

Press release

Dornbirn, January 2012

### **Shopping can be fun!**

The Vockeroth fashion house is making full use of modern LED technology

The Vockeroth store in Nordhausen, one of the fashion house's 36 branches, has recently been redesigned and now presents itself in a fresh light. Some 1400 m<sup>2</sup> of the store's shop floor space is now set centre-stage by a



modern LED lighting concept. CEO Joachim Vockeroth explains: "We needed a modern lighting concept that offered our customers greater convenience, presented our merchandise in an authentic, yet lively and exciting way and also made it possible to cut our energy consumption. The lighting concept developed by Zumtobel met all these requirements and was therefore the perfect solution for us."



This new lighting solution allows the branch to save 25% of its energy costs compared with shop lighting using conventional lamps. At the same time, operating costs have been slashed because the LEDs have a service life of 50,000 hours and ensure virtually maintenance-free operation. By integrating Stable White technology (a special mixing chamber system) into its LED luminaires, Zumtobel is also able to guarantee that its excellent lighting quality will remain stable throughout the system's entire lifetime. "Taking all

these aspects into account, the system has a relatively short payback period of about four years, which convinced us to make the investment”, explains Joachim Vockeroth.



Even the exterior of the completely refurbished fashion boutique makes a friendly, inviting impression on passers-by. This is ensured by round wide-area luminaires recessed into the ceiling which immerse the entire entrance area in soft light. At the same time,

LED spotlights and downlights inside the modern, bright and airy retail space produce pinpoint accent lighting that make sure that the goods on display attract shoppers' curiosity. This combination of wide-area light and diffuse light sets up an exciting contrast. Thanks to the LED downlights installed along the main corridor leading from the entrance, the shopper's gaze is instinctively drawn into the depths of the retail space. The installed lighting is fundamentally in harmony with the layout of the space and also makes it easier for customers to find their way around.

The collection of ladies' and men's fashions in the various departments demanded accent lighting that displayed every garment, from sporty jeans, brightly coloured dresses and elegant shirts through to edgy



young fashion accessories, appealingly and to full effect. Zumtobel used its latest Lyon LED spotlight range and its Cardan LED lighting system to satisfy this requirement. The Lyon spotlight's sophisticated design accommodates a unique lens/reflector system that allows for high-precision, homogeneous accent lighting with a variety of beam patterns. With a stable warm white colour temperature of 3000 K and excellent colour rendering ( $R_a > 90$ ), the LED

spotlights accentuate the various colours of the materials and set them off in a refreshingly authentic and natural manner.



In the checkout areas, care was also taken that the luminaire design matches the interior and provides homogeneous ambient lighting. As in the entrance area, round pendant luminaires are used above the checkout counters. In order to underscore the store's brand image to optimum extent, these luminaires were supplied with a black-rimmed housing that matched the dark grid ceiling and contrasted elegantly with the stone look of the counter. The soft stylistic idiom of Zumtobel's round Ondaria luminaire makes it ideal for use in this prestigious area.

Last but not least, an integrated lighting system must also include emergency and escape sign lighting. The Resclite LED spotlights used here are barely visible in everyday use, thanks to their compact dimensions, but ensure safe guidance in the event of an emergency with a range of up to 23 m and a minimum installed load of just 5 W. Unobtrusive Comsign escape sign luminaires made of transparent acrylic glass and anodised aluminium also blend harmoniously into their prestigious surroundings and provide a feel-good atmosphere.

**Zumtobel. The Light.**

**Fact box: Vockeroth fashion house, Nordhausen/D**

Client: Bekleidungshäuser K. Vockeroth GmbH,  
Melsungen/D

Electrical consultants & installations: Electronic ELT GmbH, Nordhausen-  
Salz/D

Lighting solution: Zumtobel  
ONDARIA recessed luminaires,  
PANOS INFINITY LED downlights,  
IYON LED spotlights,  
RESCLITE emergency luminaires,  
COMSIGN escape sign luminaires,  
CARDAN LED lighting system

**Captions:**

Caption 1: Lyon LED spotlights pick out the goods on display and direct shoppers' attention to them.

Caption 2: Zumtobel's modern LED lighting solution saves up to 25% of energy costs compared with the previous solution.

Caption 3: The invitingly brightly lit entrance welcomes shoppers who enter the store.

Caption 4: Zumtobel's LED spotlights deliver high-contrast shop lighting and are a tone-on-tone match with the ceiling.

Caption 5: The harmonious interplay of lighting and brand identity even extends into the checkout areas.

For more information, please  
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