

360° LIGHT
CAR SHOWROOMS



360° LIGHT COMPETENCE

RZB - YOUR PARTNER
WITH AN ALL-ROUND VIEW



As an all-rounder for lights 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 partnership. Our broad portfolio consisting of indoor and outdoor lighting, emergency luminaires and systems comprises more than 20,000 products today.

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 CAR SHOWROOM LIGHTING

Welcome to the mobility of the future

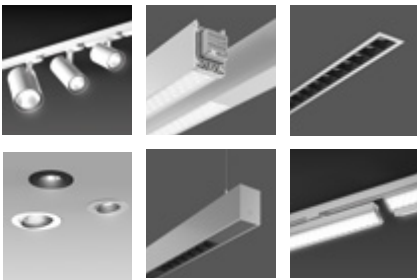
Today's traffic and environmental problems present enormous challenges for car manufacturers' current thinking. Catchwords such as "e-mobility", "car-sharing" and "autonomous driving" point to the huge changes facing the industry.

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 COMPETENCE

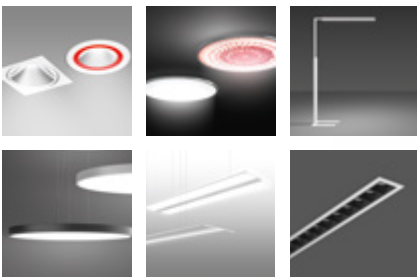
OPTIMAL LIGHTING SOLUTIONS
FOR EVERY APPLICATION

SHOWROOMS



DEECOS
LINEDO
BEAMLINE SLIM
RONDOS
BEAMLINE
TX-MOVE

RECEPTION AND CONSULTATION



PASCALA EVO
SIDELITE ROUND
LESS IS MORE
TRIONA
TWINDOT
BEAMLINE SLIM

SERVICE RECEPTION AND WORKSHOP



LINEDO
PLANOX PRO
PLANOX TUBE
LEDONA
LIGHT CASE
INDUSTRIAL HALL

LIGHT MANAGEMENT



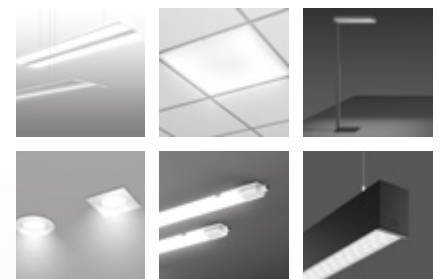
EMERGENCY LIGHTING



EXEO D
SIGNCUBE
HALYXX
SIDELITE ECO
TOLEDO FLAT
LINEDO

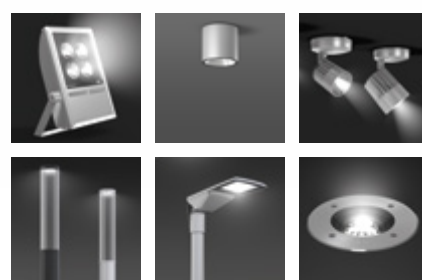


BACK OF HOUSE AND STORAGE AREAS



TWINDOT
SIDELITE ECO
SIDELITE
LEDONA ECO
PLANOX ECO
LINEDO SINGLE

OUTDOOR SPACES AND PRESENTATION



LIGHTSTREAM LED
ANDHO
ALU-STAR
LUPALO
MINGATA
TERRA EDELSTAHL

HIGHEST PRODUCT AND CONSULTING QUALITY

For a tangible added value.

⊕ EFFICIENCY

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

⊕ 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 system
- ✓ Design freedom
- ✓ Security for the future

⊕ MOTIVATION

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

⊕ SAFETY

We are your reliable partner. 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 assembly
- ✓ Quality and long warranty periods



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 tangible added value in every regard.

- ⊕ First class product quality
- ⊕ Qualified advice
- ⊕ Professional lighting design service
- ⊕ High energy savings
- ⊕ Project specific solutions
- ⊕ Digital services
- ⊕ 5 years warranty
- ⊕ Financing



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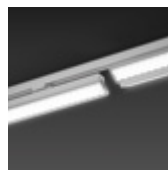
SHOWROOMS



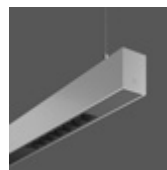
Deecos S Maxi



Deecos S Mini



TX-Move



Less is more
Beamline



LINEDO



Task + Challenge

Brilliant light is needed, to bring out the technical fascination of the vehicles on show. The surfaces need to shine, and their colours and structures need to come to life without glare. A homogeneous and shadow-free light is essential, to bring out all the details.

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

Lighting solution

RZB's **Deecos** projector family offers neutral- and cool-white light colours with an optimal colour rendering index of CRI > 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.

- Accent lighting for sales areas thanks to adjustable spotlights with interchangeable optics
- Luminous flux and beam angle can be altered to suit the architecture of the showroom

Added value for users

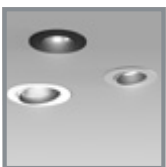
Intelligent DALI control gear allows you to integrate the spotlights into a dynamic lighting management system. Suspended luminaire systems simplify the conversion of existing buildings to new, efficient LED lighting.

- Enhanced shopping experience
- Enables visitors to quickly find their way around
- Short assembly times and increased energy efficiency



© Linus Lintner

SHOWROOMS



Rondos



Pascala EVO



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 range 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 users

Thanks to their flush ceiling installation, the spotlights and downlights blend 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.

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



RECEPTION



Pascala EVO



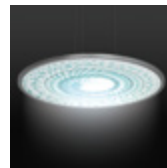
TWINDOT



Less is more



Triona



Sidelite Round



Task + Challenge

The reception area in a car showroom expresses the company's brand image and invites the customer to step closer. At the same time, as a workplace, it must be lit in accordance with DIN standards. The company presents itself here and creates a motivating ambience.

- 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", such as the **Pascala EVO**, which are compliant with requirements for working with computer screens, make the reception desk quick and easy to find. Ultra-flat pendant luminaires like the TWINDOT do not interfere with the view of the display.

- DIN-compliant design of work area
- Glare-free lighting
- Modernisation through ultra-flat designer luminaires

Added value for users

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

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



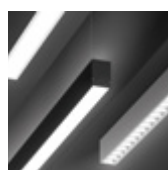
CONSULTATION



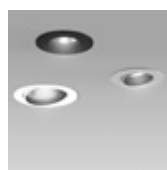
Beamline Slim



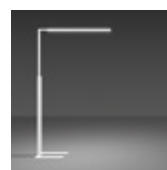
Heledon



Less is more



Rondos



Less is more 27



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** range 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 users

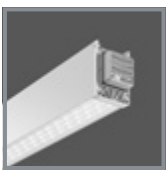
The “concealed” focused illumination allows light scenarios to be integrated into sales talks. In addition to video presentations, the sales advice becomes more dynamic and samples of high-quality materials become a genuine experience for customers.

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



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SERVICE RECEPTION



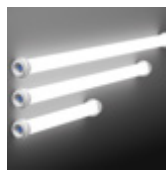
LINEDO



Planox PRO



Planox ECO



Planox Tube



Industrial Hall



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** range 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
- Luminaires with very good colour rendering

Added value for users

The robust, low-maintenance and flexible luminaires reduce labour 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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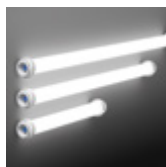
WORKSHOP



Planox PRO



LINEDO



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 PRO** range meets the requirements for heavy duty use in workshops thanks to its IP66 protection rating and IK08 impact protection. In larger halls, **LINEDO** continuous line luminaires with IP54 are used: their wattage and beam characteristics can be adapted to the setting.

- Use of luminaires with elevated protection ratings and classes

Added value for users

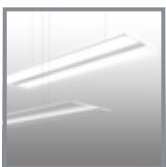
Thanks to its flexible installation with sliding mounting brackets, the robust Planox Pro series is ideal for replacing luminaires in refurbishment projects, reducing retrofitting and energy costs. The light intensity can be adjusted with MultiLumen control units. The indirect light brightens up the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

- Guarantees quality and safety
- Ensures customer satisfaction
- Reduces energy and maintenance costs



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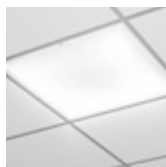
BACK OF HOUSE



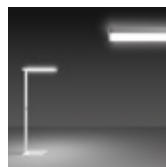
TWINDOT



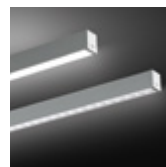
Pascala EVO



Sidelite ECO



Sidelite ECO



Less is more



Task + Challenge

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

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

Lighting solution

Contemporary pendant luminaires for office areas combine high-quality looks with a large range of electronic control options. Thanks to innovative prismatic features, the **TWINDOT** range is attractive with soft, energy-efficient light.

- Ensuring freedom from glare
- Compliance with illuminance levels

Added value for users

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 natural rhythm of daylight.

- Employee motivation
- Reduction of error rates
- Minimisation of energy consumption
- Flexible workplace arrangement



© Fernando Baeza, Zaragoza

LIGHT MANAGEMENT

light control +³light control +³light control +³casambi
smart+free

Task + Challenge

Sales-room digitalization appeals to the customer emotionally and contributes to 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 **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 users

Through adjustments to the light intensity and colour, varying spatial impressions are created and direct the customer’s attention. You can save 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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STORAGE AREAS



Planox ECO



Planox PRO



Planox LED



LINEDO



Industrial Hall



Task + Challenge

In the tyre and spare parts warehouse, in addition to the cost aspect, it is important to mount or suspend robust and impact-resistant luminaires, as they can further encroach on narrow spaces. In addition, the luminaires must be resistant to dirt and moisture, and only provide light when required.

- Restricted structural conditions
- High stress
- Standard-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 users

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



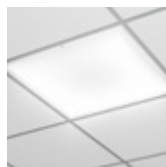
LINEDO



LINEDO Centryxx



EXEO D



Sidelite ECO



Quattro LPS

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 provided by single batteries or a central battery system.

- Escape-route lighting and marking in accordance with DIN EN 1838
- Safe and 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 has an integrated emergency light function.

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

Added value for users

In most car dealerships, self-contained safety lights are enough, and an expensive central battery system is not required. 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



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OUTDOOR SPACES



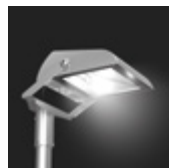
Andho



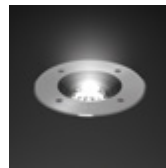
Mingata



Lupalo



Lightstream LED



Terra Edelstahl



Task + Challenge

In car dealerships, large outdoor spaces such as courtyards and other parking areas play a decisive role in the company's external image. A large number of the vehicles are presented in these areas, inviting "window shopping" after hours, too. Weather-resistant spotlights and floodlights on poles can provide security here.

- Increased external impact
- Protection of parked vehicles

Lighting solution

With outputs ranging from 15 W to 84 W and different light distributions, the Mingata family of pole-mounted luminaires covers a wide range of applications. With Dark Sky, Step, Mains and Astro-DIM functions, **Mingata** satisfies the requirements for environmentally friendly outdoor lighting.

- Wide range of power levels and control options, CityTouch-ready
- Precise planning to reduce light emissions

Added value for users

With the move to electric vehicles, outdoor spaces are also being turned into charging stations in order to top up fleet batteries overnight. Luminaires which are sufficiently powerful protect showroom and services areas from theft and vandalism.

- Durable and energy-efficient luminaires Made in Germany for night-time illumination
- Guarantee of insurance cover



OUTDOOR PRESENTATION



Ledona



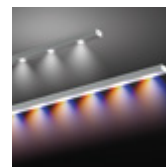
Andho



Lightstream LED



Alu-Star



High Power



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

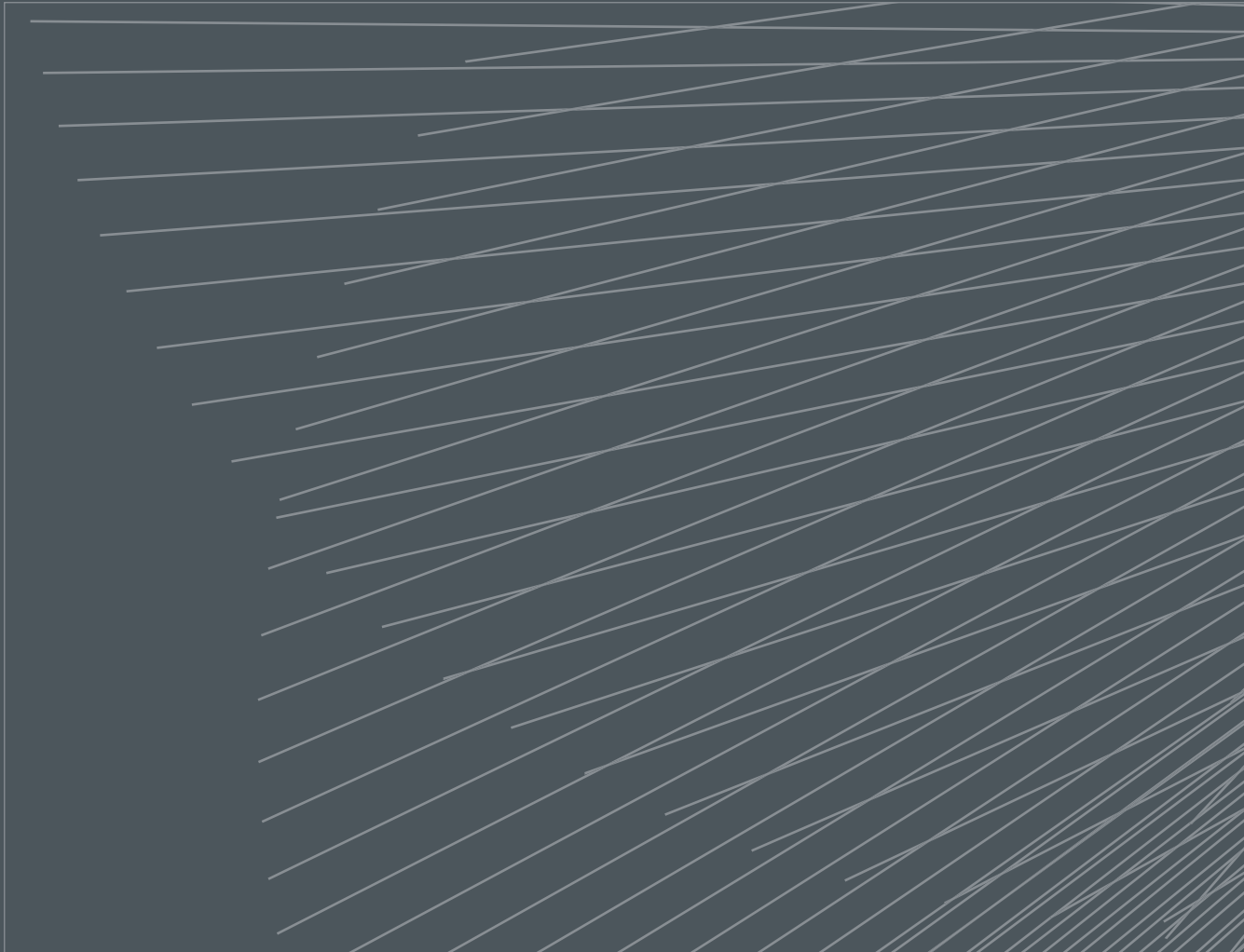
Downlights for outdoors **Ledona IP65** showcase the building's architecture. Surface mounted spotlights from the Lightstream and Alu-Star ranges are available for wall installation or can be mounted on poles to set the scene for the vehicles on show. Dynamic light or colour changes with high-power profiles attract attention.

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

Added value for users

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



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