

LTS

MinusBlue

ready



MinusBlue

See More Beauty

MinusBlue

Artificial Light – Naturally Good



Choose MinusBlue and benefit from the new technology in the LTS product range. It makes it possible to create a natural light spectrum, very similar to sunlight. This is made possible by high-grade LEDs which ensure that neither red nor green nor blue light emits inappropriate wavelengths. In this way it is possible to achieve the advantages of sunlight. Authentic and comfortable lighting conditions are created.

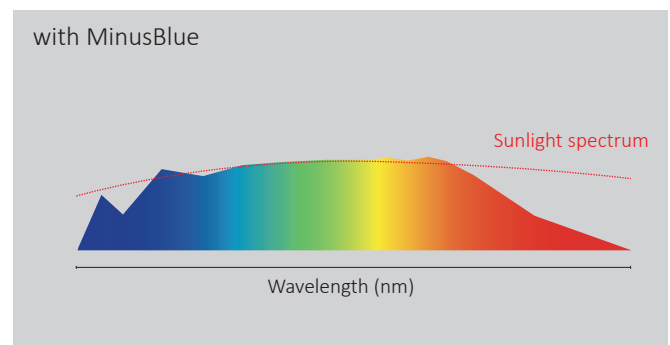
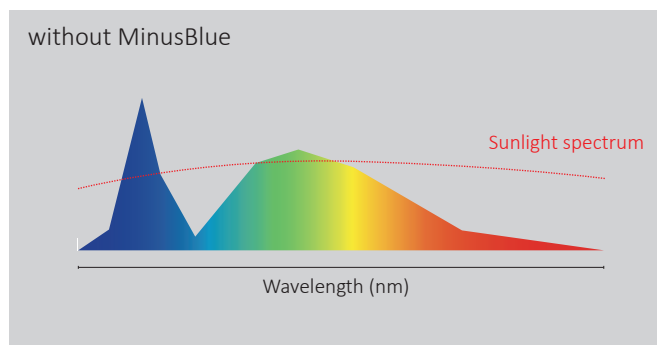
MinusBlue has an excellent colour rendering index and quality. This innovative technology guarantees the best possible perception of colours and facets. In addition, MinusBlue supports a visual performance with more contrast. The eye is able to perceive different surfaces, textures and structures more easily and in more detail. This is also true with a lower intensity of light. Hence, merchandise presented can convince with its original attractive brilliance and material quality.

An essential advantage of this trend-setting technology is its biological effect. As a result of the reduced blue peak, MinusBlue produces light which does not have any negative influence on the human organism at all. Rather, MinusBlue can substantially support the natural performance curve of human beings and their well-being. Therefore, MinusBlue is in harmony with the biorhythm.

Working environments with low light input or none at all can benefit particularly from these properties. Hence, MinusBlue combines an outstanding shopping experience with a healthy working atmosphere.

The technology is optionally available for selected products. For an overview of the product range, refer to the last two pages of this brochure.

Light spectrum



MinusBlue moderates the dominating blue peak in the light. Red, green and blue light is emitted in the same intensity. The light spectrum therefore comes close to sunlight.



The comparison shows: If the product is illuminated with the MinusBlue technology, its colour, structure and surface are brought to bear perfectly and powerfully. For the observer, the products seem to be lit by sunlight. MinusBlue permits genuine rendering in the presentation of wares.

MinusBlue for the Gabor Brand

How Close Cooperation Leads to Success

An interview with Martin Dentler, Real Innenausbau AG, Kilsheim, Germany

Women and shoes – a cliché? Statistics show that it is not unusual for women to have 20 pairs of shoes in their wardrobe. Up to seven pairs are added every year. These have to be available for sale in the shop right on the day. For the Gabor brand, the Mindelheim site has become a major logistics base. With a storage capacity of 2.5 million pairs of shoes, this is virtually the largest Gabor shoe cabinet in the world. Next to the logistics centre, which delivers about nine million pairs of shoes every year to 5,000 retailers in more than 60 countries, there is a large factory shop since spring in 2018. Planning and implementation of the facility was performed

by the interior work company Real Innenausbau AG based in Kilsheim. The successful company, from the German federal state of Baden-Württemberg, has been a customer of LTS for a long time. In Mindelheim, LTS luminaires with MinusBlue technology are now installed.

Martin Dentler, responsible for the business field of „Individual Shop Design and Interior Work“, talks about his motivation for choosing MinusBlue and shares his experience with this technology and the cooperation with LTS.



Martin Dentler,
Real Innenausbau AG,
Kilsheim

Mr Dentler, for which reason did you decide to use the innovative MinusBlue technology?

We have thoroughly thought about how to implement optimum lighting design. The new building has a sophisticated architecture. However, the shop area does not have any windows. This means that there is no daylight in the sales room – neither for customers nor for the personnel. We serve demanding customers who want to see their shoes, the material and the colours also in daylight. Therefore, we faced the challenge of deciding on the suitable lighting technology. It quickly became clear to our contact person from LTS and myself that we would use recessed luminaires for ceiling fields and track-mounted spotlights for other areas. In this way, we designed a sales area which combines modern architecture with an industrial character.

We found the optimum solution with MinusBlue.

But this is not all: We wanted the optimum solution. And we found it with MinusBlue. We were able to implement brilliant light for colours and accentuation, since MinusBlue can be used to prevent a high blue component in the light. This technology had not been available before in this way.

Where do you see the added value?

It is of prime importance to customers that they can perceive the products and surfaces in an excellent quality. The decisive factor for our decision to use MinusBlue is that we achieve a light that is quite close to natural sunlight. This significantly supports the perception of the Gabor products in true colour. Meanwhile products have actually many colours, appliqués and floral elements – things you can perceive perfectly with MinusBlue.

MinusBlue contributes to the ideal general conditions.

I would also like to emphasize that MinusBlue does not only give important stimuli for a decision to buy. The factor of light has a direct influence on the well-being of the persons working in the shop. The MinusBlue technology offers all the advantages of natural light – best possible quality of light and perfect matching with the human biorhythm. In this way, MinusBlue contributes to the ideal general conditions prevailing at the site.

What is the prime advantage of MinusBlue for you as the responsible person?

MinusBlue is an optimal lighting solution for retail areas without natural daylight. However, ultimately our customers' opinion counts. Here at Gabor this was the determining factor. Therefore, we decided to use this solution. We want to be pioneers and show



new options. I have seen many things come and go since I took up the subject of LEDs. There was a lack of colour brilliance in the first generation. With the MinusBlue option, it has now become nearly perfect.

Which aspects are particularly significant in your cooperation with LTS?

We have a cooperative relationship of mutual trust with LTS that has continuously grown since the year 2003. LTS has always been up-to-date even in a highly competitive market. LTS has enabled us to be always reliable, on time and offer the best quality.

Of course, this is very much appreciated by customers like Gabor. Business is done at the human level. You can be successful in the long term if the customer receives a good overall package and is satisfied. This is what we are.

How did the cooperation develop?

LTS has shown to us what innovative lighting solutions are. Our contact person has informed us comprehensively and comprehensibly about why MinusBlue is the suitable technology for our purpose. Together we presented the concept developed to the customer. This was well received. Our claim is not only to sell something but to reflect what the customer really needs to be economically successful. It must support the customer's objectives. Light is a very important factor. I am grateful that we have been entrusted with proceeding courageously with a new technology here.

Would you recommend MinusBlue to others?

Yes, of course. Wherever it can be used, we can now, with the benefit of experience, recommend MinusBlue. We think in terms of the future. Time is always scarce and we have to use products that are quickly available.

LTS shares our approach of maximum dynamics.

The company promised delivery in time and kept its promise. This is perfect! Moreover, service is the factor where you can score. In the end, this is precisely what it is about.

How did customers and personnel respond to the lighting conditions?

Many customers found the lighting agreeable and similar to daylight. Of course, most of them do not know the technology behind it. This is not necessary anyway. Our challenges are: presenting products, raising the quality of the ambience and stimulating a decision to buy. If the customer feels good, an important objective has been reached.

MinusBlue






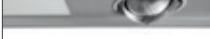
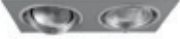


Range Summary



These luminaires are MinusBlue-ready – i. e. available with the innovative LED technology. With MinusBlue, you certainly choose to put the dot on the i for our superior quality products.

Product	
Balboa 100	
Balboa 200	
Bixx 100	
Bixx 150	
Button 300 Anbau	
Button 300 Pendel	
CSA 40	
CSA 40 Flat	
CSA 40 Trimless	
CSA 50	
CSA 60	
CSA 60 Trimless	

Product	
CSA 71 Round	
CSA 71 Square	
CSA 72 Round	
CSA 72 Square	
EuroLED	
Flixx 200 Round	
Flixx 200 Square	
Jett 100	
Jett 150	
Poox 100	
Poox 520	
SCA System	

Product	
Scene 1 System	
Scene 2 System	
Scene 33 System	
Scene 4	
Scene 5	
Scene 6 Kanal System	
Scene 6 System	
SCI System	
Scout Next	

Product	
SCS System	
SCT 200 System	
Spark 200	
Spark 250	
StraitLine 60 Spot	
Torpedo 300	
Torpedo 500	
Jamie 300	
TRI 20 Round	
Vario Classic	
Vario Professional	

LTS

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