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RETAIL
LIGHTING SOLUTIONS

MOLTOLUCE®



X-CHANGE TECHNOLOGY

04



PROFITABILITY

05



SHOPS & RETAIL
LIGHT COLOURS FOR RETAIL

06/09
10/11



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GOOD
LIGHT
STORIES

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EXPERTISE IN TECHNOLOGY,
DESIGN, PLANNING, AND
PROJECT MANAGEMENT
LIMITLESS.

Our lighting solutions for spaces with an emotional touch. We are an Austrian full-service provider of lighting solutions, produced at our development and manufacturing site in Weißkirchen/Wels. Functional quality luminaires that combine outstanding technology and modern design, effectively integrated into customized lighting concepts. We create a positive atmosphere in the room and make light an enjoyable experience.



■ = BRANCH
▨ = LOCAL CONTACT

OUR SERVICE OFFERING

We think from the big picture down to the details, leaving nothing to chance. Because only this way can lighting concepts be created that bring maximum user satisfaction. Individual planning ensures that specific consideration is given to the particular spatial situation and the needs and requirements of the people who will use the spaces.

Everything from one source and with a competent partner by your side. We offer you a complete service, starting with comprehensive lighting design and project realization, organizing professional installation, taking care of the individual requirements of tailor-made lighting solutions, adjusting the lighting on-site to the desired settings, and, of course, remaining available as a support partner even after project completion.



DEVELOPMENT AND PRODUCTION
IN AUSTRIA

Sport Tritscher, Rohrmoos, Austria
Photo: Joachim Rauch



X-CHANGE

Trendy design, high efficiency, and energy savings – LEDs excel in every aspect.

Defective LEDs or changing lighting requirements used to mean replacing the entire luminaire. The products of **Molto Luce X-Change Technology** are modular in design, allowing individual components such as the **light source (COB module), converter, optics, protective glass,** or honeycomb grille to be easily replaced. This offers greater flexibility, energy efficiency, and sustainability, significantly extending the lifespan of our products.

ADVANTAGES OF INTERCHANGEABLE MODULES AT A GLANCE

Easy generation change

- Quick upgrade to new COB generations with improved efficiency and light output.
- Consistently low costs and high energy efficiency throughout the entire lifespan.

Efficiency and flexibility

- Replacing drivers and COBs is significantly cheaper than replacing the entire luminaire. For example, replacing individual COBs costs about 10% of the initial price compared to the cost of replacing a complete spotlight.
- Energy savings through more efficient LEDs lower operating costs.
- Light color, CRI value, and light intensity can easily be adapted to changing conditions by tool-free replacement of the light source, optics, or reflector.

Sustainable

- Conservation of resources through reduced material waste, less trash from component replacement, and lower transport costs.
- Improved environmental footprint through increased efficiency.

AN INVESTMENT THAT PAYS OFF

Investments in modern lighting solutions reduce ongoing costs. Especially in renovation projects, the savings potential is enormous, and lucrative subsidies may be available depending on the region. Our planning experts are happy to assist you.



Shop example 1.000m²

	Before Lighting Renovation	After Lighting Renovation	
Operating Data			
Lighting System	HQI spotlights	Mova	
Number of Fixtures	450 pcs.	450 pcs.	
Total Power	34.650W	14.400W	-58%
CO ₂ Emissions (Year)	25,1t	10,4t	-58%
Operating Costs / Year			
Total Power Consumption	113.964kWh	47.362kWh	

Savings:
-58% per year
on energy, CO₂, and costs



Intersport Tscherne, Salzburg, Austria
Photo: Joachim Rauch



Roberto Cavalli Store, Vienna, Austria
Photo: Joachim Rauch

LIGHTING FOR SHOPS & RETAIL

FASHION

Shopping experience and color rendering

The focus is clearly on an attractive product presentation, with optimal emphasis on colors, textures, and details. Additionally, good lighting design can help guide customers through the store. Retail projects are rounded off by the use of targeted lighting accents for specific areas.

Have you thought about this?

Lighting at the checkout area: It's especially important to ensure good illumination and glare control (UGR) in the checkout area.

Optimal color rendering: A high CRI value is crucial to ensure that clothing colors are displayed as realistically as possible.

Marc O'Polo Store, Vienna, Austria
Photo: Joachim Rauch



SPORT

Creating dynamism with light

The right lighting helps create an energetic, motivating atmosphere, which leaves a lasting impression on the customers' shopping experience and optimally presents the products. Movement, dynamism, and activity should also be reflected in the lighting concept of a sports store.

Have you thought about this?

Brand staging: Premium brands can be treated differently in the lighting design compared to sporty and dynamic brands.

Sustainability: Opt for sustainable lighting solutions without compromising on performance.

Intersport Tscherne, Salzburg, Austria
Photo: Joachim Rauch



AUTOMOTIVE

Emotion and Experience

The first impression of the new dream car matters. When used correctly, good lighting highlights the aesthetic and technical advantages of the vehicles. Intense colors, polished surfaces, and refined details should be showcased appropriately. Emotion is key here to create desire in customers and establish a connection with the displayed models.

Have you thought about this?

Spotlights: Skillfully highlight rims, hoods, or interiors and draw customers' attention.

Guiding movement: Brighter areas can act as focal points and guide customers through the showroom.



KTM, Austria
Photo: © D. Fierlinger

FURNITURE RETAIL

Different Materials and Surfaces

In addition to basic lighting, the focus in the living area is primarily on how different materials (e.g., leather, wood, and fabric) respond differently to light. Therefore, the choice of lighting should be adapted to the material properties and qualities.

Have you thought about this?

Shadow Formation: Creative lighting concepts avoid disturbing shadows and create a pleasant atmosphere.

Combination of Light Sources: Different aspects of the presentation require different types of fixtures. We are happy to help you find the perfect mix.



Design Lounge Hinke, Vienna, Austria
Photo: Joachim Rauch

LUXURY

Focus on Exclusivity and Quality

Fine details and high quality of jewelry and luxury items can be highlighted through accent lighting and targeted spotlights. Customers should be able to feel the brilliance, color, and craftsmanship. This emphasizes the perceived value of the products as well as the exclusivity of the brands.

Have you thought about this?

Consultation areas: In areas for exclusive product consultations, a luxurious atmosphere is particularly important.

Showcase lighting: The positioning of the lighting must skillfully highlight the product without drawing attention to itself.



Bisaku Jewellery, Brno, Czech Republic
Photo: Michal Zvonaf

ELEKTRONICS

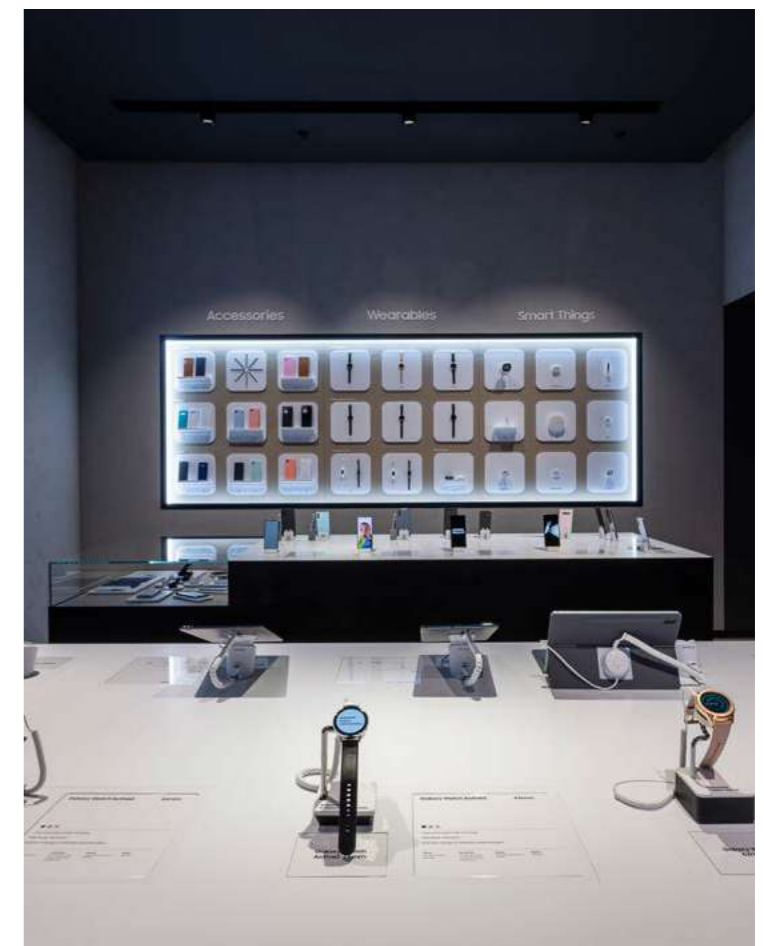
Pay Attention to Reflections

For products like televisions, monitors, and smartphones, it's important to consider reflective surfaces in lighting planning to minimize reflections and glare. The positioning and type of fixtures also play a role in ensuring a pleasant view of the screens.

Have you thought about this?

Test Stations: Areas where customers can try out products should allow for detailed examination.

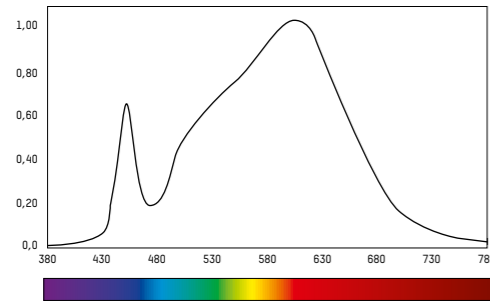
Light Temperature: Neutral white or cool light is usually well-suited to emphasize the clarity and technical details of the products.



Samsung Store, Stockholm, Sweden
Photo: Frieda Hermanson, Setup: Cardi

PREMIUM CRI>90

- MOLTO LUCE Standard LED with Best Light Quality
- Excellent white reproduction
- Increased red content for precise and natural colors
- Authentic light in every area
- Versatile application in the shop and retail sector



CRI>80

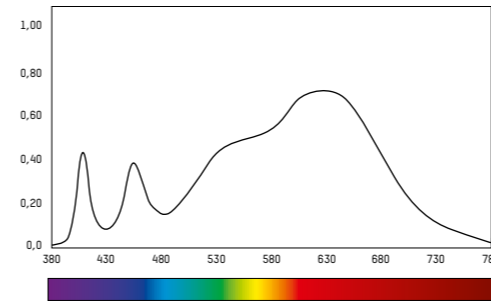


Premium CRI>90



MAGIC WHITE CRI>90

- The best and purest white
- White is rendered like daylight
- The special spectrum activates fluorescent whiteners, creating a brilliant white effect.



CRI>80

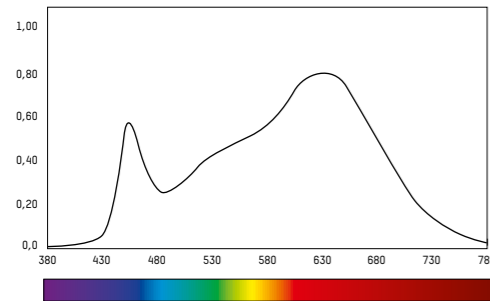


Magic White CRI>90



MAGIC COLOUR CRI>90

- Offers the best light quality
- Enhanced colors with a very high R9 value
- Makes colors shine and highlights them especially well
- Perfectly suited for the fashion industry



CRI>80



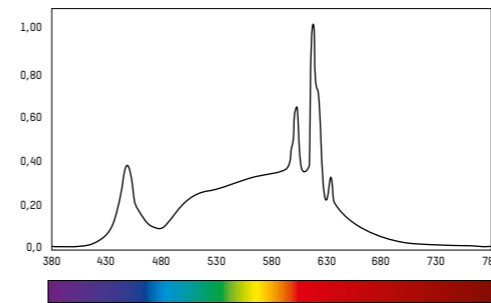
Magic Colour CRI>90



CRI HE>90® TECHNOLOGY

HIGH EFFICIENT-COB FOR EVEN MORE EFFICIENCY

- The integration of this innovation achieves a red content with three peaks in the red range.
- Remarkable increase in color rendering index by 3-4% (CRI).
- Significant rise in the R9 value. From previously 50-60, we now achieve an impressive value of 70-90. Saturated reds play a key role in many applications where accurate color reproduction is required.
- Through the implementation of this innovation, we can achieve not only a remarkable efficiency increase of up to 20% but also take a significant step toward more sustainable solutions.
- High Efficient-COBs have already established themselves as standard in our high-quality products from the MOVA and Artis series.



LIGHT COLOURS FOR RETAIL



BILLA Plus, Baden, Austria
Photo: Joachim Rauch

RETAIL LIGHTING IN THE FOOD TRADE

SUPERMARKET

Shopping with a Feel-Good Factor

Thanks to innovative lighting solutions, products take center stage, turning shopping into a pleasant experience. Customized lighting plans create an atmosphere that invites customers to explore while catering to the diverse needs of a varied assortment.

Have you thought about this?

Customer Movement: Use lighting to guide customers through the supermarket and increase sales of specific product groups.

Special Light Colors: The freshness of different assortments, such as fish, meat, or vegetables, can be highlighted with special LEDs.



SPAR, Köck am Wechsel, Austria
Photo: Joachim Rauch



EDEKA, Bad Schwartau, Germany, Photo: Andrej Kleer

WHOLESALE

Efficient Lighting with Adaptability

In addition to product presentation, the right lighting can significantly reduce energy consumption. Energy-efficient fixtures, along with motion and daylight sensors, enable demand-based regulation and prevent unnecessary electricity usage. This not only lowers energy costs but also extends the lifespan of the fixtures and reduces maintenance efforts.

Have you thought about this?

Future-Proof: Ensure that your planning considers systems that are future-proof and compatible with new technologies.

Sensors: In specific areas, such as storage, you should rely on sensors to save energy and costs.



MAKRO Markt, České Budějovice, Czech Republic
Photo: Joachim Rauch

BAKERY

Ideal Light for Display Shelves and Relaxation Areas

A warm, inviting atmosphere and the presentation of delicious baked goods—the right lighting makes all the difference. Targeted accent lighting highlights special features and draws attention. Additionally, comfortable and warm atmospheres are created in relaxation areas for your customers.

Have you thought about this?

Maintenance and Cleanliness: Especially in a bakery, where flour and dust are common, the right choice of lighting is crucial.

Even Illumination: Both in the work area and in product presentation, it's important to avoid disturbing shadows.



Bakery Felzl, Vienna, Austria
Photo: Joachim Rauch



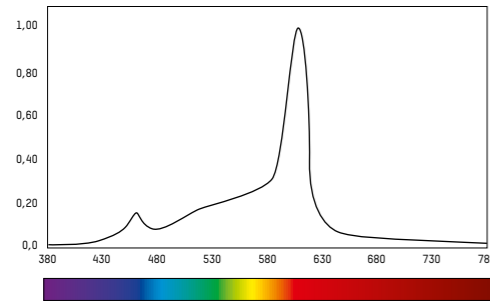
Transgourmet, Zell am See, Austria, Photo: Lukas Schramm



ALI Šokoladinė, Vilnius, Lithuania, Photo: Norbert Tukaj

ALL FOOD

- Innovative solution for clear and even lighting
- Natural colors are optimally showcased
- Whether warm or cool tones, color reproduction remains excellent and authentic
- Perfect for fruits and vegetables



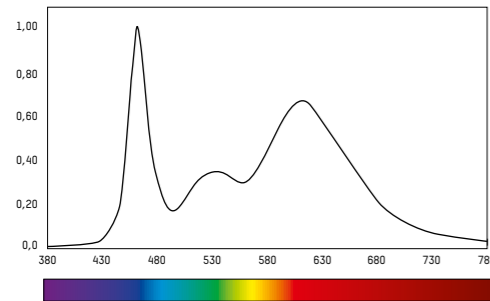
CRI>80



ALL FOOD

FISH & SEAFOOD

- Freshness and quality are essential in selling this product category
- Cool and whitish light enhances the display
- The "Fish & Seafood" light color impresses with an improved blue and red ratio as well as natural white



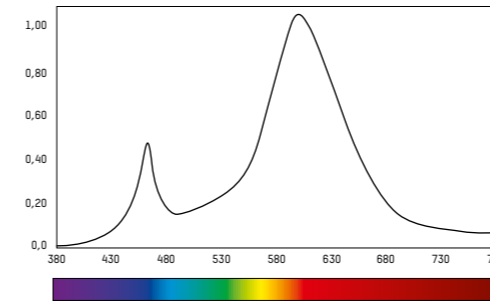
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FISH & SEAFOOD

REAL MEAT

- Cleanly separated red and white reproductions for meat products
- Natural lighting allows customers to recognize color differences in the goods
- Meat marbling in white can be clearly identified



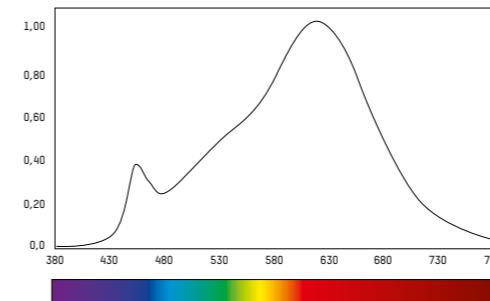
CRI>80



REAL MEAT

BREAD & BAKERY

- Uniform lighting of the goods
- Juicy brown tones are highlighted
- Perfect color reproduction
- Ideal for bread and baked goods



CRI>80

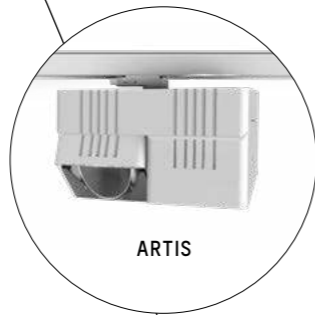


BREAD & BAKERY

LIGHT COLOURS FOOD

RECOMMENDED PRODUCTS

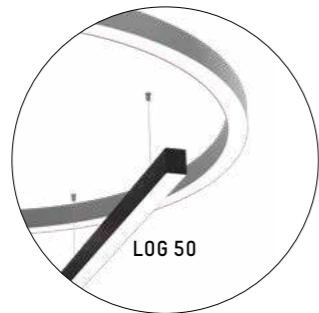
for aisle and shelf lighting:



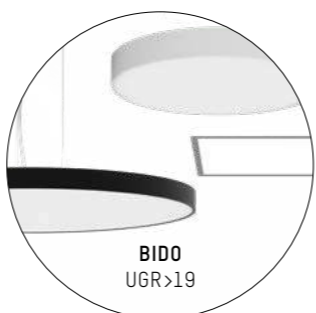
for accent lighting:



for general lighting:



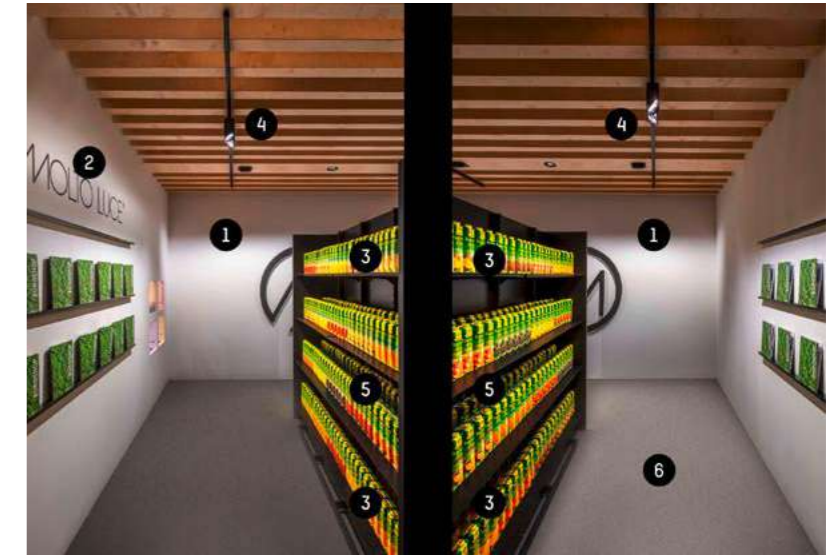
for checkout areas:



MATRIX AISLE LIGHTING

TARIO & ARTIS Matrix - The first spotlights where the light image can be electronically influenced and adapted on-site. Even after installation, the beam characteristic can be easily adjusted directly at the spotlight.

- ❶ Straight edge of the light image at the top shelf
- ❷ Third level illuminated using Light Guide
- ❸ High brilliance for perfect presentation of the goods
- ❹ Perfect longitudinal blending without distracting light spots
- ❺ Lighting extends into the shelf depth
- ❻ MATRIX with increased floor brightness



Molto Luce Fair Stand, Euroshop, Düsseldorf, Germany

DID YOU KNOW?

Acoustic solutions can also serve as both an optical and functional highlight in the retail sector. With our products like BAFFEL or LON, you have the opportunity to make your shop stand out from the rest and ensure a pleasant shopping experience.



KTM, Austria
Photo: © J. Kernasenko

