

360° LIGHT
SHOPLIGHTING



360° LIGHT COMPETENCE

RZB - YOUR PARTNER
WITH AN ALL-ROUND VIEW



As an all-rounder for light and luminaires, we provide highly efficient products, progressive LED technology and excellent light quality "Made in Germany". As a family business, we offer continuity, sustainability and long-term partnerships.

Our broad portfolio consisting of indoor and outdoor lighting, emergency luminaires and systems today comprises more than 20,000 products.

We guarantee the uncompromising quality of these products with in-house development, production and certified quality assurance. With lighting solutions that are precisely tailored to our customers' and partners' requirements, they demonstrably benefit from significant energy savings, lower operating costs, long term planning security and short payback periods.



INNOVATIVE STORE LIGHTING

Welcome to the future of product display in retail

E-commerce, cross-selling, multichannel retailing and all the other variations pose considerable challenges on the static retailers. RZB's products help you to enhance your sales premises and make them more effective. In consulting and sales, digital realms highlight products and create new retail worlds. Shopping should be fun and leave a lasting impression.

Adjustable lighting scenes and dynamic design, in line with digital capture and transfer of information, help you to complete the transformation in this market segment.

360° LIGHT COMPETENCE

IDEAL LIGHTING SOLUTIONS
FOR EVERY APPLICATION

FASHION



DEECOS R
DEECOS S
GOLAS
RONDOS
BEAMLINE SLIM
TRIADE



SUPERMARKET & FOOD



LINEDO
TX-PICTUS
TX-BERLIN, BREMEN, HANNOVER
DEECOS P
ISURA 3
ISURA 4

STORES



TX-MOVE
LINEDO
ISURA 3
LESS IS MORE 27
LESS IS MORE BEAMLINE
TX-LD LIGHT CEILING

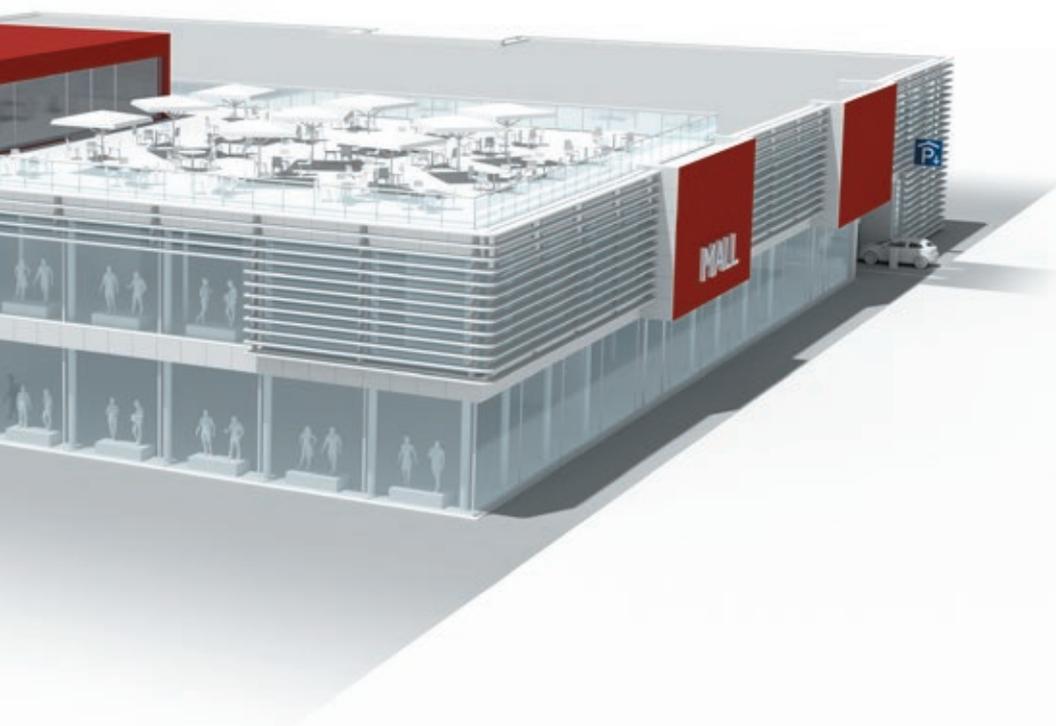
LIGHT AND BUILDING MANAGEMENT SYSTEM



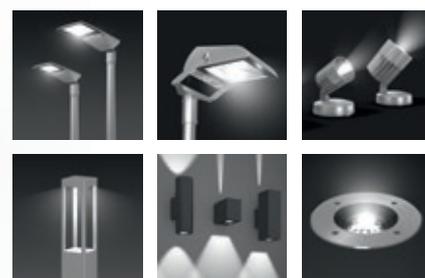
EMERGENCY LIGHTING



GSUN S
 HALYXX
 TURIA
 TOLEDO FLAT
 LPS SYSTEMS
 CPS SYSTEMS



PARKING SPACES AND OUTDOOR AREAS



MINGATA
 LIGHTSTREAM
 ALU-STAR
 BOCARO
 WALLSCAPING
 TERRA EDELSTAHL

RESTAURANT AREAS, UTILITY AND OPEN SPACES



SIDELITE ECO
 PASCALA
 LINEDO
 TRIONA
 FLAT SLIM
 TOLEDO FLAT

HIGHEST PRODUCT QUALITY FOR YOUR SALES PREMISES

For a remarkable added value.

⊕ EMOTION

It is generally accepted in advertising psychology that purchasing decisions are driven less by rational considerations than by emotions. We design and manufacture future-oriented lighting systems for the retail and wholesale sectors. Shop lighting is a top priority in the retail sector when it comes to enhancing architecture and furnishings.

- ✓ Distinctive design concepts and flexible lighting solutions
- ✓ Scenarios created with light colours and contrasts
- ✓ Image and branding strengthened by the creation of different retail worlds adapted to the customer's needs

⊕ FLEXIBILITY

Sales areas that are constantly being updated, and flexible organisational structures, require modern lighting systems that can be adapted to changing and individual needs. Thanks to economical light planning, an extensive product portfolio and the use of intelligent light-management systems, RZB enables its customers to make the necessary changes and thus ensures long-term flexibility.

- ✓ Straightforward extension of the lighting systems
- ✓ Freedom of design
- ✓ Confidence for the future

⊕ EFFICIENCY

Light quality represents a decisive contribution to the wellbeing of customers and employees alike and creates a stimulating atmosphere. Dynamic light from RZB puts the product into the focus, and motivates customers to take a purchasing decision.

By using control and regulation technology or Bluetooth® applications, we can minimise energy costs while creating a differentiation between sales areas and product classes

- ✓ Minimising energy costs and CO₂ emissions – Think Green
- ✓ Minimising maintenance costs
- ✓ Improving glare control despite high illuminance on the products

⊕ RELIABILITY

We are your reliable partner. We support your project from the initial idea to its implementation and far beyond. Personally, passionately and individually. Thanks to excellent professional competence, the highest product quality and services such as light planning, profitability analysis and commissioning, we meet the high demands of all parties involved in the planning process.

- ✓ Offer with installation on demand
- ✓ Quality and long warranty periods
- ✓ After sales service – precision positioning of light output



THIS MEANS?

For us, quality means not to make any compromises: Our products are developed and produced with the greatest care, our consulting quality is deemed above average.

We work accurately, responsibly and solution oriented and always compliant with our SMART TECHNOLOGY and EXCELLENT DESIGN guidelines.

Each process step is strictly controlled and continuously optimised along the entire value chain up to the after sales service.

This is the only way for us to be sure to provide our customers and partners with the highest degree of efficiency, productivity, flexibility and reliability, and thus a remarkable added value in every respect.

- ⊕ First class product quality
- ⊕ Qualified consulting
- ⊕ Professional lighting design
- ⊕ High energy savings
- ⊕ Project specific solutions
- ⊕ Digital services
- ⊕ Up to 10 years warranty
- ⊕ Financing



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FASHION



Deecos S



Deecos P



Magcardo



Rondos



Golas



Task + Challenge

The merchandise must be displayed in an interesting and lively way to attract the customer's attention. High-contrast lighting with the deliberate use of light and dark zones creates a tension that accentuates material structures and makes details prominent.

- Create of different levels of illuminance
- Highlight the texture of the materials
- Build arcs of tension

Lighting solution

RZB's projector families all use the same optical system. In addition to highly efficient reflectors with a wide range of beam angles, lens optics are also available to focus the light even more precisely and without glare. Anti-glare screens and glass attachments further round off the range.

- Illuminate the product images, advertising displays and shelf walls
- Animate the sales area with flexible light technology

Added value for the user

Thanks to the use of universal optical systems in the projector families, the desired luminous effect can always be achieved. The colour rendering of CRI>90 brighten up the colours of the merchandise. Digital light management systems via cable or Bluetooth® are available for the projectors.

- Attractive presentation of merchandise enhances the shopping experience
- A pleasant and exciting lighting atmosphere extends customers' stays



FASHION



TX-LD light ceiling



Flatliner



Flatliner Slim



Less is more flex



TX Le Hemisphere



Task + Challenge

The goal of successful customer loyalty is for customers to visit the shop not only when they have a specific need, but also when they want to be inspired and discover new products.

- The shop architecture creates spaces for well-being and discovery
- The lighting marks customers' shopping paths and creates experience zones
- Young consumers come together to shop and share the experience on social media

Lighting solution

Luminous ceilings with atmospheric motifs brighten up the sales area and make the shopping concept visible. Colour matching fabric lampshade luminaires and selective RGB luminaires in the lounge area complement the experience zones.

- Large picture motifs on ceilings or walls are uniformly backlit
- Fabric lampshade luminaires create a pleasant living room atmosphere
- Light management systems offer the possibility to design different scenes

Added value for the user

The showroom design can be designed individually with large colour and picture accents. Customers are attracted by the special atmosphere in the room and are happy to linger in the shop, which increases turnover per purchase.

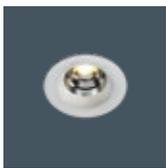
- Differentiation from the competition thanks to personalised shop and lighting architecture
- The informal shopping experience creates customer loyalty and increases turnover



SUPERMARKET



LINEDO



Capillux Micro



Triona



Deecos S Mini



Toledo Flat



Task + Challenge

Lighting large areas with highly efficient light that stages the shelves and end-of-aisle displays well is best achieved with state-of-the-art lens technologies. These enable good product presentation with wide luminaire spacing.

- Power minimisation per area
- Uniform illuminance levels on the shelves
- Clear customer guidance structure

Lighting solution

Linear shelf and aisle lighting with the versatile new LINEDO continuous-line luminaire system. End-of-aisle display accentuation with spotlights. Non-linear lighting of fruit and vegetable, as well as wine and delicatessen areas.

- Use of luminaires with efficiencies of up to 180 lm/watt
- Fast installation times on site because the luminaires are easy to handle during electrical installation

Added value for the user

Use of sustainable lighting systems for efficient illumination of large sales areas. The use of the latest control technology combined with modern design creates a forward-looking concept.

- Cost savings in investment and operation
- Clean room structure
- Clear lines and pathways



SUPERMARKET



TX-Move



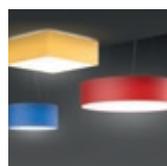
Isura 3



Deecos S Maxi



Isura 2



Flatliner



Task + Challenge

Supermarket operators are looking for a flexible but cost-effective solution for both wide-area ambient lighting, and accent lighting on promotional areas and special lighting. They want minimum power combined with high luminance on the merchandise.

- Flexible lighting units to meet changing needs
- High accentuation on special areas, raising the lighting level for promotional merchandise

Lighting solution

Non-linear shelf and aisle lighting with the new TX-Move luminaires. Accent lighting with spotlights on the end-of-aisle displays. Spotlights for illuminating fruit and vegetable areas and for cosmetics presentation. Flexible light colours.

- Use of luminaires with different lens systems and high efficiency
- Track luminaires with different light control systems, such as “batwing” technology or asymmetrical lens technology

Added value for the user

Non-linear systems allow for a quick exchange of luminaires. Flexible creation of highlight zones, which are becoming increasingly popular in food retail trade.

- Rapid adaptation and change in response to the market situation
- Variable creation of accents to highlight special offers



© shutterstock

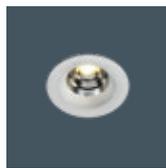
FOOD – BAKERY PRODUCTS



Golas



Isura 4



Capillux Micro



TX Food 40



TX Berlin



Task + Challenge

The illumination of baked goods also plays an increasingly important role in supermarkets. In most cases, they have been relocated to the pre-checkout area. Hot food is increasingly available, while seating areas offer customers opportunities to rest and stay.

- Customer loyalty to the baker
- Supporting the bakery's regional character

Lighting solution

Use of spotlights for the counter area, single or double row. Rear wall lighting with wide-area "batwing" technology or wall washers with high colour rendering, accentuation of the counter and product displays, illumination of seating areas with pendant luminaires to create a homely atmosphere.

- Differentiation between counter and café areas
- Extremely high colour rendering up to CRI 97
- Warm light colours

Added value for the user

Better and more appealing presentation of merchandise, supporting sales. Increased sales are achieved thanks to maximum customer presence.

- Increased dwell time
- Increased turnover thanks to café zone
- Emotionalisation of the counter



FOOD – MEAT PRODUCTS



Deecos R



Golas



Rondos



Isura 2



Less ist more



Task + Challenge

The service counters are among a super market’s stand-out features. They foster customer loyalty. Meat and deli counters range among the sales areas with the highest turnover. The lighting must also meet hygiene requirements.

- Presentation of high-quality, perishable goods with special light colours and creation of a desire to buy
- High demands on visual comfort and glare control due to the counters’ glazing

Lighting solution

Illumination of the counter area with minimisation of direct and reflected glare. Back wall and work surface illumination by using differentially wall washers and wide-area lighting. Creation of appealing displays by using special “meat” and “fresh meat” light colours, depending on the range of goods.

- Use of lighting control to adjust the illumination of goods
- Raised attention level thanks to additional cove and furniture lighting

Added value for the user

Reduction in ageing processes (protein reactions) and prevention of waste. More appealing presentation of goods thanks to “meat” light colours. Advantageous use of mixed lighting scenarios for different product ranges (game, dry-aged products, cold meats).

- Customer-specific lighting adjustment according to range
- Emotionalisation of certain areas such as dry-ageing cabinets and sausage displays



© Linus Lintner

STORES – PHARMACIES



Deecos R



Less is more 27



Triona



Sidelite ECO



Pascala



Task + Challenge

Today's pharmacies are more than just places where you pick up medicines prescribed by the doctor. Over-the-counter medicines, wellness and beauty products have turned the modern pharmacy into a showroom, but one that is also subject to strong competition.

- Attractive showroom lighting in the pharmacy
- Appropriate task lighting in the back rooms

Lighting solution

At the service counters, downlights and light profiles are used to implement a functional, businesslike lighting solution. The sales shelves are illuminated as usual with spotlights. In addition, large ceiling luminaires create a light-flooded ambience.

- Downlights with good glare control and low profile luminaires for the service counters and consultation rooms
- Recessed or surface-mounted projectors for the sales ranges

Added value for the user

Pared-down technical luminaires are energy-efficient, and their practicality emphasises the professional competence of the staff. Higher-quality luminaires make the pharmacy stand out against the competition and create a feel-good atmosphere.

- Distinctive interior design
- Increased customer frequency, dwell time and turnover



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STORES – OPTICIANS



Less is more 50



Deecos S



Kaleea



Flat Slim



Flatliner Slim



Task + Challenge

Opticians ensure the medical care of the population's eyesight with technically sophisticated glasses and contact lenses. In addition to the health aspect, eyewear is now more than ever a statement about our personality and fashion-conscious dress sense, and calls out to be marketed and sold in an appropriate setting.

- Bright lighting for goods
- Pleasant lighting atmosphere in the consultation areas

Lighting solution

The high-quality materials of the glasses on the display walls are accentuated by spotlights. In the eye examination room, dimmable lighting is recommended to provide the appropriate lighting for examinations.

- Projectors with a variety of optics and optimum colour rendering for product lighting
- Pendant luminaires for consultation desks
- Efficient, dimmable modular luminaires or recessed profiles for the workroom

Added value for the user

The glasses shine in bright, pleasant light. The products' materials, colours and technical refinements can be appreciated. Subdued lighting at the consultation desks has a relaxing effect on customers. Technical lighting in the back rooms supports the work processes taking place there.

- Distinctive interior design
- Increased customer frequency, dwell time and turnover



© diephotodesigner

STORES – BEAUTY STORES



Rondos Mini



Deecos S Track-in



Sonis EVO



Deecos P



Levido Swing



Task + Challenge

Cosmetics, perfumes and high-quality care products sell best in a relaxing and luxurious shop atmosphere. A suitable lighting concept should emphasize the visual appeal in the shop design.

- Impression of intimacy by lowered ambient lighting in the showroom and strong contrasts of light and shade
- Focusing the light on the merchandise

Lighting solution

Soft, warm light that can be precisely directed and controlled creates a lighting scenario divided into zones. Indirect and background light sources create a relaxing atmosphere. Spotlights emphasize visual highlights and picture motifs and intensify shopping emotions.

- DALI light control
- Projectors with optimum colour rendering of CRI>90 and 2700K warm white light

Added value for the user

A feel-good ambience induces customers to seek detailed advice and be convinced by the products. Precisely controlled light sources minimise energy consumption and operating costs.

- Lighting control means lighting can be adjusted according to daytime or weather conditions
- Dark-light-effect louvres and pared-back striplights help to make the light sources invisible



© Linus Lichtner

LIGHT MANAGEMENT



Task + Challenge

A digitalised showroom appeals to the customer emotionally and contributes to the feeling of the consultation and product configuration being an “event”. Intelligent light management systems intensify the experience by creating a suitably varying room ambience.

- Dynamic lighting scenes
- Enhanced shopping experience
- Reduced energy costs

Lighting solution

For the conversion to LED in existing buildings usually only three-core wiring is available. Intelligent LED luminaires with Casambi smart+free modules can be controlled wirelessly via Bluetooth® so the costs of new five-core wiring can be saved and light management is possible..

- Customised or daylight-dependent lighting scenes
- Bluetooth® control for existing buildings

Added value for the user

By adjusting the light intensity and colour, varying spatial impressions are created attracting the customer’s attention. You can save lighting scenarios and play with a push-button, tablet or smartphone.

- Expandable, future-oriented lighting system
- Customer loyalty thanks to event atmosphere
- Minimised energy costs



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SPECIALIST STORES



LINEDO



Light Case



Industrial Hall



Triade



Triona



Task + Challenge

In large-scale specialist stores, such as for building materials, a cost-effective lighting system is required. Not only the operating and maintenance costs but also the purchase and installation costs must be taken into account. The goods are uniformly lit over a wide area.

- A small number of high-intensity luminaires at high-bay height illuminate the sales area.
- In higher-quality specialist departments, spotlights supplement the high-bays.

Lighting solution

For a visually appealing lighting system, the obvious choice is energy-efficient continuous-line luminaire systems that can be installed with little effort. Spotlights, emergency luminaires or sensors can also be integrated.

- In new stores, continuous-line systems offer an energy-efficient and variable solution.
- In refurbishment projects, existing high-bay reflector luminaires can be replaced by new LED luminaires.

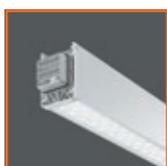
Added value for the user

High-intensity suspended luminaires or continuous-line systems provide cost-efficient lighting for extensive sales areas. Depending on the existing building and architectural conditions, the appropriate luminaires can be selected from a wide product range.

- Low investment and operating costs ensure short-term ROI
- Flexible design options



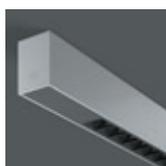
DIY STORES AND GARDEN CENTRES



LINEDO



Planox PRO



Less is more
BeamLine



Planox Tube



TX-Move



Task + Challenge

The large sales areas of DIY stores require technically sophisticated lighting to make best use of the available daylight. Installation and maintenance costs set an additional challenge in view of the luminaires' installation heights.

- Linear lighting systems provide good ambient lighting and orientation in the premises
- High energy efficiency and adaptable lighting reduce investment and operating costs

Lighting solution

In DIY stores and garden centres, the LINEDO continuous-line lighting system scores with its diverse outputs and flexibility. Five output levels and seven optics mean the continuous-line system can be flexibly adapted to the room situation and installation height.

- Thanks to its IP54 rating as standard, LINEDO can be used both indoors and in roofed outdoor areas
- Neutral and warm white light colours can be used to accentuate different product colours

Added value for the user

The single-component continuous-line system with suspension points up to 4.5 m means a significantly more cost-effective installation than conventional continuous lines. To emphasise highlights, continuous-line inserts with spotlights or tracks can be integrated into the system, as can sensors and emergency lighting.

- Maximum flexibility
- Ultra-fast installation



RESTAURANTS AND CAFES



Calido Mini



Levido Swing



TX Globe



Flatliner Slim



TX Le Hemisphere



Task + Challenge

In restaurants or cafés belonging to the chain sector, consumers often select meals at a self-service counter or have them prepared live before their eyes. Good lighting for these counters is essential to the restaurant's success.

- Attractive illumination of the self-service area
- Atmospheric lighting at the dining tables
- Standards-compliant lighting for work and cooking surfaces

Lighting solution

High-intensity, controllable spotlights are recommended for the counters. Light intensity and colour should be adjustable. To create an intimate atmosphere at the tables, accurately positioned pendant luminaires are the best choice.

- Projectors with lens optics offer focused light and a variety of light colours and beam angles
- Decorative pendant luminaires with high-power LEDs in the counter area or E27 luminaires in the dining area

Added value for the user

The high-intensity illumination of the service counters attracts customers, the appealing light perfectly enhances the food, increasing sales. The cosy lighting at the tables contributes to the sensual experience of the food and beverages. Customers will be happy to come back again.

- Well-frequented restaurants and food courts
- Increased attractiveness of the shopping experience



CIRCULATION AREAS



Ralite Highbay



Pascala EVO



Tarek S



LINEDO



LED it Strip



Task + Challenge

In the shopping centre, visitors want to be inspired by the wide range of products on offer in the individual stores. In between, as they stroll around the mall, the numerous gastronomic offers invite them to take a break. The centre operator has the task of creating the right setting for these shopping excursions.

- Inviting atmosphere created by brightly lit entrance areas
- Creating indoor shopping streets by connecting stores with light

Lighting solution

Shopping centres with spectacular full-height entrance halls are equipped with pared-back pendant projectors such as the Ralite Highbay. A single light point can generate up to 50,000 lm luminous flux, minimising installation and maintenance costs.

- Ralite Highbay pendant projectors and directional Tarek S track spotlights
- Linear lighting systems and cove lighting give structure to the premises and walkways

Added value for the user

Entrance lobbies and common areas are equipped with bright and energy-efficient lighting. Energy costs can be reduced thanks to daylight-controlled lighting management.

- Combination of daylight and artificial lighting to encourage visitors to linger
- Standards-compliant illuminance levels on walkways and escalators minimise the risk of accidents



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EMERGENCY LIGHTING



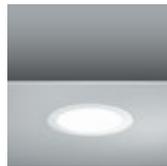
Planox PRO



GSUN 3



Centryxx



Toledo



Turia

Task + Challenge

In case of a general lighting failure, safe guidance of customers and staff to emergency exits must be ensured by means of escape route signs and lighting. The emergency power supply for the escape route identification luminaires must be provided by single batteries or a central battery system.

- Escape route lighting and identification in accordance with DIN EN 1838
- Safe and low-maintenance installation

Lighting solution

The LED emergency luminaires in the GSUN series are the all-rounders of display luminaires and can also be integrated into the LINEDO continuous line luminaire system. In addition, RZB offers general lighting, such as its Toledo downlights, in which the emergency lighting function is already integrated. This is a simple way to offer escape-route illumination and lighting for cleaning.

Added value for the user

Most shops integrated into shopping centres and department stores are equipped with central battery systems. This makes it easy to replace emergency luminaires with modern LED technology.

- Consistent lighting concept thanks to all-in-one solutions
- Safety for customers and employees



PARKING AND OUTDOOR AREAS



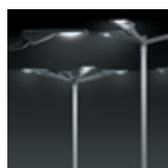
Lightstream



Lightstream



Alu-Star



Mingata



High Power



Task + Challenge

Large parking and storage areas play an important role, especially in supermarkets. Facade lighting and entrance area lighting play a central role in guiding customers.

- Increased external attraction
- Safe parking for customer vehicles

Lighting solution

With outputs ranging from 54 W to 225 W, the Lightstream family of pole-mounted luminaires covers a wide range of applications. Corrosion-resistant aluminium alloys and asymmetric optics with MIRO-SILVER® reflectors ensure long life and energy efficiency.

- Broad range of beam angles and power
- Precise planning to reduce light pollution

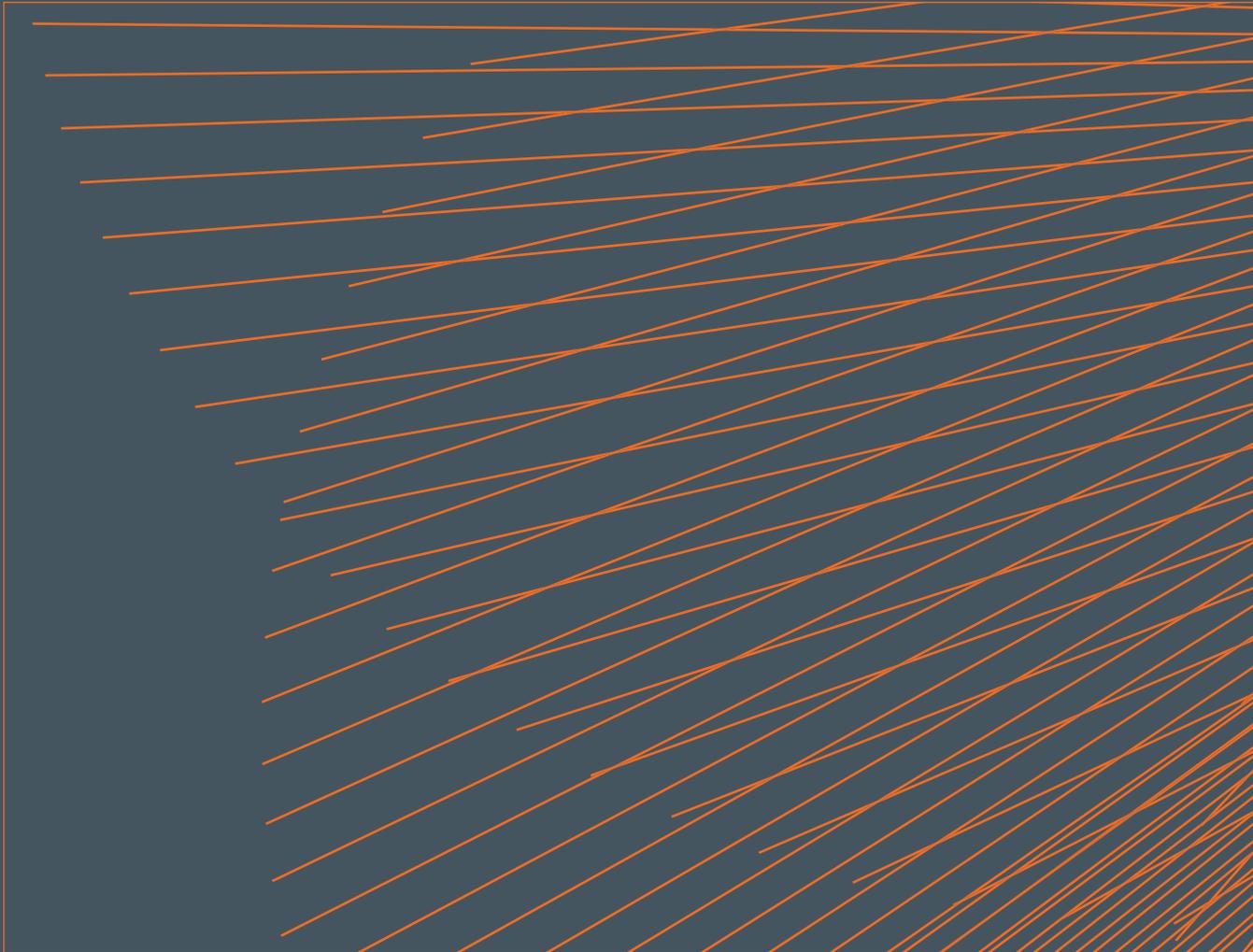
Added value for the user

The building's external attraction in the dark is hugely important for the company's image. Light shapes facades, highlights building architecture and ensures safety on traffic routes and in parking zones.

- Guarantee of insurance cover
- Tested, durable and low-maintenance products that are "Made in Germany"
- High energy efficiency despite permanent illumination



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