with visible bulbs.

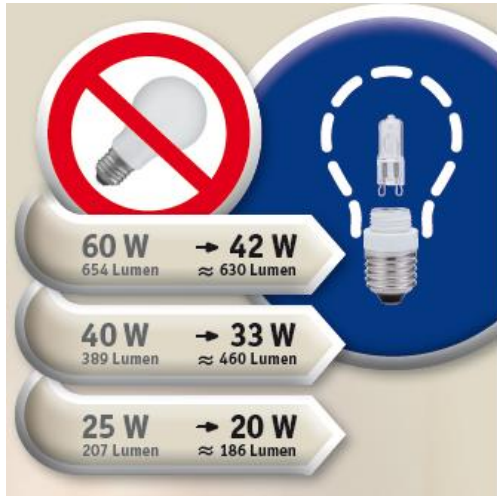


This is the solution: The decorated halogen lamps from Paulmann with efficiency class C will then provide the only remaining possibility for continuing to offer a wide selection of welcoming light.

Add to that: 12 new ones, including 2 new shapes and 3 new colours, to the already 38 different glass elements.

New decorations for halogen lamps

Your advantage: Rate on your “light bulb filling station”



Take advantage of the high demand for warm, dimmable and also matt light bulb light.

Whet the appetite for more by offering your customers a new variety for old favourite lamps.

Greet your lamp buyers several times in your store because of pin base and decoration follow-up purchases as well as informative sales promotion.



New decorations for halogen lamps

**The assortment: 50 glass elements x 6 socket sets =
300 different lamp combinations**



+



=



New decorations for halogen lamps

The assortment: 12 new glass elements



**Glass Minicosy
twist clear**

RRP €3.99
875.92



**Glass mini candle
opal**

RRP €3.99
875.87



**Glass mini candle
gold**

RRP €3.79
875.88



**Glass mini candle
crocoisite gold**

RRP €3.99
875.89

New decorations for halogen lamps

The assortment: 12 new glass elements



**Glass Minicosy
satin**

RRP €2.99
875.90



**Glass Minicosy
dichroic**

RRP €4.49
875.91



**Glass Globe 80
crocoisite gold**

RRP €5.99
875.85



**Glass Globe 80 Ice
crystal clear**

RRP €5.99
875.86

New decorations for halogen lamps

The assortment: 12 new glass elements



**Glass GLB
terracotta**
RRP €4.99
875.94



**Glass mini candle
terracotta**
RRP €4.49
875.95

The assortment: 12 new glass elements



**Glass GLB
soft yellow**

RRP €4.99
875.96



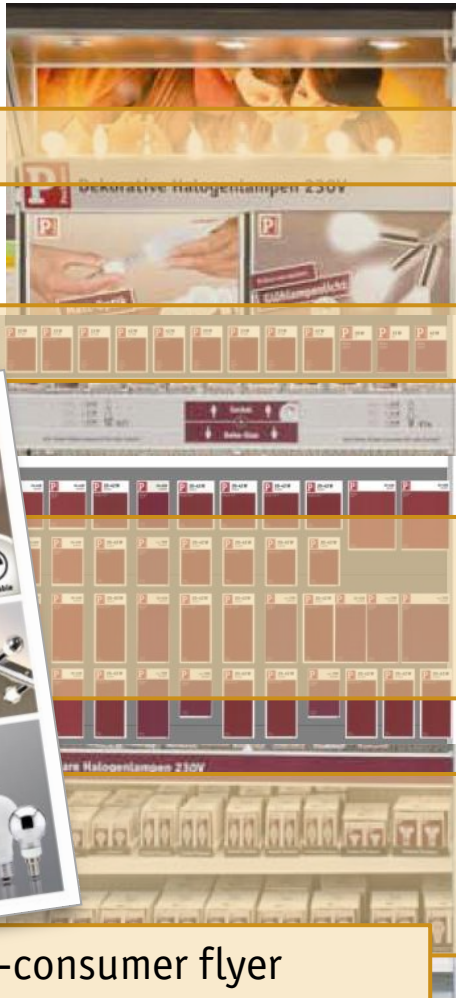
**Glass mini candle
soft yellow**

RRP €4.49
875.97

New decorations for halogen lamps

The presentation:

Shelf unit decorative 230 V halogen lamps



Live samples with new glass elements

Sales promotion: Matt looks + soft dimmable light bulb light

Socket sets 25/40/60-W replacement and G9 pin base

Sales promotion: Wattage conversion, 25% energy savings

New glass elements

Focus on "matt light bulb light" with opal and satined glass elements

Clear halogen lamps in the practical tray

New: E27 round bulb

Current end-consumer flyer

New decorations for halogen lamps

The presentation: Side sheets and pegboard holder and decorative 230 V halogen lamps



Additional/Secondary placement for heavily frequented zones

Opal/satined glass elements as well as the spectacular new products draw attention to the only alternative for decorative light bulb light and increase the frequency of visits to the bulb shelf.

Overview of the priorities

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Additions:

1. Xeta for wall & ceiling
2. Bulbs
3. Recessed lighting
4. Function accessories

DecoSystems recessed lighting – Decorative selection on minimal floor space



DecoSystems recessed lighting – Decorative selection on minimal floor space

The idea: Separate marketing of decorative recessed lighting



Lighting equipment

- ▶ High-quality basic parts turned in aluminium
- ▶ Base with bright 3 W LED and halogen 230 V with 33 W G9
- ▶ Base is functional also without glass



Decorative glasses

- ▶ Decorative light and warm white light
- ▶ Exchangeable decorative glass elements, ideal for every living situation



Your individual light

- ▶ Modern and classic shapes
- ▶ Every glass fits on every base

DecoSystems recessed lighting – Decorative selection on minimal floor space

Your advantage: Demand-oriented and attractive additions to the recessed lighting assortment

- ▶ Broad range on minimal floor space
- ▶ Low storage expenses
- ▶ 16 possible product combinations
- ▶ Optimal as attention-grabbing auxiliary placement or integration into existing units
- ▶ Differentiation to existing products by a special colour guidance system
- ▶ Packaging for standing or hanging



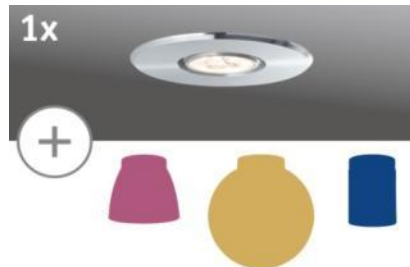
DecoSystems recessed lighting – Decorative selection on minimal floor space

The assortment: Basic luminaires



DecoSystems Basic LED

1x 3 W LED 350 mA
aluminium turned 230 V
metal/95 mm
3000 K/1100 cd/< 20°
RRP €49.95
925.70



DecoSystems Basic LED

1x 33 W G9
aluminium turned 230 V
metal 95 mm
460 lm
RRP €19.95
925.71



DecoSystems recessed lighting – Decorative selection on minimal floor space

The assortment: Decorative glass elements



DecoSystems Tube
satin/clear
glass
90 mm
RRP €5.95
925.73



DecoSystems Cocone
satin
glass
85 mm
RRP €5.95
925.74



DecoSystems Globe
opal
glass
105 mm
RRP €5.95
925.79



DecoSystems Wolbi
dichroic
glass
60 mm
RRP €7.59
925.75

DecoSystems recessed lighting – Decorative selection on minimal floor space

The assortment: Decorative glass elements



DecoSystems Tube Mini
opal
glass
62 mm
RRP €4.95
925.72



DecoSystems Tube Mini
lilac
glass
62 mm
RRP €5.95
925.78



DecoSystems Tube Mini
blue
glass
62 mm
RRP €5.95
925.76



DecoSystems Tube Mini
brown
glass
62 mm
RRP €5.95
925.77

DecoSystems recessed lighting – Decorative selection on minimal floor space

The presentation: Console presenter with a roof



Reproduction similar

Samples in two roof consoles:

Recessed lighting in realistic ceiling installation, incl. explanation of the lighting equipment

Large ambient picture:

Assembly diagram and advantages of DecoSystems

Explanation:

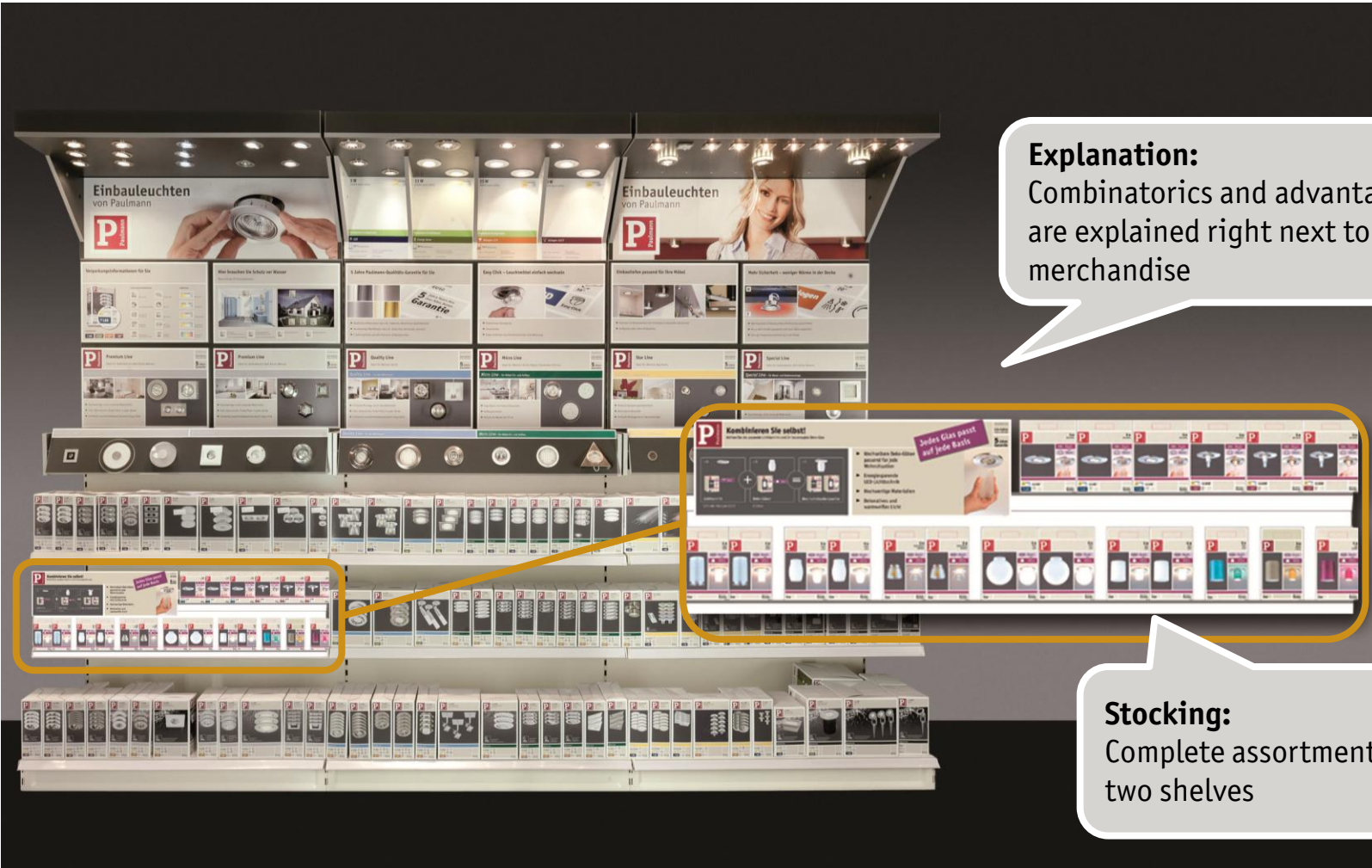
Combinatorics explanation in reliable form

Stocking:

Clearly structured according to base and decorative glasses

DecoSystems recessed lighting – Decorative selection on minimal floor space

The presentation: Integration in existing recessed lighting units



Explanation:
Combinatorics and advantages are explained right next to the merchandise

Stocking:
Complete assortment on two shelves

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Additions:

1. Xeta for wall & ceiling
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4. Function accessories

Bathroom lighting – Safety with IP44 splash protection



The idea: Thorough splash protection for the bathroom

- ▶ All bathroom luminaires complete with IP44 splash protection and protection class II
- ▶ Complete assortment of 30 standard and innovative bulbs
- ▶ Market-optimised selection of spotlights, ceiling lamps, mirror lamps and luminaires with special applications, such as vanity mirrors
- ▶ Classical and sleek design – to match almost any bathroom interior



Bathroom lights – Safe with IP44 splash protection

Your advantage: Bathroom lights, full assortment without limits

Increasing the demand

- ▶ Increased flexibility in the bathroom as results of additional assembly areas
- ▶ Fresh product designs in the colours chrome and white
- ▶ New-fashioned products for special applications

Making the customer's decision easier

- ▶ Clear packaging statement: Where there is a drop on the outside, there is splash protection inside (IP44)
- ▶ Luminaires in customary Paulmann quality with 5-year guarantee



Bathroom lights – Safe with IP44 splash protection

The assortment: Ceiling lamps IP44



Berengo IP44
max. 60 W E27
white/opal 230 V
metal/glass
280 mm
RRP €39.95
703.40



Berengo IP44
max. 2x 60 W E27
white/opal 230 V
metal/glass
350 mm
RRP €54.95
703.41



Deneb IP44
max. 2x 40 W E14
white/opal 230 V
metal/glass
250 mm
RRP €39.95
703.42



brushed iron

Ixa IP44
max. 60 W E27
brushed iron/opal 230 V
metal/glass
310 mm
RRP €19.95
703.00

Bathroom lights – Safe with IP44 splash protection

The assortment: Ceiling lamps IP44



Arctus IP44
max. 60 W E27
white/opaque 230 V
metal/glass
275 mm
RRP €27.95
703.43



Arctus IP44
max. 60 W E27
brushed iron/
opaque 230 V
metal/glass
275 mm
RRP €27.95
703.44



Arctus IP44
max. 60 W E27
chrome/opaque 230 V
metal/glass
275 mm
RRP €27.95
703.45



Mirfak IP44
max. 60 W E27
white/mirror/opal 230 V
metal/glass
320 mm
RRP €44.95
703.48

Bathroom lights – Safe with IP44 splash protection

The assortment: Ceiling lamps IP44



Vega IP44

max. 60 W E27

brushed iron/opal 230 V
metal/glass

320 mm

RRP €34.95

703.46



Vega IP44

max. 60 W E27

white/opaque 230 V
metal/glass

320 mm

RRP €34.95

703.47



Biabo IP44

max. 60 W E27

chrome/opal 230 V
metal/glass

260 mm

RRP €24.95

702.99



Biabo IP44

max. 60 W E27

chrome/opal 230 V
metal/glass

250 mm

RRP €27.95

703.01

Bathroom lights – Safe with IP44 splash protection

The assortment: Mirror luminaires IP44



Saphir IP44
max. 2x 40 W E14
chrome/opal 230 V
metal/glass

RRP €59.95
703.58



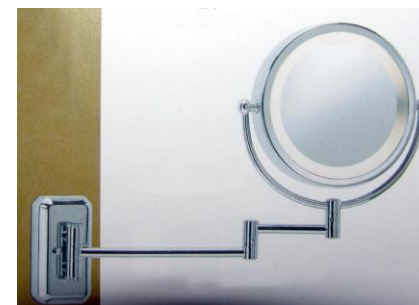
Lenia IP44
max. 2x 40 W E14
chrome/opaque 230 V
metal/glass

RRP €32.95
703.50



Carina IP44
1x 40 W G9
brushed iron/satin 230 V
metal/glass

RRP €19.95
703.52



Bela vanity mirror IP44
max. 40 W E14
chrome/mirror 230 V
metal/glass

RRP €79.95
703.49

Bathroom lights – Safe with IP44 splash protection

The assortment: Mirror luminaires IP44



Eleon IP44

1x 40 W G9
brushed iron/satin 230 V
metal/glass

RRP €24.95
703.53



Antares IP44

2x 40 W G9
chrome/opal 230 V
metal/glass

RRP €49.95
703.59



Gemini IP44

max. 2x 40 W E14
chrome/satin 230 V
metal/glass

RRP €39.95
703.51



Gemini IP44 double-pack

max. 40 W E14
chrome/satin 230 V
metal/glass

RRP €54.95
703.54

Bathroom lights – Safe with IP44 splash protection

The assortment: Mirror luminaires IP44



Mizar IP44

1x 8 W G5
chrome/opal 230 V
metal/glass
370 mm
RRP €69.95
703.60



Mizar IP44

1x 14 W G5
chrome/opal 230 V
metal/glass
630 mm
RRP €89.95
703.61



Orgon IP44 + socket

1x 8 W G5
chrome/opal 230 V
metal/glass
465 mm
RRP €89.95
703.62



Orgon IP44 + socket

1x 14 W G5
chrome/opal 230 V
metal/glass
730 mm
RRP €109
703.63

Bathroom lights – Safe with IP44 splash protection

The assortment: Mirror luminaires IP44



Quasar IP44

1x 8 W G5
chrome/opal 230 V
metal/glass
375 mm
RRP €79.95
703.64



Quasar IP44

1x 14 W G5
chrome/opal 230 V
metal/glass
635 mm
RRP €99.95
703.65



Taru IP44

1x 14 W G5
chrome/white 230 V
metal/acrylic
575 mm
RRP €99.95
703.66

Bathroom lights – Safe with IP44 splash protection

The assortment: Spotlights IP44



Trabani IP44
1x 25 W G9
chrome/clear 230 V
metal/glass

RRP €24.95
703.55



Trabani IP44
2x 25 W G9
chrome/clear 230 V
metal/glass

RRP €54.95
703.56

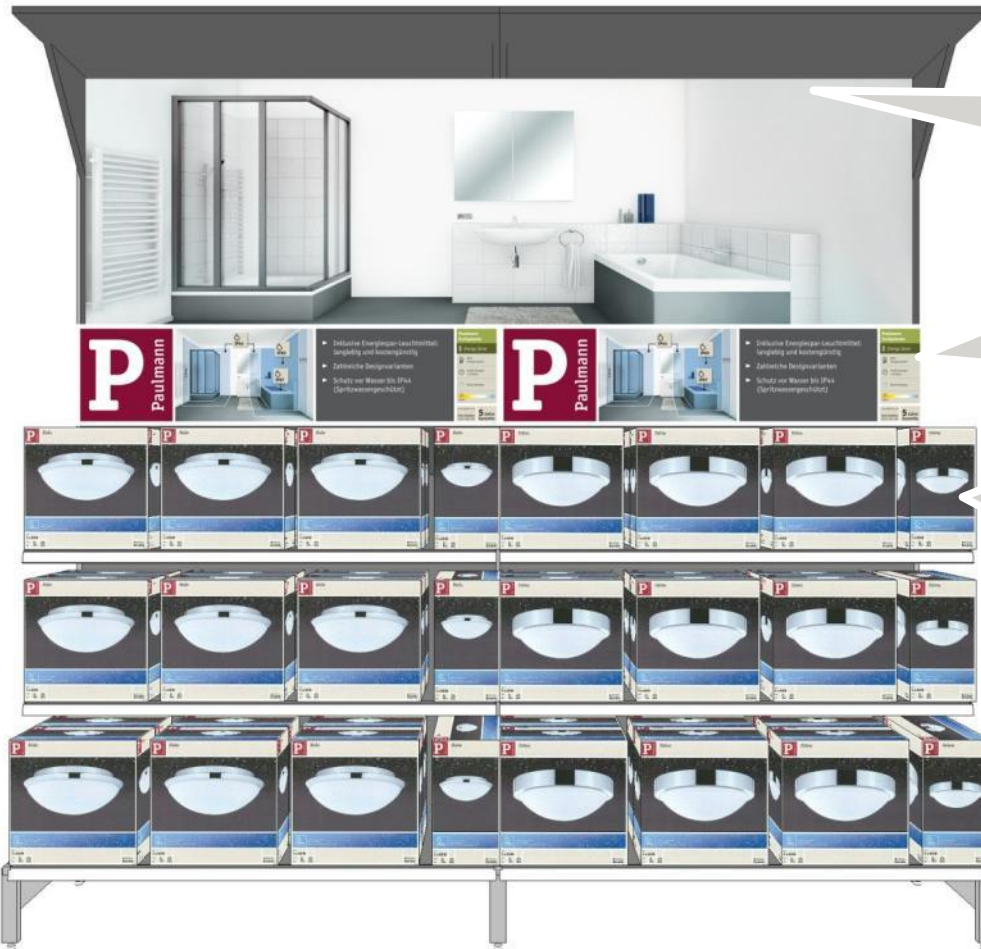


Trabani IP44
3x 25 W G9
chrome/clear 230 V
metal/glass

RRP €69.95
703.57

Bathroom lights – Safe with IP44 splash protection

The presentation: 2 units Tego



Large ambience picture:

Stages bathroom lights in bathroom atmosphere

Sales promotion:

Shows IP range of application and advantages of the bathroom lights assortment

Stocking:

Clearly structured, the bathroom lights are easy to locate

Bathroom lights – Safe with IP44 splash protection

The presentation: Console presenter



Samples:

Live sample of a wall lamp on round bulb background

Explanation:

Explanation of the IP utilisation in the bathroom and additionally EcoSystems explanation

Stocking:

Structured stocking according to types and range of application

Overview of the priorities

- 1 Spotlights – The complete assortment
- 2 Illumination with character – Innovative designs for decorative room illumination
- 3 Decorated halogen lamps
- 4 Deco Systems recessed lighting
- 5 Bathroom lighting – Safety with IP44 splash protection

- Additions:**
1. Xeta for wall & ceiling
 2. Bulbs
 3. Recessed lighting
 4. Function accessories

Additions Wall & Ceiling Xeta



Xeta dimming
incl. IR remote control
15 W LED
chrome matt/satin
metal/glass
200 mm
RRP €159
702.79



Xeta dimming
incl. IR remote control
24 W LED
chrome matt/satin
metal/glass
300 mm
RRP €199
702.76



Xeta
7.5 W LED
chrome matt/satin
metal/glass
320 x 100 mm
RRP €99.95
702.78



Xeta dimming
incl. IR remote control
15 W LED
chrome matt/satin
metal/glass
320 x 200 mm
RRP €159
702.77

Additions: **Bulb**
LED high-voltage pin base



LED HV pin base
3.5 W GU10 230 V
warm white
RRP €19.95
281.67

Additions: **Bulb**

Round bulb E27 halogen 230 V



Round bulb halogen

18 W E27 230 V clear

RRP €2.99

800.16

Round bulb halogen

28 W E27 230 V clear

RRP €2.99

800.17

Round bulb halogen

42 W E27 230 V clear

RRP €2.99

800.18

Additions: **Bulb**

Round bulb for baking oven Opal



Round bulb for baking oven

25 W E14 300° opal

RRP €2.59

106.21

Round bulb for baking oven

40 W E14 300° opal

RRP €2.59

106.41

Additions: **Bulb**

Round bulb E27 halogen 230 V infrared



Reflector lamp R95

100 W E27 infrared

RRP €9.95

829.66



Additions: **Bulb Rustica**



Rustika Cosylight

40 W E14
RRP €4.49
553.40



Tube size 2

25 W E14 clear
RRP €2.69
540.20



Multi-coil filament Rustica

40 W E27
RRP €13.95
550.40

Tube size 2

40 W E14 clear
RRP €2.69
540.40

Multi-coil filament Rustica

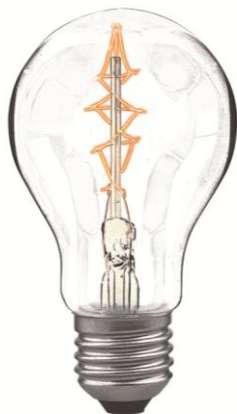
60 W E27
RRP €14.95
550.60



Additions: **Bulb Rustica**



GLB Rustica Retro
60 W E27 clear
RRP €8.49
700.63



AGL Rustika de Luxe
40 W E27 clear
RRP €4.49
548.40



Candle Rustica turned
25 W E14 clear
RRP €2.89
552.20



Candle Rustica
25 W E14 clear
RRP €2.59
551.20



AGL Rustika de Luxe
60 W E27 clear
RRP €4.49
548.60

Candle Rustica turned
40 W E14 clear
RRP €2.89
552.40

Candle Rustica
40 W E14 clear
RRP €2.59
551.40

Additions: Bulb Rustica - Counter stand-up display



DECO 

D Nicht für
Allgemeinbeleuchtung nur für
Dekorationszwecke
F Pas adapté pour de l'éclairage
général. Effet décoratif
uniquement !
GB Not for general lighting only
for decorative purposes

Clear packaging declaration
as decoration product

Additions: Recessed lighting Quality/Premium/SpecialLine

Quality Line



Quality Aya LED Multi Chip

3x 4 W LED 20 VA DC

3000 K/140 lm

white/steel

RRP €159

920.22

Premium Line



Premium Areal LED Multi Chip

3x 2 W LED

3000 K/90 lm

chrome matt/aluminium

RRP €99.95

937.58

Special Line



UpDownlight surface-mounted ring triangle

140 x 140 mm

stainless steel

RRP €14.95

937.55



Premium Line



Premium LED Set

3x 4 W LED GU10
700 cd/< 25° dimming
white/aluminium zinc
RRP €119
925.34



Premium Line Aria

1x 3 W LED 350 mA
720 cd/3000 K
brushed aluminium/chrome matt
RRP €39.95
925.29



Premium Line Aria

3x 3 W LED 350 mA 10 VA
720 cd/3000 K
brushed aluminium/chrome matt
RRP €129
925.30



Premium LED Set

3x 4 W LED GU10
700 cd/< 25° dimming
brushed iron/alu. zinc
RRP €119
925.33



Premium Line Aria

1x 3 W LED 350 mA
720 cd/3000 K
brushed aluminium/chrome matt
RRP €39.95
925.31



Premium Line Aria

3x 3 W LED 350 mA 105 VA
720 cd/3000 K
brushed aluminium/chrome matt
RRP €129
925.32

Premium Line



Premium Line Liro
1x 3 W LED 350 mA
320 cd/3000 K
Alum. brushed/clear
RRP €49.95
925.40

Premium Line Liro
3x 3 W LED 350 mA 10 VA
320 cd/3000 K
Alum. brushed/clear
RRP €159
925.41



Premium Line Liro
1x 3 W LED 350 mA
350 cd/3000 K
Alum. brushed/clear
RRP €49.95
925.38

Premium Line Liro
3x 3 W LED 350 mA 10 VA
350 cd/3000 K
Alum. brushed/clear
RRP €159
925.39



Premium Line Barrel

1x 5 W LED 350 mA 10 VA
1950 cd/3000 K

aluminium-anodised
RRP €79.95
925.47



Premium Line Xara

1x (2x 5 W) LED 350 mA 12 VA
2x 610 cd/3000 K
360° rotation/80° tilt
Alum. brushed
RRP €139
925.46

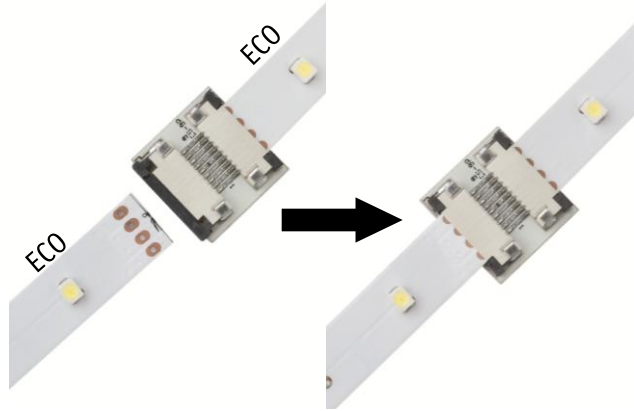
Additions: Function PremiumLineYourLED accessories



2x



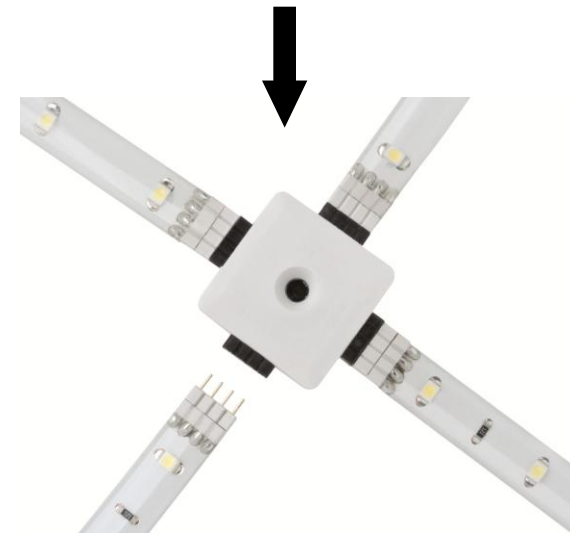
**YourLED Eco Clip-to-Clip
Connector**
plastic white
RRP €5.95
702.80



1x



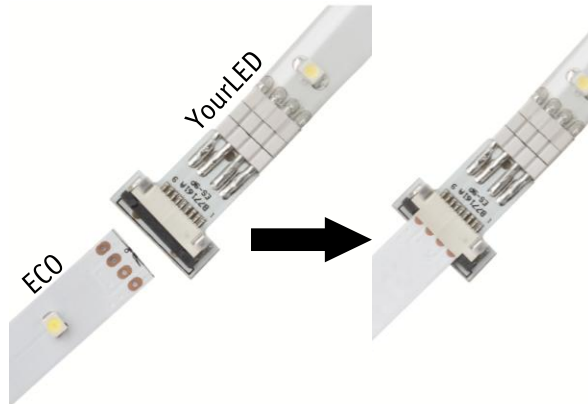
YourLED X-connector
plastic white
RRP €5.95
702.82



2x



**YourLED Eco Clip-to-YourLED
Connector**
plastic white
RRP €5.95
702.81



YourLED Distance Pack – Service Pack with segments for illuminated short sections

- ▶ Problem solution: In larger and complex installations, unlit sections may occur (YourLED Strips 97cm -> not connectable after the shortening)
- ▶ Occurs often when 90° corners are used
- ▶ You can illuminate your complete system in steps of about 2.5 cm up to 20 cm

2x 7.5 cm



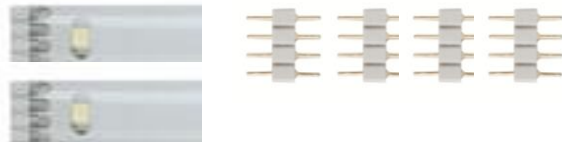
2x 7.5 cm



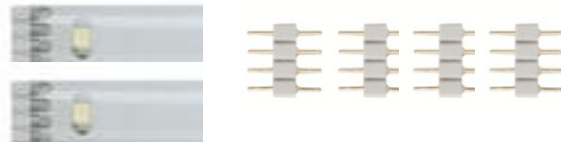
2x 7.5 cm incl. pin connector



2x 2.5 cm 4x pin connector



2x 2.5 cm 4x pin connector



2x 3 cm incl. pin connector



Function YourLED Distance Pack 20 cm

warm white
white plastic
RRP €5.95
703.36

Function YourLED Distance Pack 20 cm

daylight white
white plastic
RRP €5.95
703.37

Function YourLED Distance Pack 20 cm

RGB
black plastic
RRP €5.95
703.38

Additions: **Function**

EBL-YourLED connector: The new solution for mixed installation of recessed lighting and LED Strips



Function AMP-YourLED adapter

double-pack 50 cm

white plastic

RRP €7.95

703.26



Function YourLED-AMP adapter

double-pack 50 cm

white plastic

RRP €-.95

703.27



Additions: **Function**

Function Blacklight Sets – The disco effect in completely new assembly situations



- Innovation for LED Strips: Special effect of the popular black light also available as LED Strip
- Flexible layout of black light possible where a comparable black neon light cannot be installed, e.g. curved surfaces/counters

Function Blacklight LED Strip

Set 1 m 7.2 W 230/12 W
white metal/plastic
RRP €37.95
703.28

Function Blacklight LED Strip

Set 3 m 21.6 W 230/12 W
white metal/plastic
RRP €89.95
703.29



Function Side view – New layout options

- Special assembly situation in which the fastening level of the Strip lies next to the lit surface and not opposite, e.g. picture back-lighting and seam lighting in the living space.



Function YourLED Side view

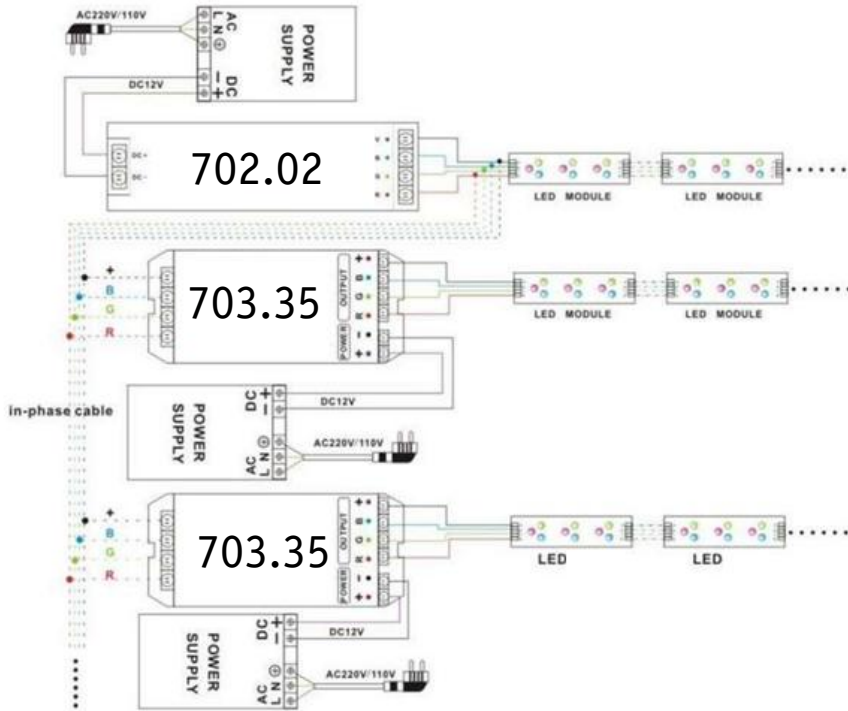
ECO Strip 50 cm
neutral white 2.4 W 12 W DC white
RRP €14.95
703.33

Function YourLED Side view

ECO Strip 50 cm
warm white 2.4 W 12 W DC white
RRP €14.95
703.32



Function YourLED RGB signal amplifier



- Popular RGB systems can now also be realised in significantly broader range at high wattage requirements
- **Synchronous** control via a remote control and feed of additional transformers

Function YourLED RGB signal amplifier

RGB amplifier max. 60 W 12 W DC alu
matt metal
RRP €44.95
703.35