

ERCO

World of shopping

Lighting tools
Lighting concepts
Lighting logistics



Contents

1	Foreword
2-3	Global shopping world
4-5	The language of light
6-7	Outdoor environments, surroundings, facades
8-9	Malls and shopping centres
10-11	Shop windows and interiors
12-19	Thinking and developing light
20-21	What makes lighting economical
22-23	ERCO worldwide service
24-25	Information logistics
26-27	ERCO media
28-29	ERCO addresses

ERCO, the light factory



ERCO head office,
Lüdenscheid

First and foremost, ERCO sells light and not luminaires. This approach, which places the immaterial "software" of light above the luminaire hardware, has characterised our work for many years: that's why we call ourselves ERCO, the Light Factory. Light interprets rooms and helps us to perceive and experience their atmosphere. In this sense, we understand light as the 'fourth dimension' of architecture.

Making good architecture even better by setting it in the right light, is where we see our cultural contribution and the purpose of our activity. Today ERCO illuminates museums, universities, window displays, churches, airports, hotels, retail chains, trade fair stands, administrative buildings, private houses and much more. Regardless of whether the architectural concept puts functionality or image to the fore, the goal is always to find a solution that does justice to the specific usage and architectural features of each individual project.

ERCO's indoor luminaires, outdoor luminaires and lighting control systems form a comprehensive programme of lighting tools for integrated, holistic lighting solutions in architecture. The luminaire is a lighting instrument, a lighting tool to be used for a specific purpose.

In this brochure, our aim is to demonstrate just how the shopping world can be styled with light. The correct light makes shops more attractive and customers more content, and therefore makes a lasting contribution to the success of a business. We provide powerful lighting tools for this purpose and suggest ideas for putting them to effective use.

Global shopping world



Our world is becoming increasingly smaller as global traffic and media networks make people, goods, ideas and images more mobile than ever before. We continue to make purchases in order to meet our basic needs for food and clothing. However, shopping is increasingly becoming a pastime, a leisure activity, an experience. Major cities and holiday destinations around the globe jostle for pole position through the appeal of their shopping facilities. More and more brands and retail chains are expanding internationally. At the same time several local businesses hold their own amongst the competition thanks to their original concepts, exquisite quality, competent advice and personal service.



A light at the entrance to a store says, "Welcome!" to the customer.



Creative and original retail concepts are successful – whether as exclusive, sole proprietorships or global chains.



It is against this background that customers' expectations are continually increasing regarding the ambience for their shopping activities. The design of shopping worlds has developed into one of the most dynamic and interesting areas of architecture. Light plays a decisive role here: it attracts attention, it allows the merchandise to look its best and it assists orientation and well-being. Used properly, light can make a store unmistakable and turn shopping into an experience.



However, an irrefutable law of commerce remains: The trader's pride is in the quality of the merchandise.

The language of light



Indirect lighting with ceiling washlights ensures glare-free, uniformly diffuse general lighting in this museum gift shop – well-designed “ambient lighting.”

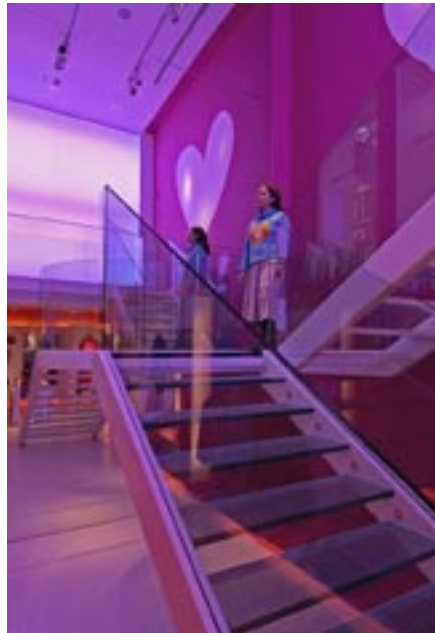
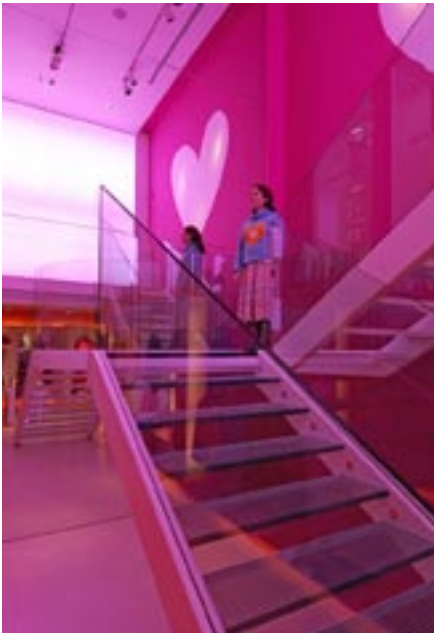


Whether lighting a jewellers or a supermarket, there is still one underlying “language of light” that has proven itself over the decades as a means of analysing and structuring lighting projects. Its three basic categories of ambient lighting, accent lighting and scenic lighting originate from the American Richard Kelly – a pioneer of lighting design, whose work includes the illumination of the Seagram Building in New York for Mies van der Rohe.

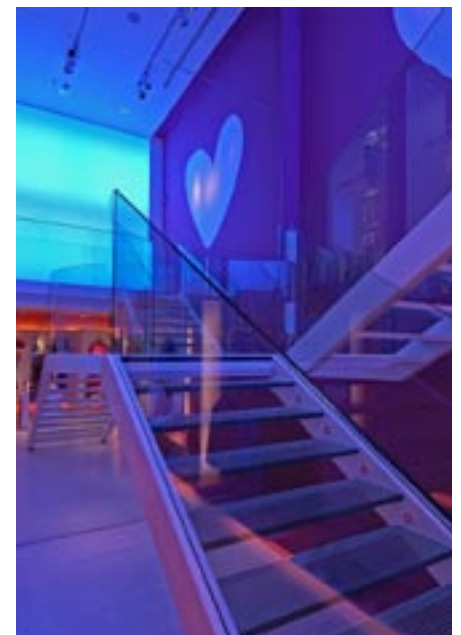
“Ambient lighting” refers to the component of general lighting – usually an evenly distributed light providing the primary element for vision. Most standards relate to a purely quantitative lighting design and concern themselves solely with this particular component of light, e.g. regulations for specific illumination levels in the workplace.



Brilliant, focussed light brings the exhibits out of the darkness: “accent lighting” directs attention towards the essential elements. The material nature and shape are emphasised.



Individually dimmed, coloured fluorescent lamps behind the frosted glass wall allow any desired colour to be created by RGB technology and be dynamically controlled. The colourful interplay of light is a fascinating sight to behold and suspends the atmosphere of the room in a state of continuous flux – "scenic lighting."



"Accent lighting" refers to the practice of using brightness contrasts to establish a hierarchy of how things are perceived. In particular, areas or objects in the room can be emphasised using directed light, to enhance and accelerate the observer's spatial orientation. Accent lighting interprets a room by setting its own accents.

"Scenic lighting" covers a number of lighting effects used for their own sake for emotive and decorate reasons and having no specific practical function. Examples include: a romantic candle on a restaurant table, a light-based artwork or coloured lighting whose main task is to modify and effect a room's "colour climate."

Experience shows that lighting concepts that turn out well and are found to be pleasant and successful are ones where all three components – ambient lighting, accent lighting, scenic lighting – are present in a balanced relationship.

Outdoor environments, surroundings, facades
Creating beacons of light in the urban landscape



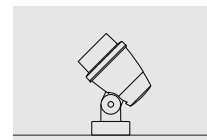
Ever since neon advertisement was triumphantly introduced at the beginning of the 20th century, the fluorescent signs and lighting effects, identifying shops and goods for sale, have been a consistent feature of the nocturnal cityscape – even dominating it.

In addition to the classic, bold fluorescent advertisement, an increasing role is played by dramatic lighting on facades and exteriors of buildings. Symbolic architecture should grab the attention of passers-by in city areas especially at night, in spite of the plethora of impressions bombarding them. Similarly, even if situated in the anonymity of an industrial estate, such architecture should attract attention from afar.

There are basically two routes that can be taken here: on the one hand, the architecture can be illuminated from the inside through a transparent shell – an aspect that requires consideration when planning the lighting design for shop windows and indoor areas immediately within the building. On the other hand, solid or opaque facades can be bathed in highly variable scenic lighting by outdoor luminaires. This method ranges from a neutral and restrained, mere presentation of the architecture to dynamic event lighting, full of effects and colours.



A store opening: fitting occasion for highly visible, coloured event lighting. For such temporary, scenic installations, architectural lighting borrows techniques from stage and theatre.



Buildings with substantial glass facades can provide light from within, if the shop window and interior lighting is designed accordingly (above). Solid facades can take scenic lighting projected by lighting tools designed for outdoor areas (below).

Malls and shopping centres

Creating atmosphere with light in an artificial world



The Xanadu shopping mall near Madrid: a dreamlike artificial world, brought to life by lighting effects.



The Sevens department store on Düsseldorf's Königsallee: expressively lit, dynamic architecture creates impressive images for shoppers.



Shopping centres and malls – originating in the United States – have developed into a strong competition for the classic town-centre high streets. They offer a shopping experience that is geared towards entertainment and all-round provision and is independent of the weather. The challenges for architectural lighting include economical, glare-free ambient lighting for the inevitable, generously proportioned pedestrian zones. There is also the need to highlight individual

areas to add definition to these large halls. In addition, scenographic lighting offers the possibility of artistically underlining the mall's theme or concept and to "wow" the visitors.



The light for the historical indoor market in Budapest discreetly underlines the spatial and architectural experience.



Selfridges, Birmingham: Skylights, atriums, and light wells are traditional elements of department store architecture. The artificial lighting has to be balanced with the amount of daylight.

Shop windows and interiors

Designing and adding structure with brightness contrasts



Shop windows as trademarks: ZARA's displays create such intense images that the company can afford to dispense with printed advertising.

"Accent lighting" is the name we give to situations in which a room is given structure through contrasting lighting. The viewer's attention is guided, a hierarchy of perception is created: light separates the important from the less important. This objective can be achieved either by appropriately arranging and equipping the general lighting or by directing the light of focusable luminaires onto zones or objects.

The appearance of salesrooms can be significantly varied with this technique: e.g. emphasising orientation points such as checkouts, information desks and decorative features through increased light levels. Brightness contrasts are only perceived once a certain ratio is reached. Modern lamps with high luminous efficacy enable such "zoned lighting" even when the ambient brightness is already relatively high.

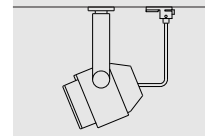
Dramatic lighting is called for on displays and even more in shop windows. Spotlights, floodlights and professional accessories enable stage-like effects to be created. Shop window designers can then use light to make impressive images - images that characterise brands and even become the talk of the town.

Shop window lighting is the domain of spotlights - frequently combined with an even light over the whole background.

Spotlights can be precisely focused on the display and adapted to suit special requirements with accessories.



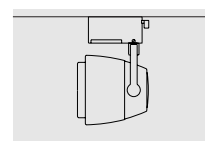
The spotlight turns the product into a star. Most surface qualities such as colour, texture and sparkle cannot be fully appreciated until directed, brilliant light is applied.



Arranging the recessed luminaires into groups, achieves a concentrated illumination on the tables and showcases in this jewellery shop in Dubai.



In this grocery shop, modulated, zoned lighting symbolises a high level of quality, enhances the goods and differentiates it aesthetically from a discount store.



A lively and highly varied illumination gives an ambience that entices potential customers to travel into the world of merchandise.

Thinking and developing light

Corporate light – integrative



Brands give customers orientation in the world of merchandise. For this reason, the rigorously consistent communication of brand messages at all levels is crucial for lasting sales success. Retail experts know that hardly any area of communication has such a direct influence on the perception of a brand as the point-of-sale experience.

Put another way, the design of salesrooms and consequently of the lighting as "fourth dimension of the architecture" are both to be understood as integral components of the brand identity. The corporate design should therefore include a lighting concept that, as far as possible, is synonymous with the brand: a "Corporate Light".

Successful Corporate Light concepts rest on two pillars: firstly, the development of lighting moods, impressions and effects that appear coherent and in character with the brand – a complex task which may be best solved by teaming up with experienced, professional lighting designers. Secondly, there is the

selection of luminaires, whose design acts as a vehicle for the particular brand. For comparable lighting tasks, the extensive ERCO product range offers many alternative solutions, each producing a highly individual character.

On this and the following pages there are exceptional approaches and tools for the development of Corporate Light.



Recessed lighting is the method of choice when it comes to incorporating lighting technology into the architecture as unobtrusively as possible. Lighting tools with every desired characteristic are available as recessed ceiling luminaires – from downlights for general lighting, wallwashers for illuminating vertical surfaces or displays through to directional luminaires for highlighting. When selecting the luminaires, the glare control and the related visual comfort play a big part: the

better the quality of the anti-glare protection the more inconspicuous the luminaire in the ceiling layout. The design can be customised even more by altering the luminaire layout and by a choice of mounting trim. New downlights such as the Skim series allow flush installation in plasterboard ceilings. Due to the reversible mounting frame, the Quadra range with rectangular ceiling apertures even allows a choice between flush-plastered installation or classic installation with a covering trim.



Through the plaster ring for plasterboard ceilings, Skim Downlights offer what is conceivably the most precise trim detail ever. The glowing ring of the Varychrome model produces dynamic, coloured light.

With Quadra recessed directional luminaires, flexible, powerful accent lighting can be discreetly integrated into ceilings.



Cool understatement, almost museum-like presentation of goods: the light is tailored to the design concepts at Colette in Paris (right), BOSS in Manhattan (above) and ZARA in Barcelona (opposite).



Thinking and developing light

Corporate Light – expressive



With their smooth-surfaced, clean design, Jilly spotlights fit in well with the interior concept for Agatha Ruiz de la Prada.

The design of ERCO products does not conceal their character as tools. This means that, in addition to their actual lighting effect, visibly mounted additive lighting systems such as spotlights on track or pendant luminaires are entirely suitable as technical features, adding an expressive detail to the shop design.

The various ERCO spotlight ranges offer sufficient artistic scope for fine-tuning the design to suit the interior concept. Functional accessories such as filter attachments or barn doors express the professionalism of the lighting design.

The exceptional design and material quality shared by the recessed ceiling luminaires even encourages creative lighting designers to put items to non-intended uses, such as surface-mounting Lightcast downlights – where appropriate, an expressive option with excellent functionality.



Studio-look for D&G in London: TM spotlights on 3-circuit track set the tone for the interior of the fashion store.



The form of Parabelle pendant downlights expresses their function. At the same time, however, Pendant luminaires are always a dominant design feature within an interior.



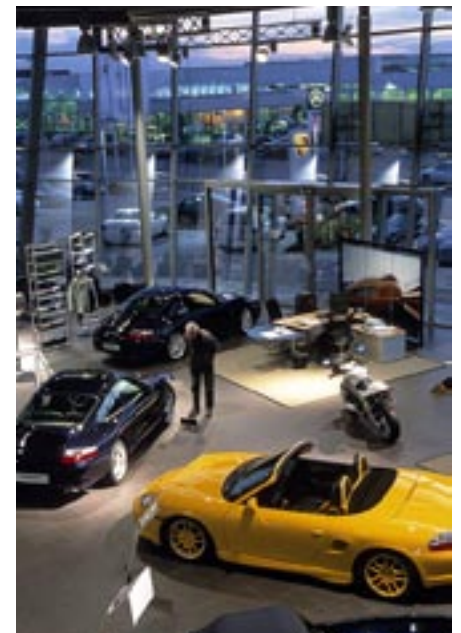
Jilly and TM spotlights perform fundamentally similar tasks within a shop lighting concept – but have strongly contrasting appearances.



The design of the Stella range of spotlights expresses their professional appeal and fits in excellently with the technical architecture.



Washlights mounted out in the open express the makeshift, raw look of the "Bershka" branches of the Inditex group.



High-tech architecture for high-tech sports cars: Porsche recommends its dealers use selected ERCO products.

Thinking and developing light

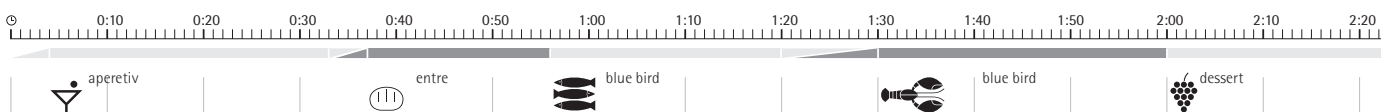
Scenographic light – coloured light

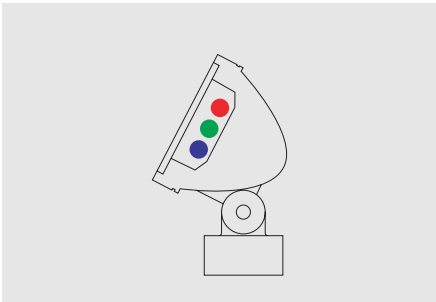


The possibilities of styling rooms by with light are almost unlimited. One of the most fascinating properties of light is its ability to continually reinterpret architecture. Staging and controlling such metamorphoses under the inclusion of the time dimension is what we refer to as "scenographic light."

By using innovative lighting tools for indoor and outdoor environments and systems for intelligently linking the luminaires, light can be formed into a coherent scenography in terms of its interaction with space, time and atmosphere. The potential of scenographic light for shops and salesrooms is obvious: it enormously increases the experiential quality of an interior, it magically attracts attention (as a concept for shop window lighting for instance) and it interprets the themes and concepts behind the architecture.

Above all, it offers the flexibility so indispensable for rapidly changing businesses such as those in the fashion industry. With the help of ERCO lighting control systems, lighting scenes can be simply programmed and controlled at the touch of a button, be linked to particular timetables or simply loop. In short, the concept of scenographic light makes it possible - with the same lighting system - to provide a salesroom with new lighting displays not only at the change of season, but every single day.



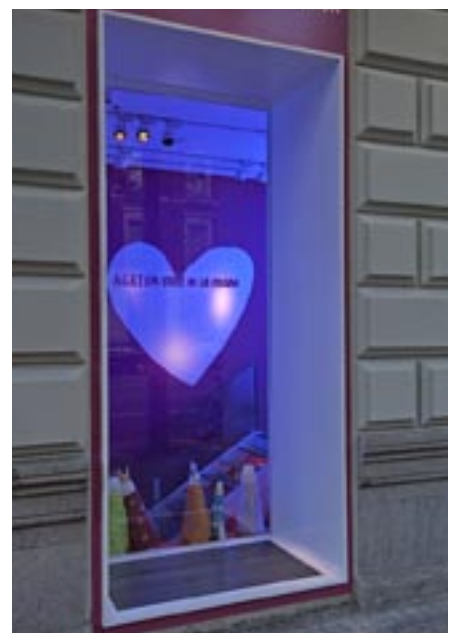
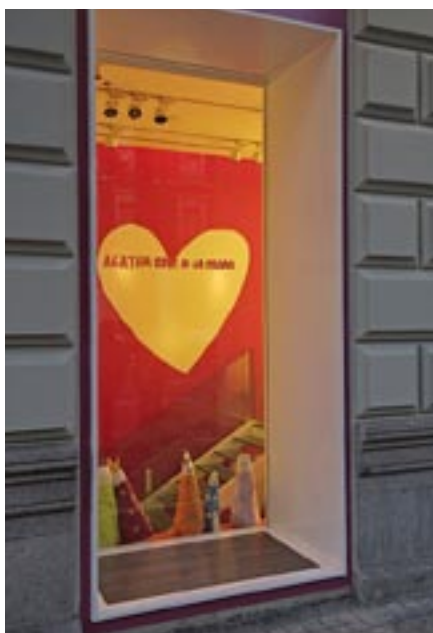


Coloured light is an important component of scenographic light because it greatly influences the "lighting climate" of a room and is highly valuable in attracting attention. However, to avoid falsifying the appearance of the merchandise, coloured light should usually only be used as a spatially limited effect in sales areas, e.g. as the background of shop window displays or as wall features which are illuminated or self-illuminated with coloured light.

One way of creating coloured light is to use colour filters mounted on luminaires. Much more flexible in terms of scenographic light, however, are light sources that can dynamically change their colour. The principle behind this is the additive colour mixing of separately controllable light sources in the colours red, green and blue (RGB technology), e.g. using coloured fluorescent lamps or LEDs. In the ERCO product range, those luminaires that feature this colour mixing technology are designated "Varychrome" - such as the



Varychrome Focalflood floodlight luminaires for fluorescent lamps or the Varychrome Axis Walklight with LED technology. A lighting control system that controls the dimmer settings of the individual colour light sources and, in so doing, makes specific colours of light reproducible and integrates them in useful lighting scenes and sequences is indispensable for the effective use of Varychrome luminaires or other installations with RGB technology.



Thinking and developing light

Lighting tools for salesrooms in terms of lighting engineering

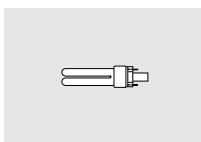
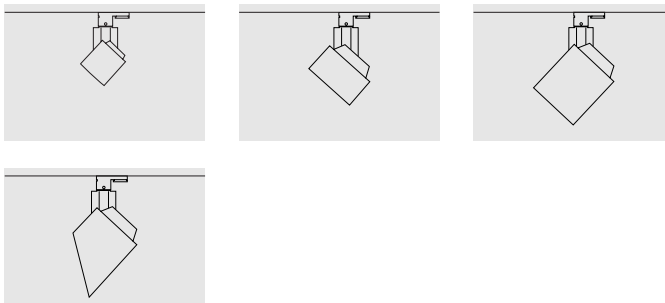


We consider luminaires to be lighting instruments, lighting tools that have specific purposes. Just as a technician needs his properly organised toolkit, so too, complex lighting tasks can only be solved with system-based products. That is why you will not find any solitary products in the ERCO product range, but only complete product groups, which, in turn, are clearly positioned within the well-defined structure of the entire range of products.

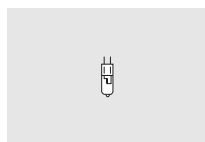
These product groups, such as the new Optec spotlight range, share common constructional and design features. The different housing sizes, lamp specifications, beam characteristics and accessories form these product groups into "toolkits" from which a vast number of lighting instruments can be created. In this way, all the individual tasks of a lighting concept can be uniformly solved.

The fact that the Optec range was specifically developed for shop lighting applications has resulted in a number of typical lighting features. The design, the lamp options, the reflector shapes and therefore the relationship between anti-glare protection and light output have been optimised to suit the demands of salesrooms.

System-design exemplified by the Optec spotlight range: different housing sizes, lamp specifications, lenses and accessories form a "toolkit" with shared constructional and design features.



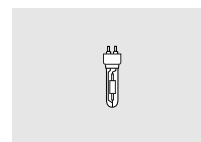
Compact fluorescent lamps are ideal for particularly economical, diffuse general lighting.



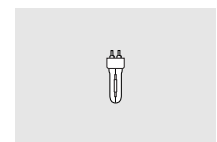
General diffuse low-voltage halogen capsule lamps provide brilliant light and, thanks to their continuous spectrum, perfect colour rendition.



Low-voltage halogen reflector lamps with dichroic mirrors are good value for money and available in many half-beam spreads. They emit a negligible IR component in the beam.



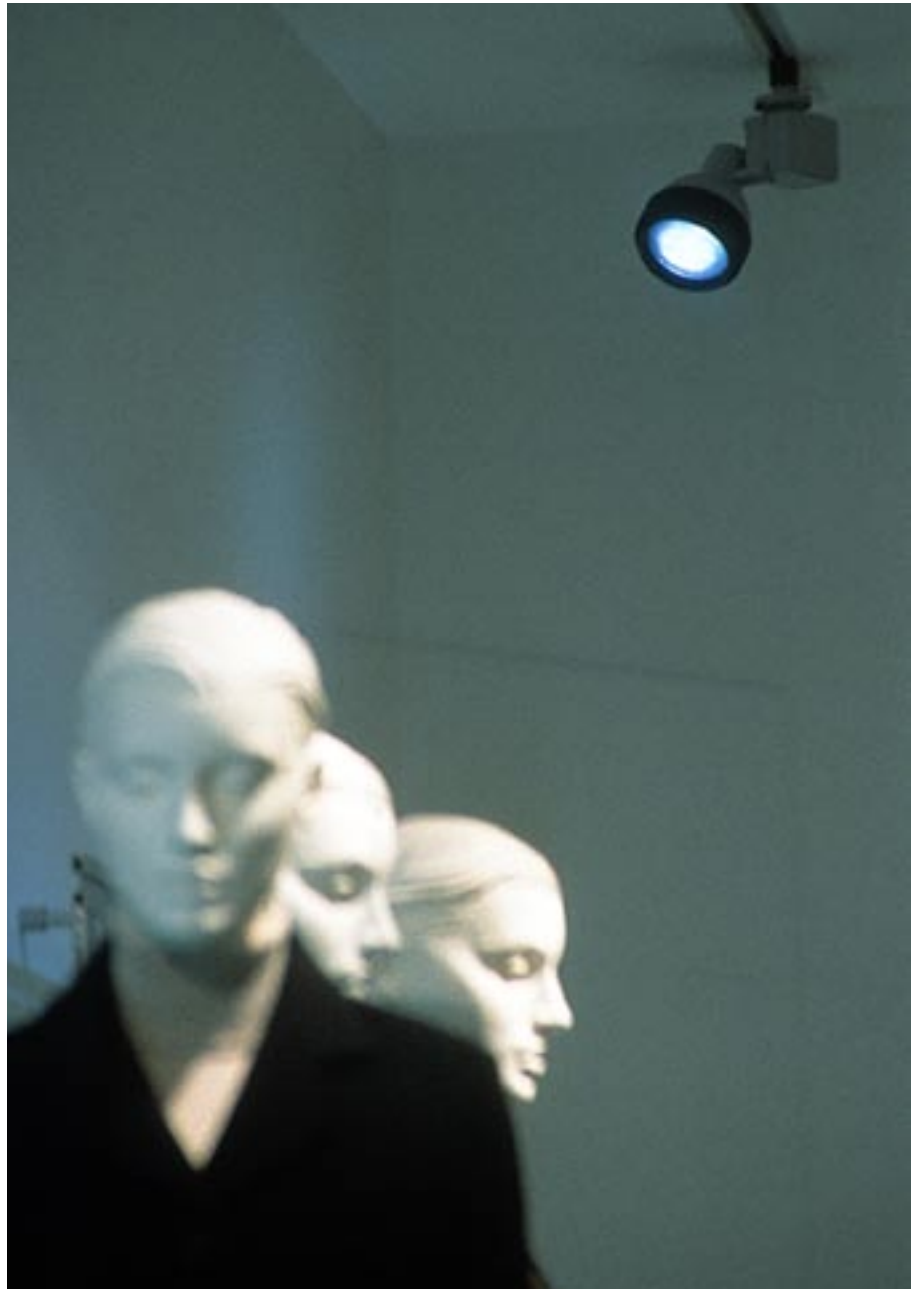
Modern metal halide lamps with ceramic discharge tubes combine brilliant light and extreme luminous efficacy with good colour stability and colour rendition.



The warm light of the energy-efficient high-pressure sodium vapour lamps enhances the appearance of skin tones, textiles and many foodstuffs.



As professional lighting instruments, ERCO products are designed to be effective in their standard formats. However, since every brand, room, product assortment and lighting concept is different, many luminaires can be adapted to specific requirements using the comprehensive range of accessories. These include: high-quality interference filters to colour the light; sculpture lenses to shape the beam into an ellipse or flood lenses to spread it; UV and IR filters to provide stringent control protecting sensitive exhibits from harmful radiation; honeycomb anti-dazzle screens and barn doors to further improve the already excellent visual comfort of the standard ERCO luminaires. With these accessories, lighting tools can be turned into instruments as individual as the actual lighting concepts.



For theatrical lighting effects in shop windows, most ERCO spotlights can be fitted with accessories such as colour filters.

What makes lighting economical

Planning internationally – installing rationally – operating efficiently

Business people can do the sums. They know that a lower product price does not define the overall economic viability of an investment. In concrete terms, this means considering a number of factors when planning shop lighting. Is the advice given by the manufacturer's specialists correct? Are specific delivery promises made and kept? Can the products be quickly and safely installed? Are they economical to run, through energy efficient and maintenance friendly design? Are they part of a future orientated system of products? Are subsequent changes and modifications to the installation possible with justifiable effort? ERCO's answer to all these is: "Yes!"

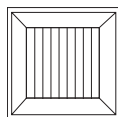
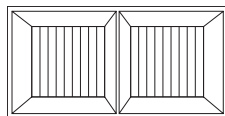
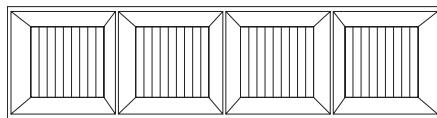
Shop owners who have relied on ERCO spotlights and 3-circuit track for years and even decades are profiting today from the safety of investment offered by the leading brand for architectural lighting: modern spotlights with miniature, high-efficiency lamps can be operated on the same track without any problem. A lighting tool that fulfils its task within the lighting concept perfectly is worth its asking price.



Hassle-free installation - an important factor for the overall economic viability of the lighting.



An example of how a product's design can affect its overall economic viability is given by the Quadra recessed luminaire system. The reversible mounting frame of these luminaires can either be plastered flush into the ceiling or mounted in the normal way with a white trim overlapping the edge of the ceiling aperture. The same item therefore offers two installation options: a small detail that greatly simplifies purchasing and site logistics.



Most versions of Quadra are available as units with 1, 2 or 4 luminaire modules. This allows simple multiplication of the output lumen in order to adjust for different ceiling heights and for areas requiring different lighting intensities.



Power supply networks and safety regulations differ from one country to another. Planning showrooms for international clients means knowing that the specified luminaire will in fact work in its country of destination – whether that be in Stockholm, London, Dubai, Singapore, Osaka, Caracas, Melbourne or Seattle.

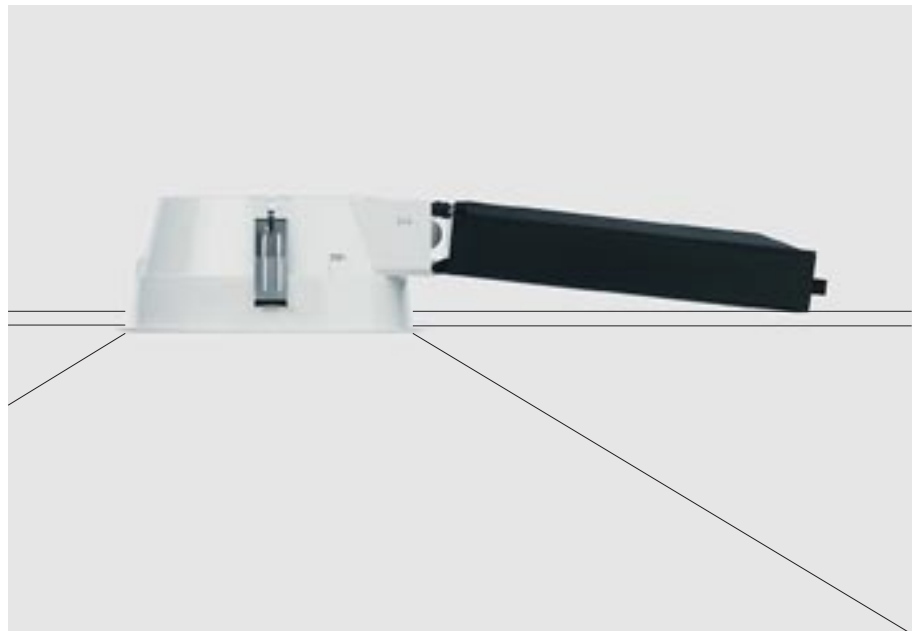
ERCO products are global products. This means that, almost without exception, an identically designed luminaire of comparable performance will be available not only for the markets in Europe, South America and Asia (230V/50Hz), Great Britain or Australia (240V/50Hz) but also for the USA (120V/50 Hz) and Japan (100V/50 or 60Hz).

ERCO Light Scout (www.ercocom.com) comprehensively covers this global product selection and provides product data sheets and further product-related information in various languages and versions for all these markets.



All product data sheets are available online as PDF documents.

To make use of the shallow installation height of Compact 100, the control gear housing is hinged to the housing - allowing the luminaire to be "threaded" into the shallow ceiling cavity.



The following holds true for recessed ceiling luminaires: the lower the installation height the shallower the required ceiling cavity – with direct effects on the building construction costs. The new ERCO Compact 100 Downlights with their 100mm installation height make use of intelligent lighting engineering solutions to provide a comfortable cut-off angle of over 30°. They are designed for energy-efficient compact fluorescent

lamps and equipped with electronic control gear, some of which is also DALI-compatible. Installation and connection is possible without tools – making them ERCO's all-round economical solution for general lighting in retail outlets and commercial buildings.

ERCO service worldwide

Competent advice – from design to operation

At home in the world's capitals: ERCO lighting consultants guarantee personal service on location, as here in Tokyo for example (right).



A mock-up area in the Competence Centre for the demonstration of products and lighting effects.



ERCO sees itself as a cosmopolitan, globally active company. Local ERCO Competence Centres, offices and lighting studios are found in all important markets. Here our well-trained, highly specialised employees are available for consultation. Especially on international projects, this worldwide network ensures consistent reliable, local service and competent, local customer care: from advice at the design phase, tendering, provision of samples and project planning through to customer service and training.

A "consultant to the consultant" – that is how the ERCO lighting consultants see their role in the building process: they provide professional support for designers and planners on all lighting technology issues and in all phases of the project. By providing case-related, technical information and comprehensive project documentation, they help in finding the right lighting tools.



As here in Dubai, our clients profit from the competence of the specially trained lighting consultants (below).



ERCO is present in the most important markets worldwide – to find your nearest contact go to: www.ercos.com/contact



Whether conference or special event – the Competence Centres provide the right location for many different occasions.

The Competence Centres provide the optimal premises for work meetings at the project phase. A mock-up area is available for samples and product demonstrations.

But the ERCO service does not end with the punctual delivery of the requested article: the lighting consultants are available to assist when the system is in operation. This service may consist of advice on re-lamping or assistance regarding focusing the luminaires.



Information logistics

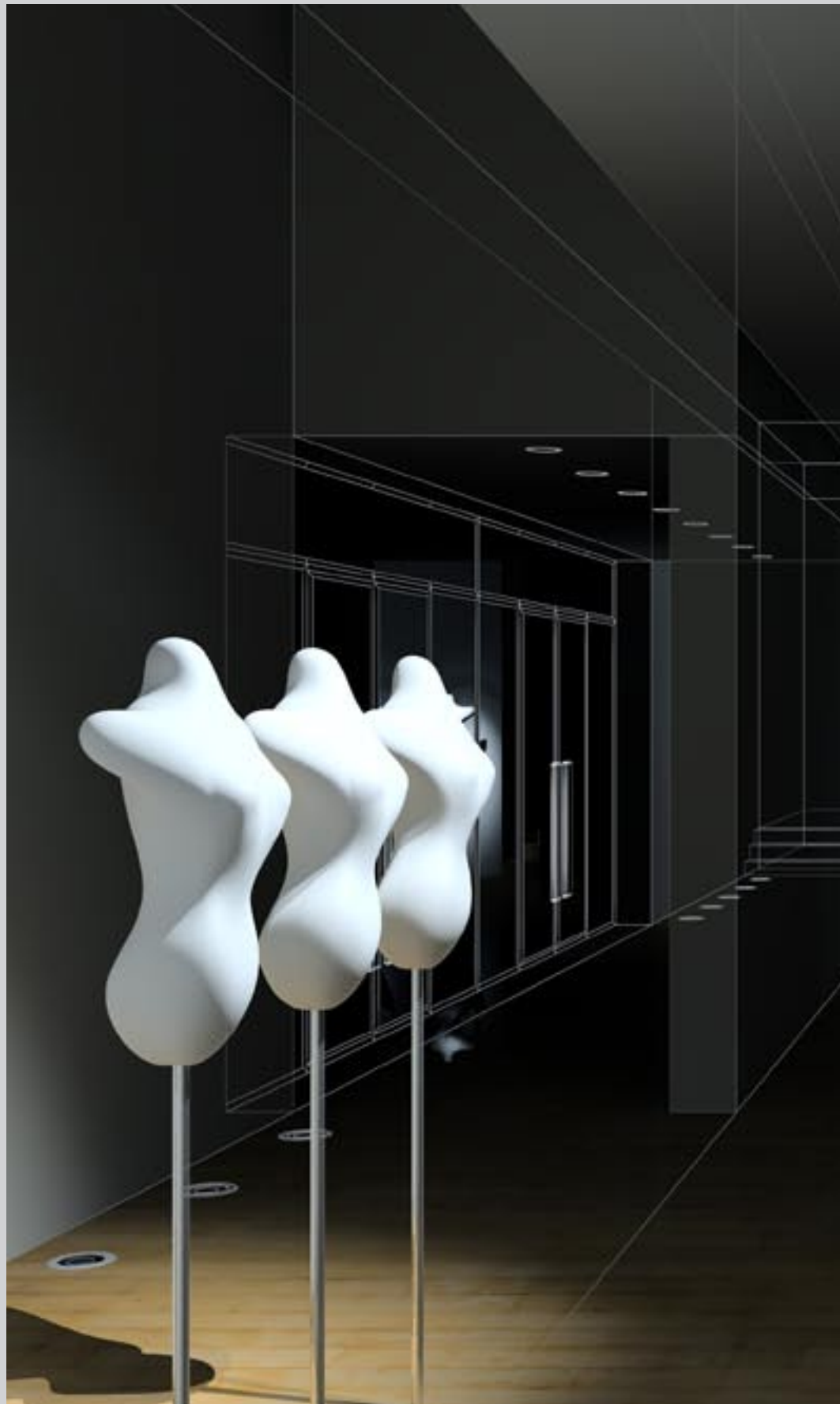
Creative retail-concepts start in the mind. The journey from thought to reality takes time and can require considerable persuasion. The task of implementing shop-architecture is largely a matter of communication.

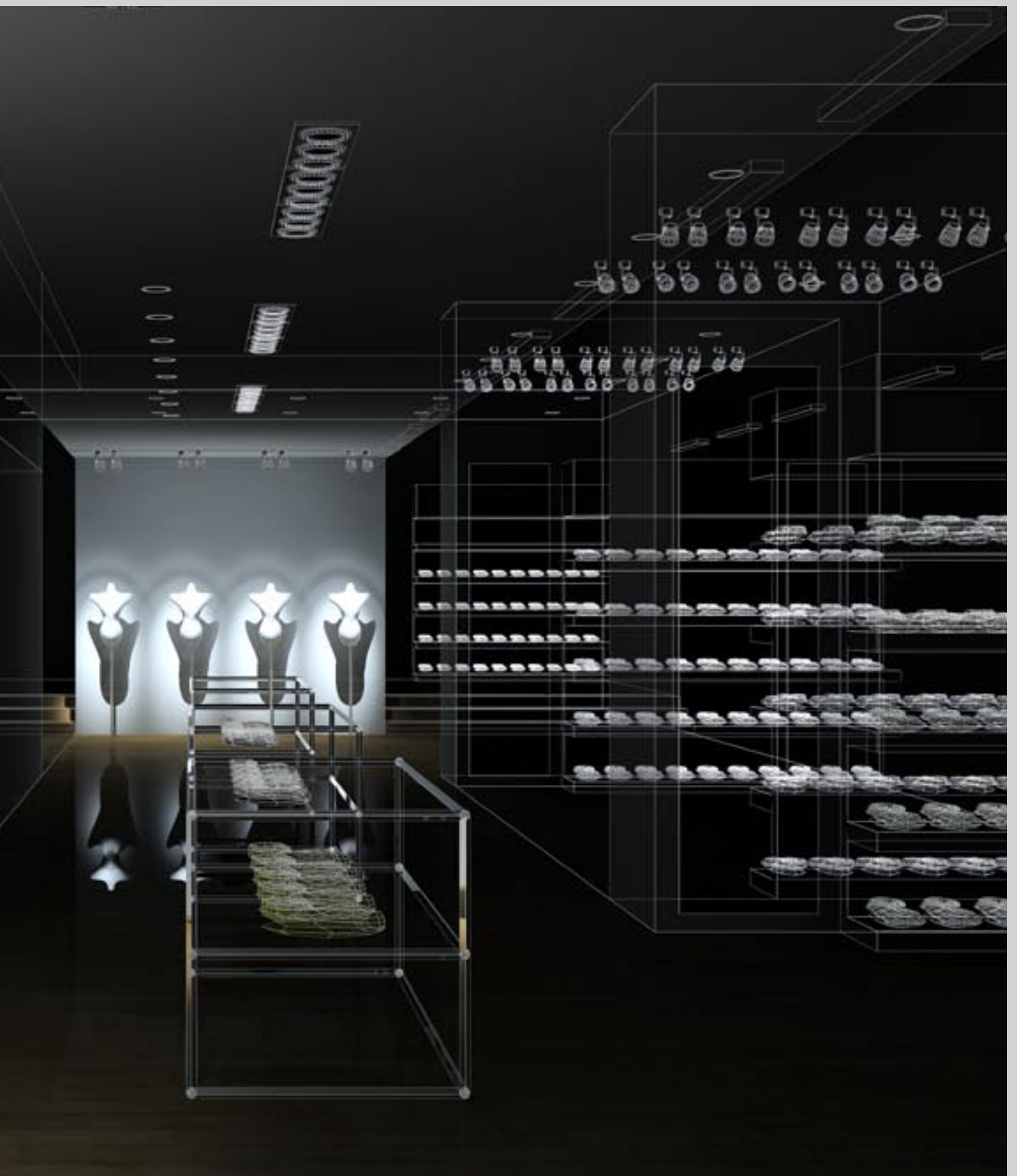
Since spatial perception is primarily visual, computer-generated visualisations have also gained a permanent place in the process of shop design. However, just like real architecture, virtual architecture only comes to life with light. That's why every ERCO luminaire has its own virtual "twin" in the form of digital luminaire data, which can be downloaded from the ERCO Light Scout website (www.erco.com) and inserted directly into lighting simulation and visualisation software to create physically accurate studies, visualisations and analyses - all in photorealistic quality.

These "virtual luminaires" are just part of the extensive information and documents available online in Light Scout. In addition there are images, symbols, specification wording, data sheets, photometric data and much more - all with the goal of enabling access to the latest information from any location and at any time during the design process.



www.erco.com





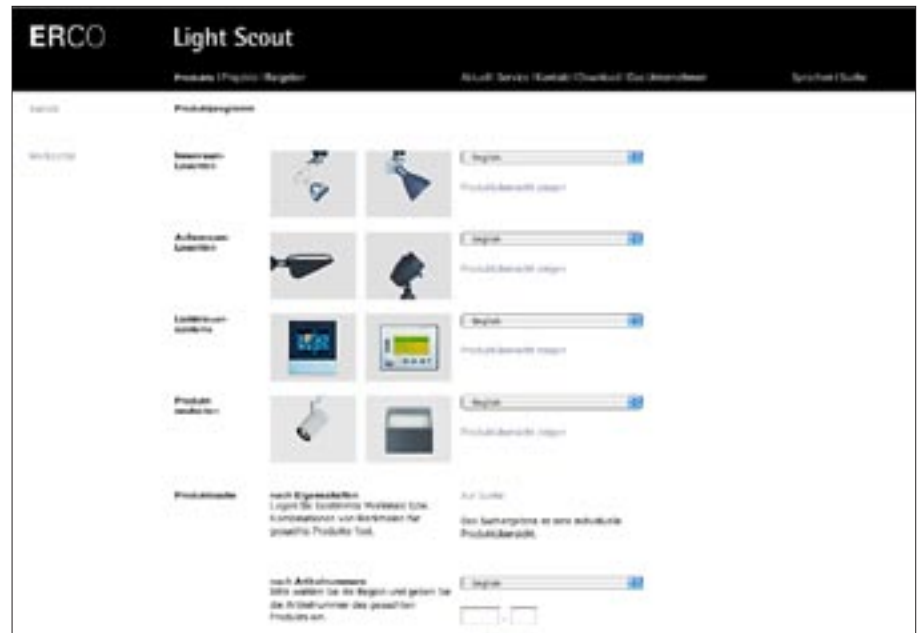


The ERCO Light Scout web site at www.erco.com supplements the classical media and offers designers a wealth of relevant and current information.

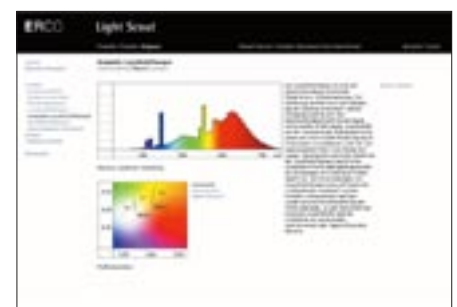
The three areas – Products, Projects and Guide – make up the backbone of ERCO Light Scout's contents, flanked by service-related chapters such as Download or Contact.



The core of the Light Scout is made up of precise, current product information. A mouse click on the product tables opens a new window with the corresponding product data sheet in PDF format.



The "Projects" area reports on exemplary architectural lighting from all around the world. Cross-references link directly to the products used or to appropriate topics in the "Guide" area.



The "Guide" is an interactive lighting design manual. The Guide's knowledge modules refer the web visitor to the pertinent contents in the "Products" and "Projects" areas via context links.

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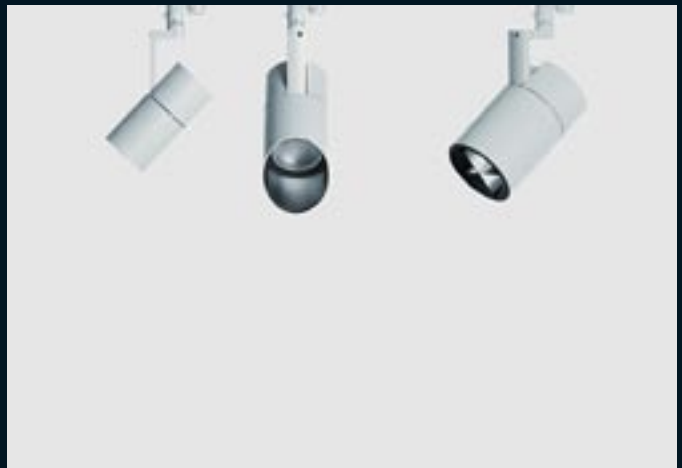
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