

MEDIA INFORMATION

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SPECIAL AND UNIQUE: TEXTILE LIGHTING EFFECTS FOR SHOP FITTINGS

Three-dimensional light lines, mirror effects and other features: Ettlin Lux surprises with impressive presentations at the EuroShop 2020, among others at Kendu and Aichinger.



Not only on its own stand, but also at the stands of Kendu, Aichinger, rtc and Octanorm, Ettlin Lux had a strong presence and surprised at EuroShop 2020 with a new kind of 3D light effect mirror, lighting textiles and extraordinary stagings. For instance, with integrated light effect textiles on a snake-like curved refrigerated counter or illuminated frames for a stylish street style shop concept.

At this year's EuroShop, Ettlin Lux showcased its products at its own stand in a variety of ways. The Matrix and Magma luminaire series, the acoustically effective wall and ceiling elements with technical lighting textiles and the new 3D light effect mirror were part of it. This mirror was a magnet for visitors raised the same questions about how it actually works. The answer is quite simple: the Miracle lighting textile by Ettlin Lux is installed behind

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the mirror glass and colourful lighting effects are created with conventional RGBW LEDs, reflecting in the mirror surface.

These innovative Ettlin Lux products were also used at several other exhibition stands at the EuroShop. For example at rtc, Aichinger, Octanorm and Kendu.

Kendu - lighting textiles from Ettlin Lux at the Streetstyle trade fair stand

Kendu, the innovative company, presented various shop concepts at the fair in a convincing way featuring illuminated boxes in various forms and presentations. One of them produced a young, stylish shop concept called „Streetstyle“, a space in which differently animated light boxes were displayed. In addition, Kendu presented among other things the Ettlin Lux textiles. The technically appearing light effects of Ettlin Lux fitted perfectly into the Kendu illuminated frames presented as a kind of shop window.

Aichinger - unique lighting effects for shop fittings

As a furnishing multi-specialist for the food industry, Aichinger implements extensive projects in shop fittings. Under the slogan „Think Food“, the company presented solutions for megatrends in food retailing at EuroShop. The specialist presented the new snake-like curved SIRIUS Swing refrigerated counter with integrated light effect textiles by Ettlin Lux over a length of 12 metres. With energy-efficient LEDs (RGB) used in the background of the textiles, the counter is illuminated with a static green light effect and the familiar three-dimensional light lines - a special and unique effect created by Ettlin Lux textiles.

Further information on the project report by Aichinger:

<https://ettlinlux.com/en/portfolio/aichinger-lighting-design-shopfitting/>

rtc - Printed textiles with corporate design light effects

rtc, the retail marketing specialist with its headquarter in the USA, exhibited its products and services at the Euroshop 2020 at the own booth. The company showed among other things a lighting installation of Ettlin Lux. LED modules (RGBW) were assembled over a length of 12 metres on the back of the frame profile creating a static and dimmable lighting effect. Due to the printed and black Decolux textile by Ettlin Lux, the corporate design colours of rtc appeared in shades of turquoise and blue. These colours became visible in a slight colour gradient, shining alternately along the whole length and creating an eye-catcher at the back of the stand.

Octanorm - Dynamic shapes with light effect textiles by Ettlin Lux

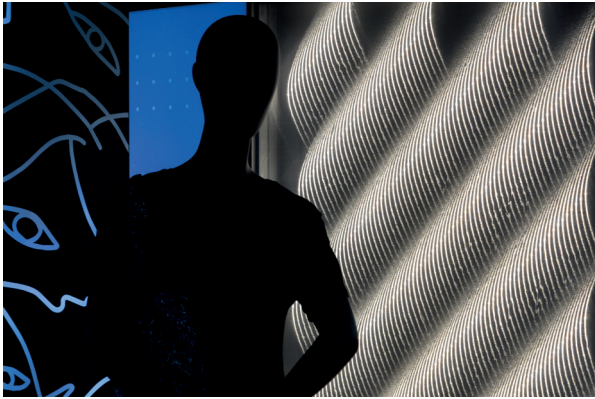
Swinging shapes and circles illuminated the logo of the Octanorm stand design company at its own exhibit space in Düsseldorf. The counter staged with light effect was a real eye-catcher while entering the booth. Different structures were formed in a changing manner behind the black Decolux textile by Ettlin Lux,

resulting from a corresponding LED installation in the background of the fabrics. The textile was easily integrated into the Octanorm frame profile by means of a piping system. These types of installations demonstrate the simplicity and diversity of the Ettlin Lux products.

Further information as well as a video about the exhibited products and stagings can be found under this link:

<https://ettlinlux.com/en/16th-to-20th-february-2020-euroshop-in-duesseldorf/>

Ettlingen, April 2020



1. Three-dimensional and bright illuminated frames from Kendu with the piped Ettlin Lux textiles (Decolux black). Photo: N. Kazakov



2. A textile frame with changing colour gradient and printed textiles by Ettlin Lux carry the corporate design messages of retail marketing specialist rte. Photo: N. Kazakov



3. The colours turquoise and blue shine in an alternating way on the 12 meter long frame of the rte booth. Photo: N. Kazakov



4. Ettlin Lux textiles in Kendu illuminated frames inspire the visitors of the Kendu booth to arrange shop windows. Photo: N. Kazakov



5. Dynamic staging of a counter: with LED technology and technical textiles in the front, this counter's front creates an eye-catching effect as soon as you enter the Octanorm stand. Photo: N. Kazakov



6. Ettlin Lux textiles on the Ocatnorm booth at EuroShop 2020: stretched in front of LED modules, the counter displays three-dimensional shapes in a dynamic way. Photo: N. Kazakov



7. At the Aichinger trade fair stand, Ettlin Lux textiles ensure the right staging of sales counters - here in the SIRIUS Swing meat counter. Photo: Aichinger



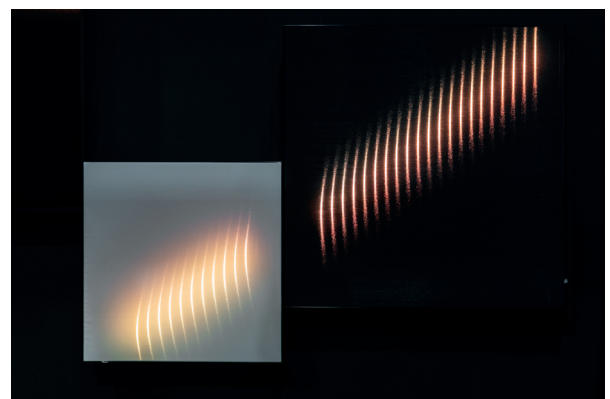
8. Whether curved or straight counters - the lighting effects and textiles of Ettlin Lux are variable and versatile. Photo: Aichinger



9. The Ettlin Lux booth was clearly convincing with its five metre long mirror wall with integrated three-dimensional lighting effects. Photo: N. Kazakov



10. Typical for Ettlin Lux are the dynamic light boxes with depth-effective light effects, decorating the entrance area of the exhibition stand - this kind of design was an inspiration for a shop window design. Photo: N. Kazakov



11. The illuminated frames for walls and ceilings are covered with Ettlin Lux textiles and this is how they get their deep lighting effect. Photo: N. Kazakov

About Ettlin Lux

The Ettlin Group has been producing fabrics at the Ettlingen site for over 180 years, mainly for technical applications. Under the brand name Ettlin Lux, the company sells technical lighting textiles that are used in tailor-made lighting concepts. The individual lighting solutions are developed and implemented together with architects, designers and lighting planners. The innovative products of the Ettlin Lux brand include technical lighting textiles, pendant and standard luminaires, customisable frame systems with acoustic function for walls and ceilings as well as 3D lighting effect mirrors for interior design.

Further information: <https://ettlinlux.com/>