

Presse Press

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Accent lighting in the retail sector with Punctoled from Osram

The Punctoled product range from Osram scores in basic retail trade applications thanks to its outstanding price-performance ratio and short payback times. The family is now being added to with the track spotlight Punctoled Track and the directional spotlight Punctoled Spot. Both are ideal for simple accent lighting in the shop sector and feature good colour rendering and high levels of uniformity.

Punctoled Track has 350° pan-and-tilt, making it ideal for showcasing products and merchandise in the right light from highly diverse angles. Its handling is especially simple – the spotlight's universal adapter makes it compatible with standard 3-phase tracks and the luminaire is inserted into pre-assembled or new tracks without tools. Commissioning is via plug & play. Punctoled Track is offered in two housing colours, two light colours and two lumen outputs.

The lamp unit of the Punctoled Spot downlight can be pulled out of the ceiling to provide lighting devoid of shadowing. The spotlight can also be used for illuminating shelves thanks to pivoting up to 55°. Punctoled Spot is fixed into the ceiling via clips without tools and started up via plug & play.

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ABOUT OSRAM

OSRAM with headquarters in Munich, Germany is a globally leading lighting manufacturer with a company history of around 100 years. The product spectrum contains high-tech applications based on semiconductor technologies such as infrared and laser. Products are used in a wide variety of applications ranging from virtual reality, autonomous driving and mobile phones to networked, intelligent lighting solutions in buildings and cities. The company is global technology and market leader in the automotive lighting technology sector. OSRAM had approximately 24,600 employees around the world in continued business sectors (without Ledvance) with turnover of 3.8 billion euros to the end of the 2016 fiscal year (30 September). The company is listed on the Frankfurt am Main and Munich stock exchanges under WKN: LED 400 (stock exchange symbol: OSR). For further information, see www.osram.com.

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