

360° LIGHT
CAR SHOWROOMS



360° LIGHT EXPERTISE

RZB – YOUR PARTNER WITH AN ALL-ROUND VIEW



As a multi-specialist, RZB has stood for intelligent lighting solutions "Made in Germany" for over 85 years. We offer you continuity, sustainability and long-term partnerships. As a diversified group of companies, our manufacturing operations in Bamberg are highly vertically integrated. Our design and innovation prizes, DIN-ISO 9001 certification and awards for sustainability activities underline the mindset of our family-run business.

We specialise in the development and production of indoor and outdoor luminaires, emergency luminaires and light management systems.

We have also recently launched our new RZB Energy brand – a modular concept for luminaires with an integrated charging function.



INNOVATIVE CAR-DEALERSHIP LIGHTING

WELCOME TO THE MOBILITY OF THE FUTURE

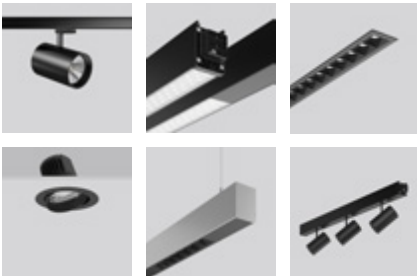
Today's traffic and environmental problems present enormous challenges for car manufacturers' current thinking. Catchwords such as "e-mobility", "car-sharing" and "autonomous driving" point to the huge changes facing the industry.

And these upheavals will affect the car dealership, too. Digitalisation in vehicles will increasingly correspond to the way they are displayed. In consulting and sales, digital worlds convey the fascination of technology and the emotion of untrammelled individual mobility. Adaptable lighting moods, sales- and consultation-area zoning and dynamic lighting scenarios help to appeal emotionally to the customer who wants to be inspired by a new vehicle.

360° LIGHT EXPERTISE

OPTIMUM LIGHTING SOLUTIONS
FOR EVERY APPLICATION

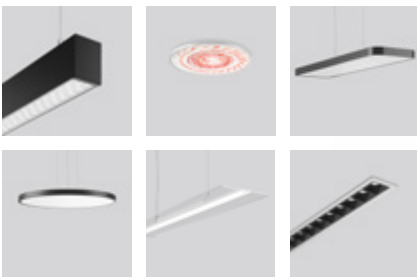
DISPLAY



DEECOS
LINEDO
BEAMLINE SLIM

RONDOS
BEAMLINE
LINEDO SPOTLIGHT MODULE

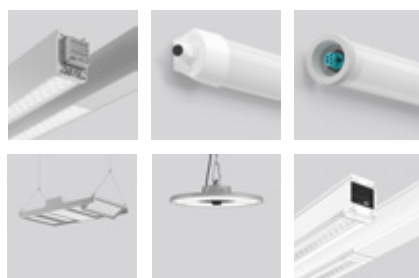
RECEPTION AND CONSULTATION



LINEDO SINGLE
SIDELITE ROUND
TRIONA RECTANGLE

TRIONA ROUND
TWINDOT
BEAMLINE SLIM

SERVICE RECEPTION AND WORKSHOP



LINEDO
PLANOX PRO
PLANOX TUBE

LIGHT CASE
INDUSTRIAL HALL
LINEDO 50

LIGHT AND BUILDING MANAGEMENT



EMERGENCY LIGHTING

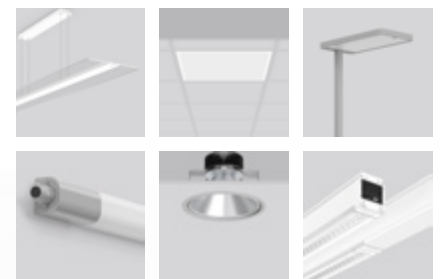


MULTIDIGIT AIR
SIGNCUBE
CENTRYXX D

LUCIO
TOLEDO FLAT+
LINEDO



BACK OFFICE AND STORAGE AREAS



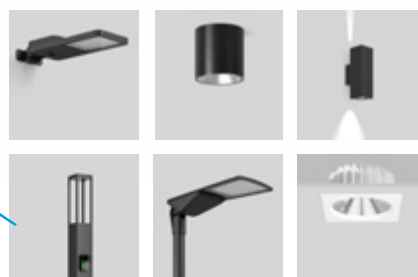
TWINDOT
SIDELITE ECO
NAVONA

PLANOX ECO
PASCALA
LINEDO 50

Brochure on special topic:
Lighting and charging
by RZB Energy



EXTERNAL AREAS AND SHOWCASING



LIGHTSTREAM
ANDHO
TECHNO PRO

BOCARO CHARGE
MINGATA
LEDONA IP65

TOP-QUALITY PRODUCTS AND ADVICE

FOR TANGIBLE ADDED VALUE.

⊕ EMOTION

It is generally accepted in advertising psychology that purchasing decisions are driven less by rational considerations than by emotions. How much more does this apply to buying a car, a possession we build an almost emotional bond with! When speaking to these emotions, effective lighting for the vehicles on show is just as important as a feel-good atmosphere in customer service:

- + Brilliant, glare-free technical light for vehicle presentations
- + Pleasant lighting atmosphere in the consultation rooms
- + Image enhancement and brand development

⊕ EFFICIENCY

Light quality makes a decisive contribution to the wellbeing of customers and employees alike and creates a stimulating atmosphere. Dynamic light from RZB puts the product front and centre, and motivates customers to make a purchasing decision. Standard-compliant luminaires reduce glare in showrooms and workplaces, and ensure effective and error-free work.

- + Increased customer wellbeing
- + Bespoke selection of colour temperature and light intensity
- + Reduction of energy and maintenance costs

⊕ 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. Through 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
- + Design freedom
- + Future-proof systems

⊕ RELIABILITY

We are the partner you can rely on. We support your project from the initial idea to its implementation and far beyond. Personally, passionately and individually. Through 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.

- + Provision of BIM files
- + Quick and easy installation
- + Quality and long warranty periods



WHAT DOES THIS MEAN?

We believe in uncompromising quality. Our products are developed and manufactured with the greatest care, and our advice is second to none.

We are solution-oriented and work accurately and responsibly, and always in accordance 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 we are providing our customers and partners with the highest degree of efficiency, motivation, flexibility and reliability, and thus with a tangible added value in every regard.

- ⊕ First-class product quality
- ⊕ Qualified advice
- ⊕ Expert planning
- ⊕ High energy savings
- ⊕ Property-specific custom solutions
- ⊕ Digital services
- ⊕ 5 year warranty
- ⊕ Financing



DISPLAY



Deecos S maxi
8700 lm



Deecos S mini



TX-Move



Less is more
Beamline



Linedo



Task + challenge

Brilliant light is needed to present the fascinating details. The paint, structure and surface must come to life. A uniform and shadow-free light is a must.

- The structural challenges of open high ceilings
- Consideration of daylight incidence
- Energy optimisation of large areas

Lighting solution

RZB's Deecos spotlight family offers warm- and neutral-white light colours with an optimal colour rendering index of Ra >90. In addition to the classic interchangeable reflectors, lens optics are available that allow you to focus the light even more precisely and with no glare.

- Models up to 8700 lm are perfect for large ceiling heights
- Light parameters can be adapted to showroom

Added value for the user

Intelligent DALI converters allow you to integrate the spotlights into a dynamic lighting management system. Suspended luminaire systems simplify the conversion of existing buildings to new, efficient LED lighting.

- Enhanced shopping experience
- Enables visitors to quickly find their way around
- Quick installation and energy efficient

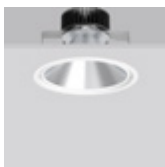


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DISPLAY



Rondos maxi
8700 lm



Pascala



Beamline Slim



Magcardo



Less is more



Task + challenge

Current architectural concepts prefer a clear design language, which is easier to achieve with a closed ceiling. At the same time, large ceiling heights create a hallowed atmosphere that lends dignity and airiness to the vehicle presentation.

- High ceilings and installation heights require powerful spotlights and downlights
- Integration into the brand concept

Lighting solution

Adjustable spotlights or rigid downlights are installed flush with the ceiling. The powerful recessed spotlights from the Rondos series successfully draw attention to the vehicles with their high level of illumination even with very high ceilings.

- Professional status analysis
- Customer-oriented lighting design
- Adaptation to architectural conditions

Added value for the user

Thanks to their design flush with the ceiling, the spotlights and downlights can be integrated into cutting-edge architectural concepts and at the same time allow sales rooms to be designed individually. Short installation times make a timely (re-) opening possible.

- Boosts purchasing decisions through the room's ambience and the impact of the vehicles
- Minimises energy and maintenance costs



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RECEPTION



Deecos S mini



Deecos P



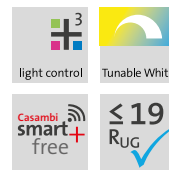
Less is more



Triona square



Sidelite round



Task + challenge

The reception area in a car dealership expresses the company's brand image and invites the customer to step closer. The company presents itself here and creates a motivating ambiance.

- Objective: help customers quickly find their way around
- CI-compliant representation of the brand
- Embodiment of competence and quality

Lighting solution

Glare-free "islands of light", which are compliant with requirements for working with computer screens, make the reception desk quick and easy to find. Ultra-flat pendant luminaires from the Triona, Less is more® or Sidelite Round series do not interfere with the view of the display, while still providing harmonious, standard-compliant lighting.

- Standard-compliant workplace lighting
- Glare-free, design-oriented lighting

Added value for the user

With a striking design solution, the car dealership communicates prestige and competence, and sets itself apart from the competition.

- High brand recognition value
- Easy orientation
- Perception of competence and quality



CONSULTATION AND SALES



Beamline Slim



Heledon mini



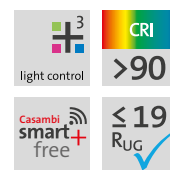
Less is more 27



Rondos mini



Navona



Task + challenge

Customer consulting – whether in sales or service – requires a functional and motivating lighting solution for staff discussions with their customers. The increased use of digital terminals in consulting requires a controllable, intelligent lighting system to overcome certain issues.

- Monotonous lighting atmosphere
- Poor lighting quality in existing buildings
- Low emotional impact

Lighting solution

The controllable recessed downlights from the Beamline slim series with Darklight effect are ideal for giving sales talks an exclusive atmosphere. The light sources are not visible, highlighting the architecture of the space and promoting the vehicles on show.

- Glare-free lighting where conversations take place
- A feel-good ambience for customers created by warm white light

Added value for the user

The “concealed” focused illumination allows light scenarios to be integrated into sales talks. In addition to video presentations, the sales advice becomes more dynamic and samples of high-quality materials become a genuine experience for customers.

- Optimum illumination of sample materials
- Sales advice becomes dynamic
- Emotional response of the customer



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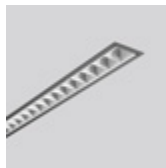
VEHICLE HANDOVER



Golas



Heledon



Less is more



Deecos R



Deecos S



Task + challenge

The big day has arrived – the new car is ready for collection. Customer expectations during this special moment are high. Effective showcasing and handover can compensate for a high investment and long wait times.

- Structural conditions
- Missing flexible lighting systems

Lighting solution

Showcasing, customisation and emotionalisation of the new car handover make this moment extra special. Multisensory stimuli enhance this experience – dynamic lighting, different light colours and accents ensure visual highlights.

- Programmable lighting scenes
- Zoning the discovery areas
- Spotlight visuals exchangeable without tools

Added value for the user

The customer journey culminates in the vehicle handover. The experience crucially contributes to customer satisfaction, identification with the brand and long-term commitment to the car dealership.

- Brand engagement, workshop and dealer loyalty
- Exclusivity and value of the brand



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SHOP | MERCHANDISING



Pascala



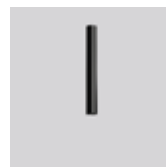
TX-Move



Deecos S mini



Rondos



Deecos P



Task + challenge

The sale of lifestyle products is naturally part of the branding concept in many car dealerships today. Clothing, watches, bags, children's products and accessories are to skilfully set the scene and demand a flexible illumination concept.

- Exclusive showcasing
- Product value

Lighting solution

Products varying in size and product images are showcased by flexible spotlights and visuals exchangeable without tools. By using LEDs with particularly good colour rendering index, exceptional colours and material combinations gain a natural, brilliant look.

- Tracks with flexible spotlights
- LED with high colour rendering index
- Lighting control

Added value for the user

Individual and flexible light accents attract customers and enhance the value of the range of products. A warm white light colour separates the sales area from the exhibition space.

- Presentation enhances the shopping experience
- Generation of additional sales revenue
- Identification and brand loyalty



REFURBISHMENT



Deecos S maxi
8700 lm



Plania



Less is more
vario



Trixy



Linedo



Task + challenge

Due to the prohibition of conventional lamps such as HIT spotlights and fluorescent lamps, many car dealerships are faced with the task of energy-based refurbishment. Showrooms with large ceiling heights require particularly powerful luminaires.

- Minimisation of energy costs and CO₂ emissions
- Structural conditions

Lighting solution

Flexible spotlights of the Deecos series with up to 8700 lm are perfectly suited to exhibition spaces with large ceiling heights. Special refurbishment luminaires such as Plania and Trixy with MultiCutOut function are perfect for the 1:1 replacement of existing lighting systems without complex workmanship.

- Integration of light management systems
- Custom, variable special luminaires

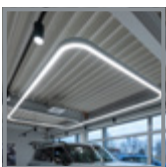
Added value for the user

Our comprehensive approach helps you improve your energy efficiency and take a positive step towards a sustainable future. Subsidy-eligible refurbishment luminaires increase cost-effectiveness.

- Time and cost savings
- Subsidy-eligible lighting systems



CUSTOM SOLUTIONS



Highlight



Welcome



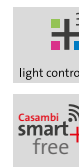
Less is more



Less is more



Beezz



Task + challenge

Differentiation from competitors and brands requires individual lighting solutions, which highlight the uniqueness of the brand and models and ensure high recognition.

- Integration into shop fitting concepts
- Structural conditions
- Technology + functionality

Lighting solution

RZB advises, plans, develops, designs and manufactures individual lighting solutions, which highlight the brand design. We work closely together with architects, designers, specialist planners and installers, and support the project much beyond commissioning.

- Individual special luminaires
- Configurable standard luminaires
- Showcasing of product highlights

Added value for the user

Whether it is dynamically programmable light or individually designed special luminaires – light attracts people, adds emotional appeal, fascinates and strengthens the brand. RZB as partner and multi-specialist for all illumination tasks means everything from a single source!

- Strengthening the brand image
- Timely implementation
- Warranty and quality Made in Germany



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SERVICE RECEPTION



Linedo



Planox PRO



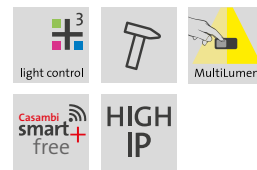
Planox ECO



Planox Tube



Linedo 50



Task + challenge

Service reception is the area where information is exchanged between the car dealership and the customer prior to a workshop order. High-intensity lighting creates the prerequisites for error-free assessment during the joint inspection of the vehicle.

- Optimising visual conditions
- Ensuring competence and confidence

Lighting solution

The newly developed complete module continuous line luminaires in the Linedo series are used with asymmetrical lens optics in the reception area in order to illuminate the bodywork right down to the details and make any potential damage visible.

- Glare-free, low-shadow light for viewing

Added value for the user

The robust, low-maintenance and extra quick-to-install luminaires reduce work and costs. They can be integrated into lighting management systems. Their contemporary look is attractive and creates a professional impression.

- Minimisation of error rates
- Customer loyalty through professionalism



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WORKSHOP



Planox ECO



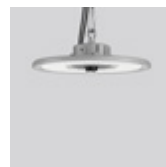
Linedo 50



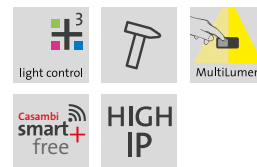
Planox Tube



Light Case



Industrial Hall



Task + challenge

In professional repair and maintenance, it goes without saying that high-intensity bodywork lighting is a prerequisite for error-free vehicle repair.

- Large ceiling heights require high luminous intensities
- Impairment by dirt and dust particles
- Reduction of error rates

Lighting solution

The Planox ECO series meets the requirements for heavy duty use in workshops thanks to its IP66 type of protection and IK08 impact protection. In larger halls, Linedo continuous line luminaires are used: their luminous flux and beam characteristics can be adapted to the setting.

- Use of luminaires with elevated protection ratings and classes

Added value for the user

Thanks to flexible sliding mounting brackets, the Planox ECO series is ideal for replacing luminaires in refurbishment projects, reducing retrofitting and energy costs. The light intensity can be adjusted with MultiLumen converters. The indirect light brightens up the ceiling.

- Guarantees quality and safety
- Ensures customer satisfaction



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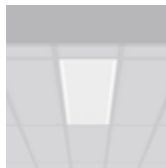
BACKOFFICE



Pascala



TWINDOT



Sidelite ECO



Navona



Linedo Single



Task + challenge

Functionality is key in the back office to provide employees with a motivating work environment. At the same time, requirements of workplace directives must be implemented with regard to illuminance and freedom from glare.

- Functional, pleasant lighting atmosphere
- Standard-compliant workplace lighting

Lighting solution

Contemporary luminaires for office areas combine high-quality looks with a large range of electronic control options. Thanks to its MIRO SILVER® reflector, the Pascala series impresses with brilliant energy-efficient light.

- Ensuring freedom from glare
- Compliance with illuminance levels

Added value for the user

The lighting's energy efficiency can be optimised with a daylight-dependent control system. In addition, employees' wellbeing and performance can be increased by observing the circadian rhythm of daylight.

- Employee motivation
- Reduction of error rates
- Minimisation of energy consumption



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LIGHT AND BUILDING MANAGEMENT



light control +³



light control +³



smart+ free



Master-Slave



Corridor Function



MultiLumen



MULTIDIGIT air



Touch DIM



MultiColour



Bluetooth® Mesh

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 lighting management systems intensify the experience by creating a suitable varying room ambience.

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

Lighting solution

When converting to LED, only three-core wiring is usually available in existing buildings. Intelligent LED luminaires with casambi smart+free modules can be controlled wirelessly via Bluetooth® so that the costs of new five-core wiring can be saved without having to do without lighting management.

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

Added value for the user

Through adjustments to the light intensity and colour, varying spatial impressions are created and direct the customer’s attention. You can store lighting scenarios and call them up with a push-button, tablet or smartphone.

- Expandable, future-oriented lighting system
- Customer loyalty through the feeling of an event



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TYRE AND SPARE PARTS WAREHOUSE



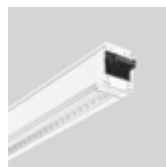
Planox PRO



Planox Tube



Planado



Linedo 50



Industrial Hall



light control



Casambi smart+ free



MultiLumen



HIGH IP

Task + challenge

In tyres and spare parts warehouse, in addition to the cost aspect, it is important to have robust and impact-resistant luminaires. Moreover the luminaires must be resistant to dirt and moisture, and to provide light when needed.

- Restricted structural conditions
- High stress
- Standards-compliant lighting

Lighting solution

Thanks to its high quality of light and materials, the Planox series is ideal for use in warehouses. The damp-proof luminaires are also perfect for car washes and outdoor areas. Integrated movement sensors ensure energy savings and light when needed.

- Use of dirt-resistant, robust luminaires
- Cost-effective luminaires with integrated sensors

Added value for the user

RZB's wide product range offers the advantage of being able to provide cost-effective and sophisticated lighting solutions from a single source for various secondary rooms in the car dealership.

- 1:1 replacement thanks to flexible mounting brackets
- Minimisation of product and maintenance costs
- Creation of optimal visual conditions



EMERGENCY LIGHTING



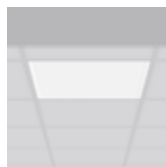
Linedo GSUN 5



Linedo Centryxx



Lucio 2



Sidelite ECO



MultiDigit air



Task + challenge

If the general lighting fails, customers and employees must be safely guided to the emergency exits by the escape-route marking and lighting. The emergency power supply for the route-marking luminaires must be self-contained or provided by a central battery system.

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

Lighting solution

The Linedo continuous line luminaire system offers variable function modules for escape route marking and illumination. In addition, RZB offers general lighting such as its Sidelite ECO recessed luminaires which already have an integrated emergency light function.

- RZB offers luminaires and systems with integrated escape-route lighting
- Linedo emergency luminaires with automatic self test as standard

Added value for the user

In most car dealerships, self-contained emergency luminaires are enough, and an expensive central battery system does not need to be maintained. RZB's route-marking luminaires fit well into contemporary architectural environments and are easy to install.

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



E-MOBILITY



Lupalo
light+charge



Bocaro
light+charge



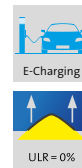
Muralo
Wallbox



Wandkanal



Bocaro
charge



Task + challenge

The growing demand for electric vehicles also requires the installation of charging infrastructure for car dealerships and workshops. Many e-cars are not returned charged from the workshop or a test drive.

- Time-consuming manoeuvring of vehicles
- Lack of specialist expertise
- Many providers, varying quality

Lighting and charging solutions

RZB ENERGY supplies modular bollards and masts with integrated charging function for private, semi-public and public areas. Made in Germany: Complete portfolio with customisable wall trunking for garages, wall boxes and also bollards made from natural stone.

- Configurable according to project requirements
- Integration and architectural design

Added value for the user

RZB ENERGY's hybrid solution saves operators time and money by allowing them to install lighting and e-charging functions in one step. From an urban planning and design perspective, our solutions blend seamlessly into outdoor areas.

- Additional service for customers
- New customer acquisition through public use
- Transfer of know-how to e-mobility



EXTERNAL SHOWCASING



Deecos S maxi
8700 lm



Andho



Lightstream



Andho



Mingata



Task + challenge

Whether they are used or new cars, picking out individual models is intended to attract attention and provide an incentive to buy. To guarantee a long and trouble-free service life for the outdoor luminaires, the material quality and workmanship must meet the most stringent demands.

- Extreme weather conditions require the highest product quality
- Dedicated lighting for individual cars

Lighting solution

Highly efficient downlights and spotlights showcase the building's architecture. Surface mounted spotlights from the Lightstream and Andho series are available for wall installation or can be mounted on poles to set the scene for the vehicles on show. Dynamic light or colour changes attract attention.

- Light attracts people
- Creation of a "night image"

Added value for the user

The external impact of the vehicle fleet in the dark can hardly be overestimated in terms of image building. The light play on the facades and the accentuation of the building architecture put their stamp on the effect at a distance.

- Enhancement of image and brand
- Incentive to buy through targeted showcasing
- Trust and security

