Press release

Zumtobel at EuroShop 2017

“Creating Light Creates Emotions”: Dynamic tailored light factors wellbeing into shopping

Dornbirn, 5. March 2017 – At this year’s EuroShop event from 5th to 9th of March, Zumtobel will demonstrate how the right light influences human feelings and emotions, enabling this key element to exert a significant influence on wellbeing and purchase behaviour in shops. The Zumtobel stand can be found in Hall 09 (Stand C56). Under the motto “Creating Light Creates Emotions”, the Austrian lighting provider will showcase pioneering lighting solutions for the international retail sector – solutions that have been carefully designed to reflect the results of the Limbic® Lighting study and the Zumtobel concept of Active Light. Both of these aspects illustrate the growing importance of light as an effective marketing and sales tool in shop and retail applications.

Up to 95% of all purchase decisions are made subconsciously. These choices can be positively influenced with the help of individually adapted lighting scenarios. The Limbic® Lighting approach from Zumtobel makes it possible to address specific personality types that have been defined through the Limbic® Lighting research from the Gruppe Nymphenburg in Munich. Alongside more time spent in the store and increased customer wellbeing, the Limbic® Lighting study also revealed a sales-boosting effect: “Shops are increasingly developing into places where visitors enjoy a feel-good atmosphere and real sensory experiences. Light can therefore be used to stimulate emotions and to create visible brand identities. Our Limbic® Lighting study showed that the right lighting can increase sales by 10 per cent,” explains Daniel Lechner, Marketing Director Zumtobel.

With three Limbic® Lighting application scenarios - from a showcasing luxury fashion to setting the scene for high street fashion stores and staging of accessories - Zumtobel will use EuroShop 2017 to show how lighting concepts tailored to particular personality types ensure the optimal presentation of goods and create a world of experience. There are three main Limbic® Types:

- **Balance**: Light for Harmonisers and Traditionalists
- **Stimulance**: Light for Hedonists and Adventurers
- **Dominance**: Light for Performers and Disciplinarians

Moreover, human perception is geared towards recognising fast-moving objects, which means that one’s attention is instinctively drawn to where something changes. The so-called ‘Active Light’ principle from Zumtobel supports this selective perception with continuously changing dynamic lighting scenes. Integrated into the Limbic® Lighting concept, Active Light could enhance the lighting solution and quickly alter the ambience in terms of light intensity, direction, colour and time.
Zumtobel at EuroShop 2017

EuroShop, the world's major retail trade exhibition, will take place in Düsseldorf from 5th to 9th March. Zumtobel can be found in Hall 09 (Stand C56) with its sister brands Thorn, Tridonic and Zumtobel Group Services. In addition to the three Limbic® Lighting examples, the leading international provider of integral lighting solutions will present two further scenarios - fresh food and supermarket - and reveal how to achieve optimal illumination for goods on shelves and on display. A virtual reality demonstration will feature the new NIGHTSIGHT architectural product family from Zumtobel, underlining the company's expertise in outdoor lighting applications. A series of innovative Zumtobel products for the retail sector, including ONICO, IYON, INTRO and SUPERSYSTEM II, will also be displayed on the stand.

EuroShop, 5th-9th March 2017 in Düsseldorf
Zumtobel Group: Hall 09, Stand C56

Active Light in Presentation and Retail
Photo captions:

(Photo credits: Zumtobel)

Photo 1: Hedonists and Adventurers (Stimulance) love a highly contrasting solution with low horizontal general lighting levels - like the target group of the French fashion brand “The Kooples”.

Photo 2: Harmonisers and Traditionalists (Balance) react extremely positive to uniform accent lighting with a warm-white light colour, such as, in the market hall of the Spar supermarket chain in Budapest. or the famous chocolatier “La Durée”.

Photo 3: Performers and Disciplinarians (Dominance) prefer a uniform light distribution with high proportions of diffuse light, as well as evenly illuminated peripheral areas. A Zumtobel lighting solution delivers perfect light for the Dominance target group at the Audi dealership in Dubai.
Photos 4, 5 und 6: ONICO, IYON and INTRO are just three of the Zumtobel products that can enhance retail applications.

Photo 7: SUPERSYTEM II is a multifunctional LED light tool. The narrow rail profile, in combination with an extensive range of easy-to-install lighting inserts, fulfils demanding lighting tasks with outstanding light quality.
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About Zumtobel

As a leader in innovation, Zumtobel develops sustainable lighting solutions tailored to the needs of people in their respective applications. With a comprehensive portfolio of high-quality luminaires and intelligent lighting management systems, the Austrian company provides optimum indoor and exterior products for working and living spaces - the right light for every activity at any time of day. The applications office, education, presentation and retail, hotel and wellness, health, art and culture and industry are now perfectly complemented with portfolios for living and outdoor areas. Zumtobel is a brand of Zumtobel Group AG with its head office in Dornbirn, Vorarlberg (Austria).

Zumtobel. The Light.