

## PRESS RELEASE

### VITAWORK® extends the LUCTRA® range

**New lamp for complete room illumination celebrates its premiere at the Light + Building in Frankfurt**

**Iserlohn/Frankfurt, 18.03.2018:** LUCTRA® is presenting its new VITAWORK lamp for the first time at the Light + Building. The lamp complements its range of floor, table and portable lamps with a new variant intended to illuminate an entire office room with both direct and indirect light.

VITAWORK® is a logical continuation of the LUCTRA® philosophy, bringing the latest LED technology to the workplace. The LEDs built into the lamp head provide energy-efficient illumination via a light panel with either symmetrical or asymmetrical light distribution. That means VITAWORK is also suitable for illuminating larger and more spacious offices. The new LUCTRA® floor lamp fulfils the requirements of both the DIN EN 12464-1 standard and the German workplace ordinance ASR 3.4.

#### Timeless design

VITAWORK® also carries on the unpretentious, functional design. With its focus on the quality of the light, the design has deliberately done away with superfluous elements in its outward appearance. The lamp's clean lines fit perfectly into any interior design, providing an added benefit. The touch panel operating element on the lamp body also has a clear design and can be operated intuitively. All materials used underscore the lamp's high quality standard and can be recycled.



The lamp head has deliberately been kept as flat as possible and is surrounded by an edge profile in aluminium colour. The black lampshades take up the fin structure already familiar from the LUCTRA® portfolio. The lamp head's centre of gravity is located very close to the lamp mast, providing optimal stability both structurally and visually.

The lamp body is also kept in aluminium. Only the lampshade is black to provide a contrast colour. The flush-mounted touch panel with a high-quality plastic surface is clearly structured. And the lamp can be dimmed variably in the upward and downward direction.

The lamp base's form fulfils vital functions such as optimal weight distribution and tilt-protection requirements. It also enables optimal positioning near the desk.

### High uniformity of light distribution

VITAWORK® is available with three different luminous flux intensities, depending on the size of the room, for optimal adaptation to the room size. Light with 7,000, 12,000 or 17,000 lumens illuminate the working area evenly and extremely efficiently. The uniform colour temperature is 4,000 Kelvin. The combination of direct and indirect lighting via the built-in light panel provides particularly even illumination. A variant with Human-Centric Lighting incorporating VITACORE® electronics developed and patented by LUCTRA® will be added to the range at the beginning of 2019.



### Individual features to meet the requirements of the room

This latest LUCTRA® family member can be operated not only via the touch panel, but also via a light-intensity and a presence sensor. While the presence sensor responds to movements, the light-intensity sensor continuously compares the natural daylight and the intensity of lighting inside the room with each other. The VITAWORK's LED light adjusts itself automatically to achieve consistent, high-quality lighting.

Apart from the standard version, LUCTRA® will also supply customised project versions if desired. This includes, for example, integration of corporate colours, which can be added to the profile, the lamp shades or the cable to complement the corporate design. The cold-device plugs incorporated in the lamps enable quick and easy exchange of connection cables as required. The cable lengths and lamp base design can be selected to meet the individual requirements of the room where the lamp will be used. USB connections as required by the user can also be integrated into the lamp body. The colour temperature can also be selected individually. The price of the LUCTRA® VITAWORK® ranges from 1,450 to 1,925 Euros, depending on the model.

The design for this model was also created by the yellow design agency headed by Prof. Günter Horntrich (Cologne). LUCTRA's® engineering team carried out the technical development.

### **Quality made in Germany**

Like all LUCTRA® lamps, VITAWORK® is also assembled manually by expert staff at the LUCTRA® production plant in Kamen (North Rhine-Westphalia, Germany). The entire manufacturing process is subject to comprehensive quality management.

[www.luctra.eu](http://www.luctra.eu)

### **About LUCTRA®:**

LUCTRA® is the brand for good working light in the office or at home. For this purpose, the table, floor and mobile lamps included in the range provide light which not only illuminates, but also makes people happy, more efficient and simultaneously less tired. This works, because it transmits the right impulses for every situation.

To this end, the professional, biologically effective LED lamp system utilizes the latest scientific findings about the effect of light on human beings. It follows the principle of Human Centric Lighting, for short HCL, by focusing on human beings with their personal lighting needs for healthier and more efficient working and living. LUCTRA® light can almost perfectly simulate natural daylight and thus supports the user's personal inner clock.

LUCTRA® has already received numerous renowned design prizes such as the German Design Award and was brought to market in 2015 by the long-established company DURABLE Hunke & Jochheim GmbH & Co. KG. This company has been dedicated to professional work for almost a century: to its organisation, its processes and its equipment. DURABLE currently employs 700 workers worldwide and has its Head Office in Iserlohn/ Germany. All LUCTRA® lamps are assembled manually by the expert staff of the LUCTRA® production plant in Kamen (North Rhine-Westphalia, Germany).

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