



LED SHOP LIGHTING

Set the stage right for your excellent products

With innovative, energy-efficient LED lighting concepts



An attractive shop atmosphere does not happen by chance. Stylistic confidence, creativity and a planned use of lighting as a design element are key requirements for ensuring a stimulating environment.

So this is why each and every location and floor plan requires its own, unique lighting solution. This is no problem with HELLA LED. These lighting concepts are not just incredibly flexible and adaptable, they also boast of efficient power consumption.



**More radiance –
Highlights and strong accents
with LED lighting**



Better lighting, less CO₂ and more energy efficiency for all sectors

Good ideas and innovative products are the pioneering achievements on the path to a more efficient and environmentally-friendly use of energy. The successful HELLA LED lighting concepts prove how this works in the most diverse sectors. They are impressive, with a lifespan of over 50,000 hours and a saving of energy costs of up to 70 percent. HELLA LED scores additional points with its reduced CO₂ emissions, the fact that it does not use mercury and its significantly reduced light smog.

Cost-efficient side effect: thanks to the intelligent temperature management, the waste heat, which conventional lighting systems produce, is reduced. This means that the energy costs for the air conditioning system are considerably reduced, beginning at 5°C exterior temperature and upward.

Excellent lighting technology at work in day-to-day business

Correctly designed lighting is the opposite of harshly illuminated exhibits, gloomy subdued lighting in work rooms or senselessly positioned lighting in a shop window. It combines conceptual clarity with a functionally suitable application that fits the room. The LED system from HELLA fully complies with this requirement in each and every location and situation. Thanks to the modular structure, the HELLA LED lights have achieved a degree of flexibility that sets virtually no limits to their practical applications.

LED ambient function sets lustrous accents for appealing locations



An attractive atmosphere does not happen by chance. The discrete staging and lighting of products in the show window and shop guarantees that a range of offers is highlighted properly and invites interested shoppers to purchase nice things. HELLA LED lighting concepts emphasise the typical ambience and the special character of popular shopping outlets.



LED lighting: For stimulating lighting and sales-boosting accents



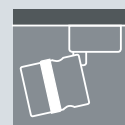
Standalone ST200

Ideal as a lighting basis. Very flexible, therefore also ideally suited for accentuated lighting effects. Plays a key role in providing a customer-friendly and sales-promoting climate.

- Patented ambient and functional light combined in one spot
- Special HELLA reflector technology for optimal lighting
- Colour reproduction index > 85
- Design variant with integrated ballast
- HELLA modular technology: a module with 600 variation options

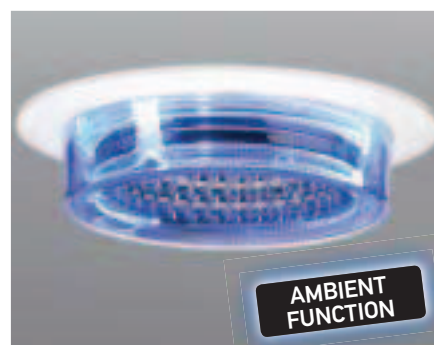
Lighting functions:

- Basic lighting
- Spot lighting
- Ambient lighting



Dimensions:

Diameter: 115 mm
Height: 210 mm



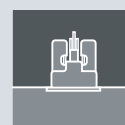
Spot S200

For a discrete ambient and first-class functional light. Can be adapted to any architecture and offer. Can satisfy aesthetic demands as well as sales-orientated ambitions.

- Patented ambient and functional light combined in one spot
- Special HELLA reflector technology for optimal lighting
- Ceiling installation variant including ballast
- Suitable for wet room and outdoor use in accordance with protection class IP 54
- Adjustability to the exterior body ring enables 3 different installation options
- HELLA modular technology: a module with 600 variation options

Lighting functions:

- Basic lighting
- Ambient lighting



Dimensions:

Diameter (ring): 158 mm
Height: max. 150 mm



Tracklight T200

This way today. That way tomorrow. Change enhances attraction. And this light can do everything. When positioning on the light rail and when pointing to a highlight.

And, of course, the tracklight is compatible with the conventional rail systems.

- Patented ambient and functional light combined in one spot
- Special HELLA reflector technology for optimal lighting
- Integrated ballast
- HELLA modular technology: a module with 600 variation options

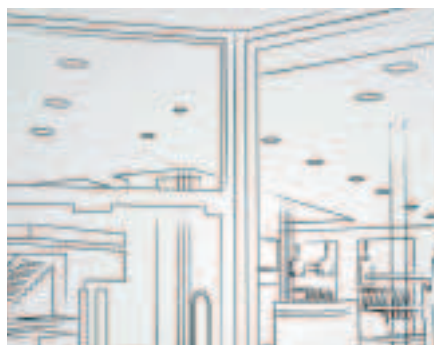
Lighting functions:

- Spot lighting
- Ambient lighting



Dimensions:

Diameter: 115 mm
Height: 210 mm
(without adapter)



Downlight

The special strengths of the downlight are the harmonious adaptation and a homogeneous basic lighting. Best conditions for a light that can best inspire the customer and make him feel comfortable. Further advantages: shallow installation depth and large illumination angle.

- Homogeneous illumination, thanks to wide angle technology
- Quadratic light distribution for the optimum illumination of rooms and corridors
- Patented combination of optical systems and reflector technology
- Varied installation options, thanks to shallow installation depth of 95 mm

Lighting functions:

- Basic lighting

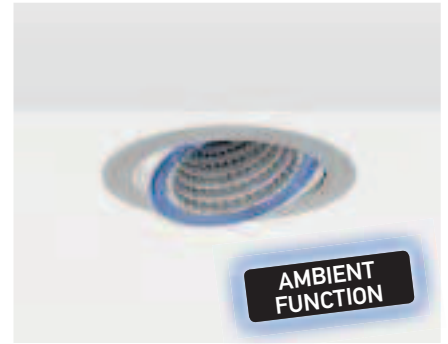
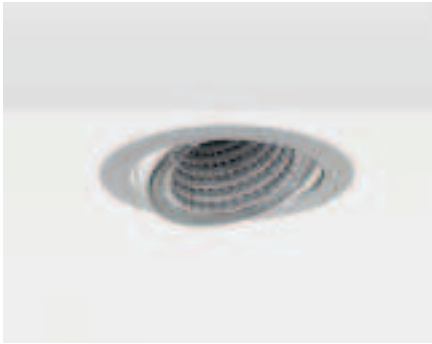


Dimensions:

Diameter (ring): 264 mm
Height: 110 mm
Installation depth: 95 mm

LED+
Be smart
The best lighting
pays for itself
100% LED
for **0% investment**

Save money earlier than
everyone else with
HELLA LED+
financing!
Just ask us!



Universal Design Spot S100/102/104

These ceiling-flush spots will lend attention and attractiveness to your shop. Using the ambient function enables you to add that special individual touch, day and night. The harmonious combination of contemporary design and state-of-the-art LED technology is exemplary.

- Patented ambient and functional light combined in one spot
- Special HELLA reflector technology for optimal lighting
- Colour reproduction index > 80
- Shallow installation depth of 50 mm

Lighting functions:

- Spot lighting
- Ambient lighting



Dimensions:

Diameter (ring): 115 mm
Height: 69 mm
Installation depth: 50 mm



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People Counter

For further information, see:

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