

100% LED from 2015

ERCO starts future with "light digital"

Lüdenscheid, December 2014. After eight years of focused development work, the time has come. From 2015 ERCO will be the first traditional luminaire manufacturer worldwide with a redesigned range of close to 5,000 products based completely on LED technology. In a few short years, this established company has transformed itself into a highly specialised provider of digital, LED-based lighting solutions for architectural lighting. In-house development and production capabilities encompass all aspects of optoelectronics. This enables ERCO to drive innovations, launching reliable and economical products at a fast pace. A complete and consistent change to LED had the specialist reconsider lighting in every possible aspect to realise the full potential afforded by digital technology – from light generation and light guidance through to light control. The resulting digital lighting tools from ERCO are highly energy-efficient, and with exceptional flexibility and precision broaden the spectrum for designers to use light for the dramatic illumination of architecture – without compromising on the light quality and output. A simple lighting system ensures that the versatile and highly complex lighting technology is quick and easy to understand and use.

Deciding in 2006 to focus on its expertise in optoelectronics set the course for ERCO to take the lead in lighting design based on LED technology. Thanks to full in-house development, from LED PCBs and electronics through to lighting technology and thermal management, ERCO is always in control of the new technologies, enabling it to apply any innovation consistently throughout its range. ERCO selects the best LEDs available for its lighting tools, which are sourced from reputable manufacturers worldwide and selected for optimum luminous efficacy, colour rendition, colour temperature and efficiency. In annual LED updates ERCO uses the same high-power LEDs throughout the entire product range to ensure that all luminaires can be combined as required. Photometric systems and operating electronics are matched to the relevant LED generation with the same consistent approach.

The homogeneous and functional system design of the products, specially developed for LED technology, further ensures that the luminaires can easily be

ERCO GmbH
Wiebke Lang
Group Manager Content
Postfach 2460
D-58505 Lüdenscheid

Brockhauser Weg 80-82
58507 Lüdenscheid

Tel.: +49 (0) 2351 551 345
Fax: +49 (0) 2351 551 340
w.lang@erco.com
www.erco.com

mai public relations GmbH
Arno Heitland
Leuschnerdamm 13
D-10999 Berlin
Tel. +49 (0) 30 66 40 40-553
erco@maipr.com
www.maipr.com

combined. Designed with geometric shapes, the unobtrusive lighting tools blend effortlessly into any architectural context.

Optoelectronics plus lens technology: ERCO core capabilities

"We look at the LED chips as rough diamonds of sorts, which when combined with highly precise lens systems, optimised thermal management and intelligent electronics transform into high-quality lighting tools," explains Andreas Blaut, Head of Research & Development at ERCO. As an exceptionally small point light source, the LED is ideal for the efficient generation of a wide spectrum of light distributions ensuring maximum precision and an optimum light output ratio without spill light. The change has enabled ERCO to perfect the principle of light projection – by using lenses to replace conventional reflectors, for instance. This requires optimised optical devices that make the potential of LED technology available for lighting design. Be it in shops, offices, museums or in the outdoor area: ERCO has developed lighting systems for different lighting tasks which enable customised design of space and guide the light exactly where it is needed without any loss, thereby reducing the glare to a minimum.

Established design parameters remain largely the same as for conventional lamps: Focus at ERCO continues to be on perception-oriented lighting design and efficient visual comfort. Further importance is given to ensuring that the complex LED lighting technology is easy to understand and operate through consistent quality, compatibility and comparability.

Exceptional energy efficiency and longevity

A key advantage of LED technology is its efficiency. In addition to significantly higher luminous efficacy compared to conventional technology, ERCO LEDs offer an exceptionally long life. In order to maintain their longevity, thermal management is a key factor in optimising the life of the diodes. Using passive heat sinks, ERCO luminaires are designed to operate below the critical temperature range in order that they achieve their rated life. As a further contributing factor, the control gear is precisely matched to the relevant LED module to ensure maximum life of the LED with high luminous power.

Using the latest design and production methods, ERCO offers a wide range of LED lighting tools for architectural lighting. ERCO lighting solutions are unique in the

ERCO GmbH
Wiebke Lang
Group Manager Content
Postfach 2460
D-58505 Lüdenscheid

Brockhauser Weg 80-82
58507 Lüdenscheid

Tel.: +49 (0) 2351 551 345
Fax: +49 (0) 2351 551 340
w.lang@erco.com
www.erco.com

mai public relations GmbH
Arno Heitland
Leuschnerdamm 13
D-10999 Berlin
Tel. +49 (0) 30 66 40 40-553
erco@maipr.com
www.maipr.com

fact that they require a minimum number of luminaires to solve even the most challenging lighting tasks. Exceptional energy efficiency with low-maintenance LED photometrics and highly durable ERCO products combine to deliver an outstanding price to performance ratio.

At home in Lüdenscheid – operating worldwide

"Our decision to focus at an early stage on LED proves an enormous advantage today," says Kay Pawlik, Managing Director of ERCO. "Our interdisciplinary approach of working closely with lighting engineers and designers has enabled us to stand apart with excellent quality and innovative strength. We deliberately chose to invest in our Lüdenscheid base, as it offers an optimum infrastructure for networked and innovative thinking."

Images



Small diode – big effect. From 2015 ERCO products will be based entirely on this future technology.
Photo: ERCO



LED development at the Lüdenscheid site: ERCO built up in-house expertise to improve its entire value chain.
Photo: ERCO

ERCO GmbH
Wiebke Lang
Group Manager Content
Postfach 2460
D-58505 Lüdenscheid

Brockhauser Weg 80-82
58507 Lüdenscheid

Tel.: +49 (0) 2351 551 345
Fax: +49 (0) 2351 551 340
w.lang@erco.com
www.erco.com

mai public relations GmbH
Arno Heitland
Leuschnerdamm 13
D-10999 Berlin
Tel. +49 (0) 30 66 40 40-553
erco@maipr.com
www.maipr.com



ERCO has developed lens systems with different light distributions to meet the individual requirements of architectural lighting design. Photo: ERCO

About ERCO

The ERCO Light Factory in Lüdenscheid is a leading international specialist in architectural lighting using LED technology. The family business, founded in 1934, now operates as a global player with over 60 subsidiaries, branches and agencies in over 40 countries worldwide. Since 2015 ERCO's portfolio has been 100% LED. Inspired by "light digital" as its leitmotif, ERCO in Lüdenscheid develops, designs and produces digital luminaires with focus on photometrics, electronics and design. Working closely with architects, lighting designers and engineers, ERCO develops lighting tools used primarily for applications in the following fields: Work, Shop, Culture, Community, Hospitality, Living, Public and Contemplation. ERCO understands digital light as the fourth dimension of architecture – providing highly precise and efficient lighting solutions to support creative designers in turning their visions into reality.

If you require any further information on ERCO or image material, please visit us at www.erco.com/presse. We can also provide you with material on projects worldwide for your media coverage.

ERCO GmbH
Wiebke Lang
Group Manager Content
Postfach 2460
D-58505 Lüdenscheid

Brockhauser Weg 80-82
58507 Lüdenscheid

Tel.: +49 (0) 2351 551 345
Fax: +49 (0) 2351 551 340
w.lang@erco.com
www.erco.com

mai public relations GmbH
Arno Heitland
Leuschnerdamm 13
D-10999 Berlin
Tel. +49 (0) 30 66 40 40-553
erco@maipr.com
www.maipr.com