

# LIGHT NEEDS CONCEPTS

ADVICE  
CONCEPTION  
PLANNING  
PRODUCTION  
AFTER SALES  
SERVICE

**We have been developing lights for the furniture trade and other large spaces for many years. Why not make good use of our considerable experience gained in working for branded stores and shops in a variety of industries.**

**Look beyond the obvious and profit from the ideas of innovative planners in architecture, shop-building and decoration.**

**Our field staff will be happy to help you on-site.**



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**RUCO**  
EFFICIENT LIGHT



**FURNITURE  
LIGHTING.**





# LIGHT ATTRACTS.

There is no second chance for a good first impression. The facade and entrance way engender spontaneous and lasting emotions. This includes an open, light and generous atmosphere in which the acts of arriving, leaving and paying become an experience.

The lighting inside the building is designed to be fascinating, both during the day and at night. On entering the building, a clean light design helps you to orientate yourself.

Bright points at the end of the visual axes generate excitement and guide the customer.

Light is a non-verbal form of communication with the customer.











## LIGHTING IN SCENE.

The expectation of customers is constantly on the rise when it comes to ambience. We all want to be spoiled. Atmospheric living spaces in harmonious interplay with materials, colours and lights.

Decorative and set in scene, with accessories that speak to the senses and trigger impulses.

Conscious use of light and shadow. Contrasts attract attention and convey value. We promise a service that the customer is willing to pay a premium for.

Flexible light sources that can easily be adjusted to new ideas and turn the house into a stage.









# QUICKCHANGE **ARTIST.**

The VISION-LED with LED-deflecting mirror technology is the synonym for complete energy-optimised and efficient lighting. VisionLED represents five effective lighting effects from a single light source.

This „bright idea“ enables four of the five lighting elements to be used independently of each other.

Every product and sales area can be illuminated individually and in an energy efficient way. A single vision, optimally positioned, is sufficient to set an average furnishing booth in scene and present the furniture perfectly and effectively. For it are available powerful Lumen in 5300 with 56 watts.

Individual mirrors enable the various objects to be showcased individually.

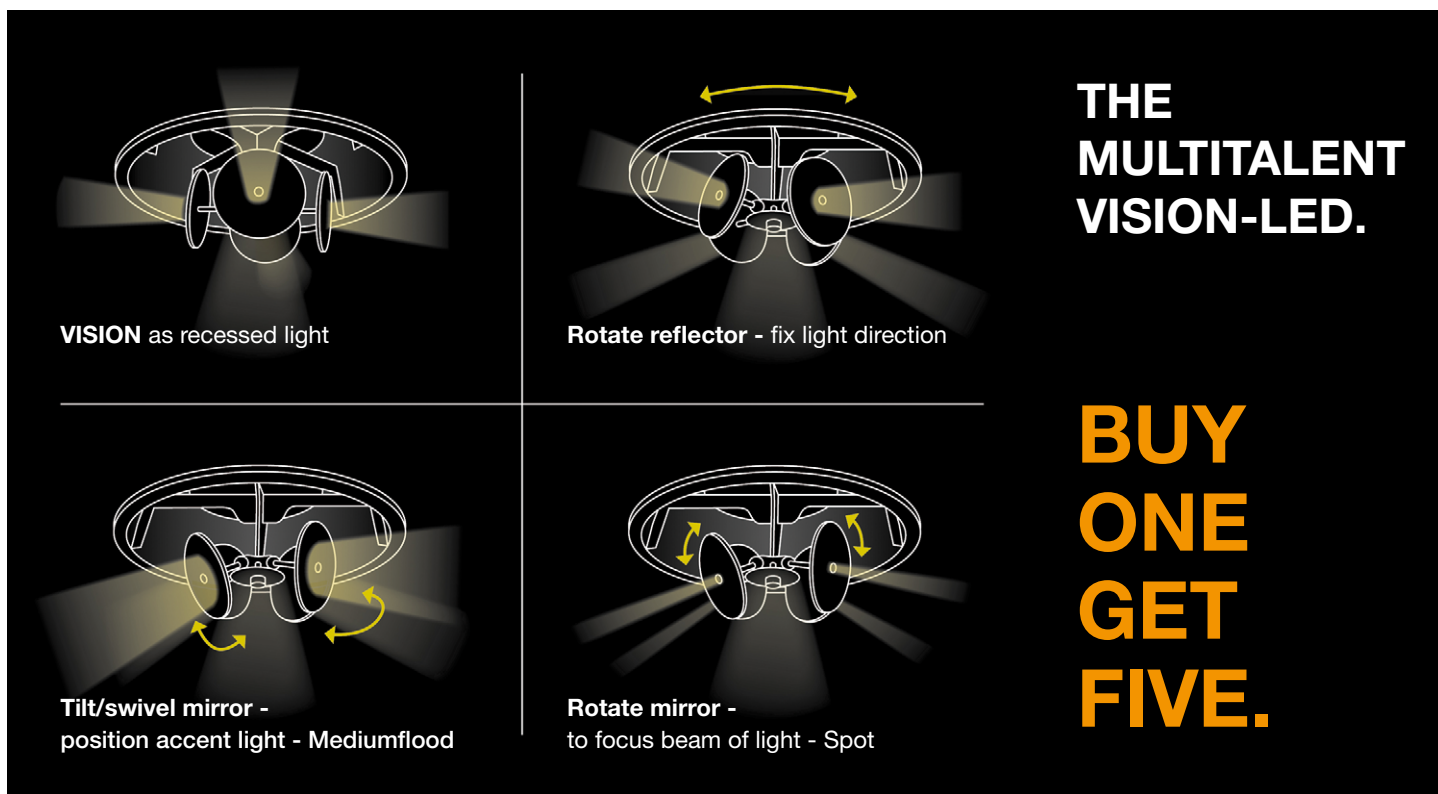
VisionLED provides you with a high level of flexibility with a single light.

For small areas, the light cone is bundled, for large objects it is expanded accordingly.

The fifth lighting effect takes place directly under the downlight. It illuminates a large area without overpowering the accented lighting that is achieved using passive reflectors.

VISION-LED technology is provided for the installation, set-up and pendulum lights, as well as for lights that are used on the power tracks. In this way, you can design your sales space as effectively and economically as possible. You can respond to changes in your product displays quickly and with little effort. Another feature which underlines the attractiveness of LEDs in general is the high quality of colour rendering. LED light corresponds approximately to natural daylight or sunlight.

Illuminated surfaces and colours are not falsified and LEDs present them in an optimum light. For this reason, LED light is ideal for all uses that demand the highest possible colour rendering.



The four mirrors of the **VISION-LED** can be rotated individually in any desired direction to light products or areas in a targeted way. The mirrors are maintenance-free. They maintain their full performance.

The downlight provides the desired wide illumination of the area. The targeted accent lighting of the reflectors is not affected by this.

