

Press release
Dornbirn, March 2011

Natural beauty

Body Shop products illuminated by pure LED light



B1 | Warm colours and pleasant lighting provide a feel-good atmosphere for the customers of “The Body Shop” in Emmen.

The “Body Shop” chain of cosmetics stores makes a point of keeping to environmentally compatible and sustainable methods in manufacturing their product lines. In doing so, the international brand relies on naturalness, not only when it comes to cosmetics. The company puts the focus on eco-friendly aspects with respect to shop fitting and illumination as well. Recently, the first shop concepts featuring a Zumtobel lighting solution completely based on LEDs have been implemented in Emmen, Zug and

Zurich, Switzerland. The benefits: owing to their compact design, LED luminaires enable unobtrusive installation, especially in smaller shops, while CO₂ and costs are reduced thanks to energy-efficient, low-maintenance light sources, and all this combined with gentle high-quality lighting – without any harmful UV radiation and without high levels of thermal output. Both are important aspects to be considered when dealing with products such as cosmetics.



Architect Alois Wenger from Killer Ladenbau AG, who designed the shop in Emmen, explains: "LED luminaires are increasingly gaining in importance when it comes to shop lighting, since in most of the retail areas it pays already today to use LED technology. It is not only the energy-saving aspect, but also the LED luminaires' by now very high level of lighting quality which makes them the ideal choice for flexible top-rate lighting solutions with a long service life. This is what today's owners and clients value most."

Despite the rather small retail area of 50 m², the shop in Emmen boasts a fascinating atmosphere. This feel-good ambience is created by Zumtobel's trendsetting LED lighting solution including Panos Infinity LED downlights and Discus LED spotlights. Recessed versions of both luminaire ranges have been discreetly mounted into the grid ceiling. The uncluttered interior design is enhanced by the uniform arrangement of the luminaires, so that the customers' attention is not diverted. In addition, a large shop window allows passers-by to have a look at the products on display from outside. Thus, the harmonious feel-good atmosphere prevailing indoors is extended towards the street, inviting window-shoppers to enter the store.

Thanks to the LED downlights' high lighting quality and very good colour rendition, the retail space is provided with pleasant ambient lighting. Nevertheless, the LED spotlights can be rotated through 360° and pivoted through +/- 90° to provide the shelves at the side walls with exactly the right accent lighting, skillfully putting the focus on the products. Both LED product ranges feature a modern stylistic idiom, very good lighting quality and high energy efficiency. Thanks to a luminaire efficiency of up to 77 lumens per watt, which has no equal on the market, Panos Infinity in particular shows that high-quality LED technology has by now outcompeted traditional compact fluorescent lamps in terms of efficiency and lighting quality. This makes the LED downlight more than 70% more efficient than conventional compact fluorescent lamps.

With this innovative lighting solution, LED technology has once again demonstrated its numerous benefits: perfect lighting comfort, precisely focussed lighting, low energy consumption and gentle illumination of sensitive products are combined to provide a visually and technically superior solution for the Body Shop in Emmen.

Fact box:

The Body Shop Switzerland AG, Uster/CH

Client:

The Body Shop Switzerland AG, Uster/CH

Architects:

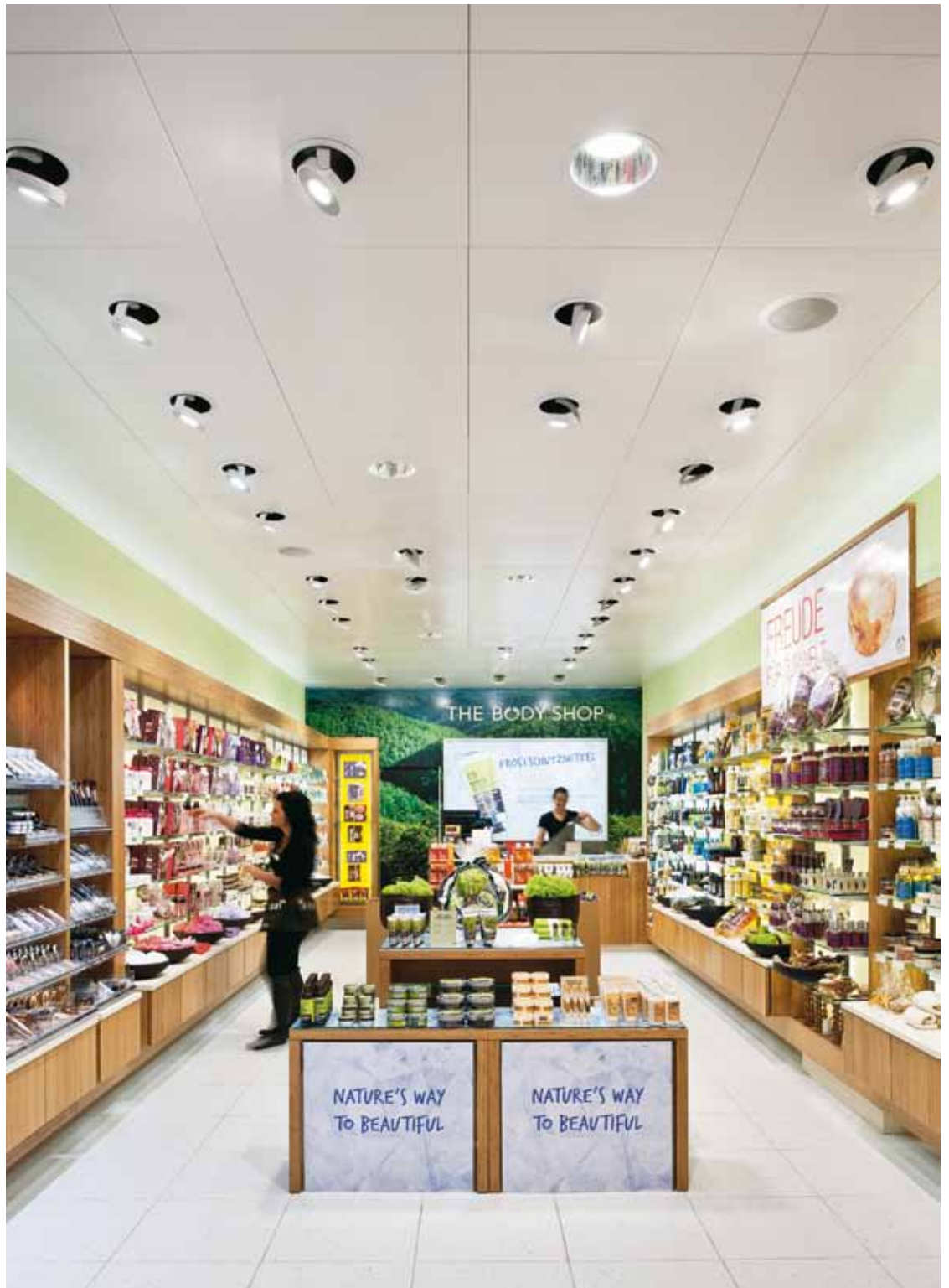
Killer Ladenbau AG, Turgi/CH

Electrical installations:

Schriber Elektro AG, Emmen/CHI

Lighting solution:

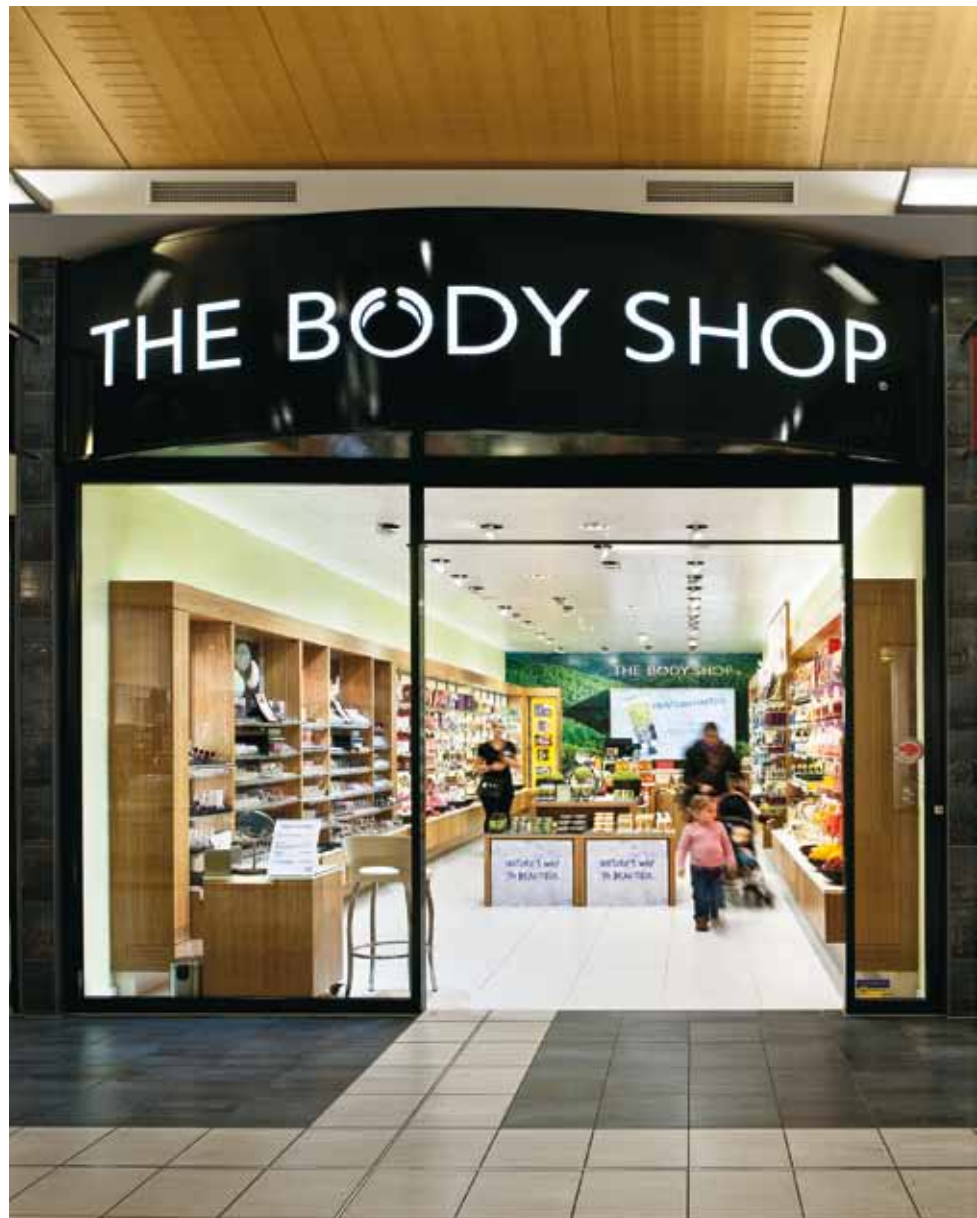
Zumtobel
Panos Infinity LED downlights,
Discus LED spotlight system



B2 | The lighting solution based on LED luminaires only combines uniform ambient lighting with precise accent lighting directed towards the products displayed on the shelves at the side walls.



B3 | Panos Infinity LED downlights and Discus LED spotlights are among the most innovative LED luminaires within Zumtobel's product portfolio, setting new standards in terms of lighting quality and efficiency.



B4 | The “Body Shop” chain of stores has fitted its first branches with LED-only luminaires by Zumtobel.

More information:



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