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Anolis at LiGHT22 Expo

European LED lighting manufacturer Anolis – A Robe Business - participated enthusiastically in (d)arc Media’s new LiGHT22 expo concept for architects, lighting specifiers and designers, staged for the first time at London’s Business Design Centre in the UK. The brand showcased three innovative product ranges on a fresh contemporary-looking stand that caught eyes and attracted plenty of interest.

The three highlighted product families were Calumma, Ambiane and Eminere, all chosen as most relevant for the expected show visitor demographic.

For exterior lighting, all five current sizes of Anolis’s Calumma floodlight family were shown, a range that works seamlessly in conjunction with the Eminere range of linear luminaires.

Both fixture types are available with the same LED chips and connection systems for continuity and flexibility, allowing excellent mixing, matching and integration together into one design and control system.

Calumma was a big hit with people visiting the stand. They were impressed with the five sizes and the fact the units are available in multi-chip and customisable single-chip variants with over 18 different choices of optics, plus the latest chip and driver technology for outstanding performance. People also liked the streamlined contemporary ergonomics of the range.

For interior applications, Anolis showed a number of downlights and pendants from its Ambiane family.

Ambiane features include excellent dimming curves and high CRI. The fixtures are available in pure white, tuneable white, tungsten dimming and RGBW variants that use patented colour balancing to maximise the light output.

“Everyone seemed to appreciate the optimised performance,” commented Anolis business development manager for London & the South East, Ashley Popple, who was delighted with the turnout, visitor quality and the general buzz of the show.

They engaged in some fun on the stand with Anolis's ArcPar150 colour changing fixture which has a motorised zoom going from 3.8 to 60 degrees, as Ashley described it, "an invaluable 'get-out-of-jail-free' fixture for lighting designers!"

Most visitors stopping at the Anolis stand were lighting designers and architects who came to look at the lights and chat with the team, who also saw entertainment and leisure industry specifiers and end users over the two days of the expo.

"It was exactly the mix of audience we were hoping for from the communities that we wanted to connect with," Ashley elucidated, adding that the pace was brisk, providing a good opportunity to touch base, chat about upcoming projects and catch up.

A late close / early evening drinks reception on the first day galvanised the networking opportunities and proved popular as exhibitors and guests mingled and chatted in a more informal setting.

The BDC was generally considered a smart choice of venue, both for its central location and its commitment to being more sustainable coupled with other potential waste saving initiatives like venue carpeting, so exhibitors didn't have to bring their own flooring.

Ashley and the team enjoyed the palpable buzz and underlined the importance to Anolis of being there to demonstrate its new technologies, consolidate existing relationships and make new contacts. It proved a great forum for showing interested parties the breadth and adaptability of the current Anolis product ranges and the manufacturer's commitment to providing refined and practical LED lighting solutions for all areas of commercial and built environments and public spaces.

Photo Credit: Lindsay Cave @loosplat







