

# News 2012

Intelligent light  
for convenient living.



**STEINEL**<sup>®</sup>  
Intelligent technology

# Welcome

Dear Sir or Madam,

we invented the first sensor light in the world 25 years ago. The technology was groundbreaking at the time and needed time to establish itself. Sensor lights from STEINEL have now become a normal of our lives. They make our everyday lives more comfortable and safer and they help us to save energy.

Our sensor lights have been continually developed and improved over the past 25 years but we have reinvented them this year. With the iHF sensor technology developed by Steinel, we have managed for the first time to create a sensor light in which the sensor is completely invisible. This means we can concentrate on the design and lighting effect of the light, and the intelligent iHF-Sensor switches although it is invisible!

Alongside lots more product innovations such as the XLED home 3, we are presenting the brand Steinel to you in a completely new look. The whole image has been updated, the packaging redesigned from the ground up and our homepage has a new healthy glow.

We hope you enjoy your journey of discovery through our innovations this year!

Yours  
Ingo Steinel



1000 Bright Minds – the big STEINEL Testing Event  
from autumn 2012

# Contents

The better <b>Sensor LED lighting system</b> .....	page 04
The new <b>iHF</b> series .....	page 06
<b>LED</b> floodlights .....	page 10
Designer <b>sensor-switched</b> outdoor lights .....	page 14
Designer <b>sensor-switched</b> indoor lights .....	page 20
The new <b>brand image</b> .....	page 24
The <b>POS</b> presentation. ....	page 26
The 2012 <b>campaigns</b> .....	page 28
The new <b>website</b> .....	page 30





# The better **sensor LED light** is brighter, cooler and more intelligent.

**Maximum savings. No need to change a bulb ever again. Economy and ecology go together hand in hand.**

## Brighter

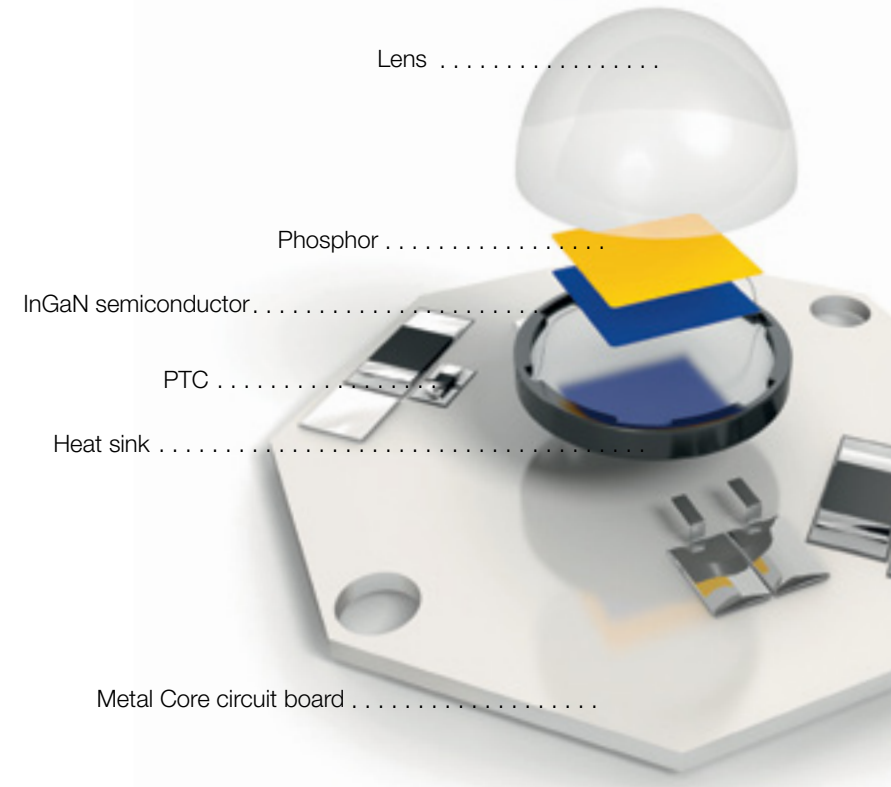
LEDs are brighter in comparison to other bulbs, much brighter – with less energy consumption.

## Cooler

In order to protect the LEDs against overheating, STEINEL has developed a unique cooling system. A genuine 30-year life and more can be achieved.

## Intelligent

Precise STEINEL sensor technology guarantees that light is only switched on when you really need it. This means you can save up to 90% energy in combination with the latest LED technology.



Scan in the QR-Code with your Smartphone and get to know the STEINEL LED lighting system even better.



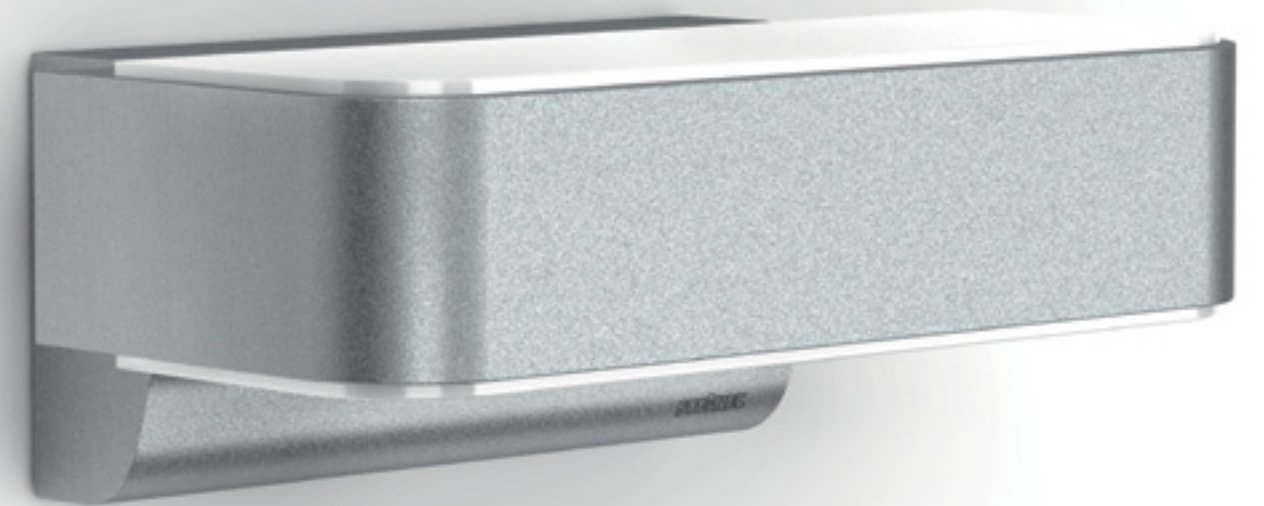


“Daddy says, clever light  
is good for the whole world.”

# The new STEINEL **iHF** Series with invisible sensor.



Global innovation – the first  
outdoor light with invisible sensor.



Design **Sensor** Outdoor Light  
L 810 **LED** iHF Up/Downlight



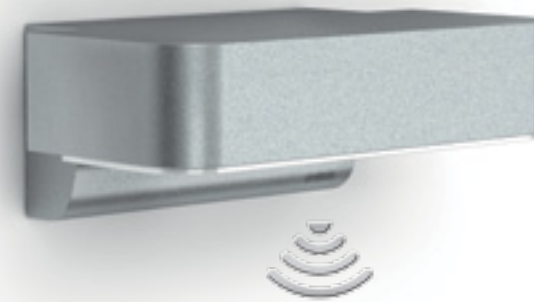
# The **iHF** outdoor lights. Up/Downlights of a special kind.

**You don't see it.  
It sees you.**

The new iHF Series impresses with design and lighting aesthetics. It is a first in managing to make the sensor on outdoor lights completely invisible. The high frequency sensor technology ensures optimum detection of persons. Cleverly put the front of your home in the limelight with a range of variations. The new iHF Series is available as a Downlight, Up/Downlight or Up/Downlight with house number.



- STEINEL LED lighting system
- Up to 30-year life (Ø 4.5 hours/day)
- No need to change a bulb ever again
- Perfect radial and tangential detection
- Adjustable reach setting
- Pet-friendly suppression



## Designer **Sensor-Switched** Outdoor Light L 800 **LED** iHF **Downlight**

For effective downward lighting.  
**Data:** iHF sensor, 180° angle of coverage, reach 2-5 m, time and dimming threshold adjustable, soft light, IP44, 8W Power LEDs, 400lm, 50lm/W, 3350Kelvin, 3-year warranty

**L 800 LED iHF:** 4007841 671419  
**W×H×D:** 230×85×145 mm



## Designer **Sensor-Switched** Outdoor Light L 810 **LED** iHF **Up-/Downlight**

For effective upward and downward lighting.  
**Data:** iHF sensor, 180° angle of coverage, reach 2-5 m, time and dimming threshold adjustable, soft light, IP44, 12W Power LEDs, 600lm, 50lm/W, 3350Kelvin, 3-year warranty

**L 810 LED iHF:** 4007841 671310  
**W×H×D:** 230×88×145 mm



## Designer **Sensor-Switched** Outdoor Light L 820 **LED** iHF **Up-/Downlight with house number**

For effective upward and downward lighting; with house number panel.  
**Data:** iHF sensor, 180° angle of coverage, reach 2-5 m, time and dimming threshold adjustable, soft light, IP44, 12W Power LEDs, 600lm, 50lm/W, 3350 Kelvin, 3-year warranty, incl. sheet of house numbers

**L 820 LED iHF:** 4007841 671327  
**W×H×D:** 230×260×145 mm

<b>LED</b>								
30 years (Ø 4,5h/day)	3350K warm white	180°	max. 2-5m	2-2000 Lux	5sec-15min	softstart	basic brightness	IP44



# The STEINEL **LED** floodlights



“To be seen starts right  
in front of our house.”

The best lighting power.  
The lowest consumption.



Sensor-switched LED floodlight  
XLED home 3



# The new **LED** floodlight expertise from STEINEL. A strongly growing range. With security.

**100 % more power.**  
**100 % more security.**

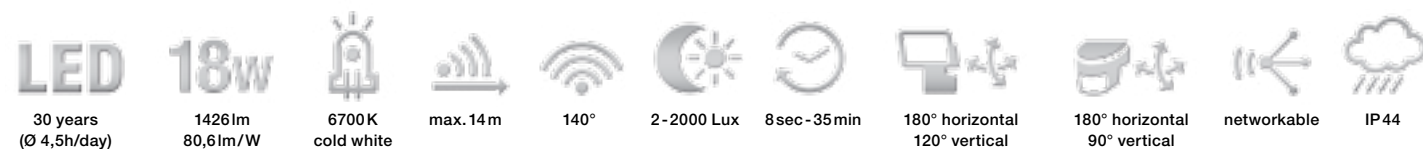
New – the strongest STEINEL Sensor LED floodlight. Both in luminance and in energy efficiency. The economic 18W LEDs are as bright as 300W halogen light.



## Sensor-Switched LED Floodlight XLED home 3

The strongest STEINEL sensor LED floodlight.  
**Data:** Infrared sensor, 140° angle of coverage, reach max. 14 m, Active Thermo Control, light panel and sensor fully pivotable, IP 44, 330 LEDs, 18 W, 1426lm, 80lm/W, several floodlights can be interconnected, 5-year warranty

**XLED home 3:**  
**black:** 4007841 582111  
**white:** 4007841 582210  
**silver:** 4007841 582319  
**W x H x D:** 206 x 234 x 180 mm



## Sensor-Switched LED Floodlight XLED home 1

Perfect radiance with sensationally low energy requirements.  
**Data:** Infrared sensor, 140° angle of coverage, reach max. 14 m, Active Thermo Control, light panel and sensor fully pivotable, IP 44, 192 LEDs, 12 W, 720lm, 60m/W, several floodlights can be interconnected, 5-year warranty

**XLED home 1:**  
**black:** 4007841 003661  
**white:** 4007841 002695  
**silver:** 4007841 002688  
**W x H x D:** 175 x 210 x 180 mm



## Sensor-Switched LED Floodlight XLED home 1 SL

LED floodlights - ideal for interconnecting or as single floodlight.  
**Data:** Active Thermo Control, light panel and sensor fully pivotable, IP 44, 192 LEDs, 12 W, 720lm, 60lm/W, several floodlights can be interconnected, 5-year warranty

**XLED home 1 SL:**  
**black:** 4007841 659912  
**white:** 4007841 659813  
**silver:** 4007841 659714  
**W x H x D:** 175 x 210 x 180 mm





“Our neighbours are frugal,  
but they have the nicest lights.”



# Design **Sensor** Outdoor Lights



**Comfort and security.**  
**With the best energy efficiency.**



Design **Sensor**  
Outdoor Lights L625 **LED**



# The future for your home – sensor outdoor light with STEINEL **LED** lighting system

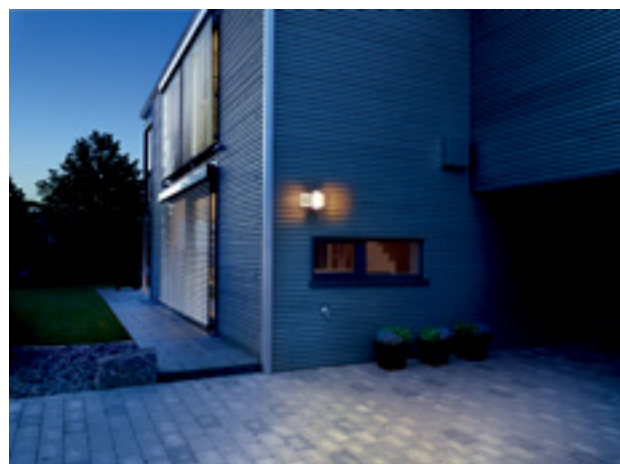
Enhances the home.  
Highlights the house number.



## Design **Sensor-Switched** Outdoor Light L 625 **LED**

Stylish design with an unusual extra feature.  
**Data:** Aluminium enclosure with house number panel, infrared sensor, 360° angle of coverage, reach max. 8m, time and dimming threshold adjustable, soft light start, IP44, 9W Power LEDs, 155lm, 3-year warranty

**L 625 LED:** 4007841 003746  
**W×H×D:** 328×270×141 mm



<b>LED</b>	<b>9w</b>								
30 years (Ø 4,5h/day)	155 lm 17lm/W	3200K warm white	360°	max. 8m	2-2000 Lux	5sec-15min	softstart	basic brightness	IP44

Extravagantly beautiful.  
And pretty economical.



## Design **Sensor-Switched** Outdoor Light L 626 **LED**

All-round perfection in design and function.  
**Data:** Aluminium enclosure, infrared sensor, 360° angle of coverage, reach max. 8m, time and dimming threshold adjustable, soft light start, IP44, 8W Power LEDs, 150lm, 3-year warranty

**L 626 LED:** 4007841 003753  
**W×H×D:** 100×270×141 mm



<b>LED</b>	<b>8w</b>								
30 years (Ø 4,5h/day)	150lm 19lm/W	3200K warm white	360°	max. 8m	2-2000 Lux	5sec-15min	softstart	basic brightness	IP44



To see and be seen.  
Elegance meets efficiency.



### Design **Sensor-Switched** Outdoor Light L 610 **LED**

An elegant design that can be harmoniously integrated anywhere.

**Data:** Stainless steel enclosure, infrared sensor, 180° angle of coverage, reach max. 12m, time and dimming threshold adjustable, soft light start, IP44, 8W Power LEDs, 160lm, 3-year warranty

**L 610 LED:** 4007841 004026  
**W×H×D:** 208×330×107 mm



<b>LED</b>	<b>8w</b>								
30 years (Ø 4,5h/day)	160 lm 20lm/W	3200K warm white	180°	max. 12m	2-2000 Lux	8sec - 35min	softstart	basic brightness	IP44

Your personal energy revolution.  
ON at dusk – OFF at dawn. Automatic.

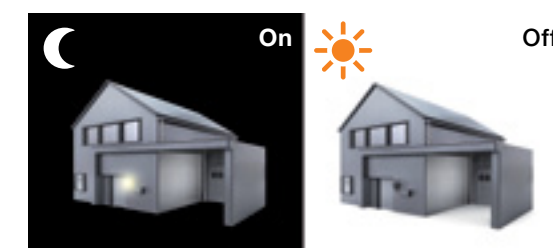


### **Sensor** Light **LED**

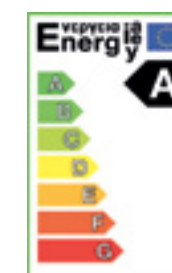
STEINEL LED technology for your classics at home. Sensor Light led has exactly the same form as a classic filament bulb and consequently fits in any E27 bulb socket. The integrated automatic dimming function switches the LED light on automatically at dusk and off again at dawn.

**Data:** Integrated automatic dimming function, fits all E27 sockets, 3200 Kelvin, warm white light colour, 7W, 330lm, 3-year warranty

**Sensor Light LED:** 4007841 003784  
**W×H:** 60×117 mm



<b>LED</b>	<b>7w</b>			
30 years (Ø 4,5h/day)	330 lm 47lm/W	3200K warm white	15 Lux	IP44

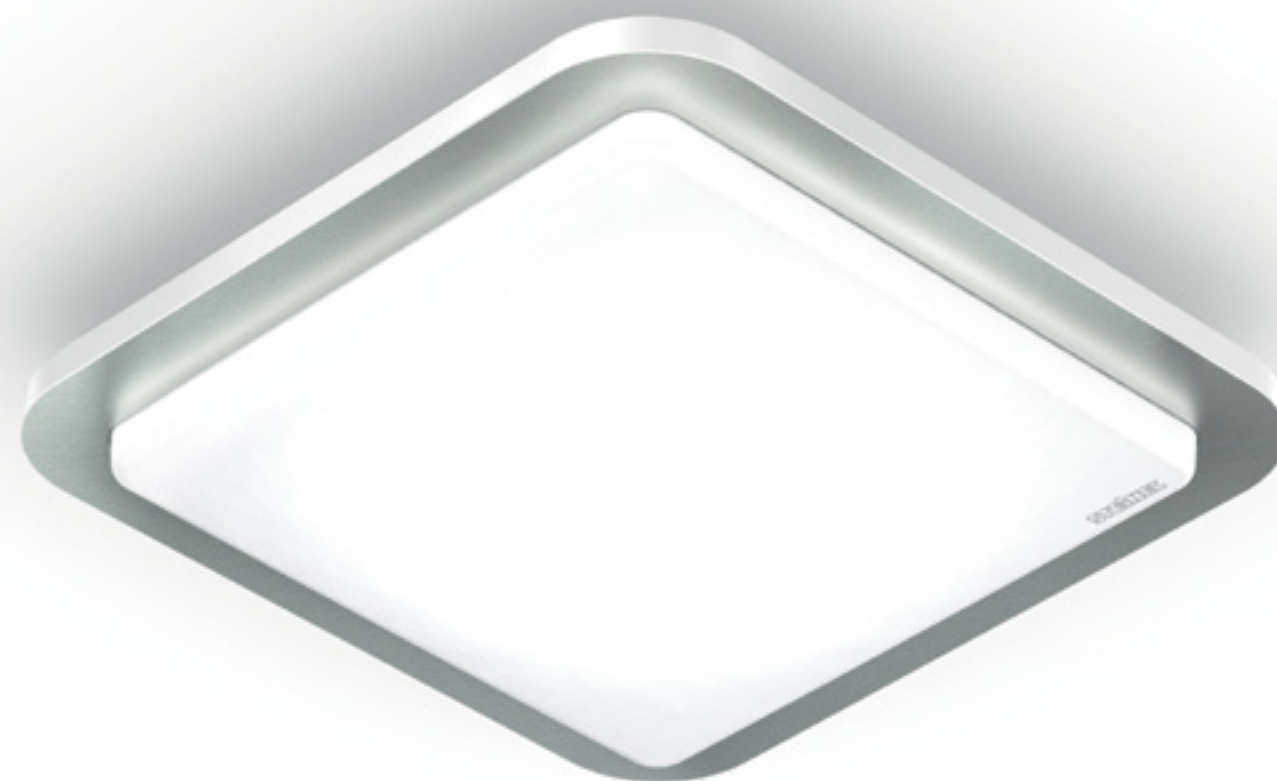




# Design **Sensor** Indoor Lights



Great to see.  
Nothing to hear.



“That’s how it has to be:  
A light that turns me on,  
not the other way round.”

Design **Sensor**  
Indoor Light RS **LED** D2



# Automatic **light for inside** the home. Convenient living and energy-saving at the same time.

Designer wall and ceiling lights in a new look. Sensor LED light and ambient light included.



## Design **Sensor-Switched** Indoor Light RS **LED D1**

The STEINEL design highlight with ambient light, inaudible sensor switching and lavish chrome-plated metal frame.  
**Data:** High-frequency sensor, 360° angle of coverage, reach 3-8m all-round, time and dimming threshold adjustable, soft light start, IP20, 16W Power LEDs, 460lm, 3-year warranty

**RS LED D1:** 4007841 663612  
**W×H×D:** 300×300×110mm



## Design **Sensor-Switched** Indoor Light RS **LED D2**

The STEINEL design highlight with ambient light, inaudible sensor switching and high quality brushed stainless steel frame.  
**Data:** High-frequency sensor, 360° angle of coverage, reach 3-8m all-round, time and dimming threshold adjustable, soft light start, IP20, 16W Power LEDs, 460lm, 3-year warranty

**RS LED D2:** 4007841 663711  
**W×H×D:** 300×300×110mm

**LED 16w**  
 30 years (Ø 4,5h/day) | 460lm 29lm/W | 3200K warm white | 360° | max. 3-8m | 2-2000 Lux | 5sec-15min

A reinvented classic. Making sure it remains a classic for a long time.



## Design **Sensor-Switched** Indoor Light RS **LED A1**

The STEINEL classic with new LED technology.  
**Data:** Aluminium-Chassis, Hochfrequenz-Sensor, Erfassungswinkel 360°, Reichweite Ø 3-8m, Zeit- und Dämmerungsschwelle einstellbar, IP44, 12W Power LEDs, 270lm, 3 Jahre Garantie

**RS LED A1:** 4007841 003791  
**W×H×D:** Ø 275×95mm



**LED 12w**  
 30 years (Ø 4,5h/day) | 270lm 23lm/W | 3200K warm white | 360° | max. 3-8m | 2-2000 Lux | 5sec-15min



# Simply customer friendly. The new **brand image.**

A strong look for the brand. Information and emotion.  
The new packaging.

**The product is the star**  
The product is always the focus.

**Strong uses**  
Images of uses with plenty of atmosphere  
make STEINEL products come alive.



**Everything is obvious at first glance**  
The most important product features are  
presented clearly with simple pictograms.

				
Infrarot-Sensor 360° Infrared sensor 360°	90% Energiesparpotential 90% energy saving potential	Außenleuchte Outdoor light	3 Jahre Funktions-Garantie 3-year functional warranty	Entwickelt in Deutschland Hergestellt in Europa German engineering Made in Europe

This packaging is capable of more.  
Convincing technology in simple terms.

**Easy recognizability**  
Uniform packaging design in every size.

**Immediately apparent – the sensor in the place of use**  
Product features simply symbolised in pictograms.



From Germany throughout the world –  
STEINEL is at home in the world. We can  
speak with your customers in 26 languages.



# Perfectly staged efficiency. Directly at the **POS.**

**Motion detector and sensor lights for outside. The brand presentation ensures plenty of movement on the shelves.**

A high quality sample presentation and plenty of details to promote sales characterise the new brand look. Attracts customers – and increases your turnover.

Outdoor light and Sensor shelf



3 x 1.25m incl. high zone sampling.

**Sensor floodlight, LED lights and indoor sensor lights. Address customers directly with emotional images.**

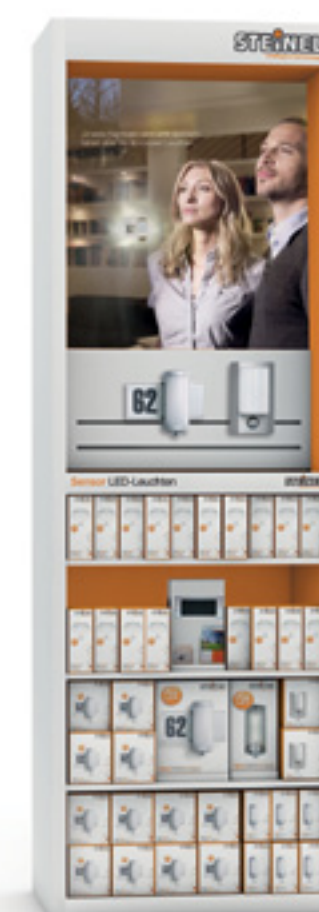
We stage our varied choice of innovative brand products with a variety of different focuses. The attention-grabbing modules bring emotion to the product groups with a promising future – they explain and ensure additional sales.

Floodlight module



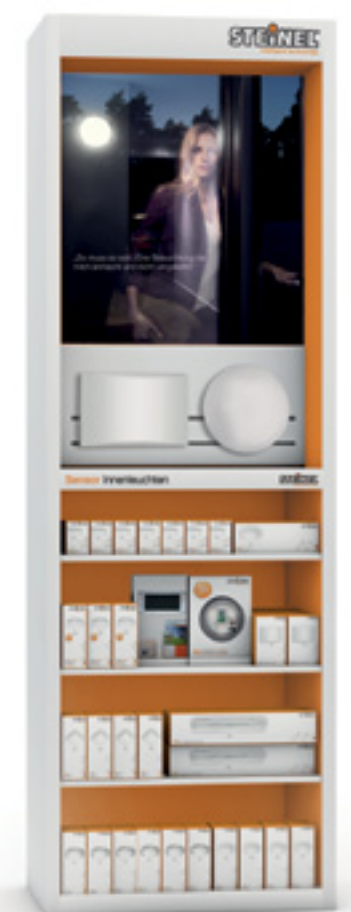
1 x 1.25m incl. high zone sampling.

LED module



1 x 1.25m incl. high zone sampling.

Indoor light module



1 x 1.25m incl. high zone sampling.



# Simply modern. The new **campaigns.**

25 years of sensor lights.  
Promotions and activities.

The logo features the number '25' in a large, bold, orange font. To its right, the words 'YEARS', 'SENSOR', and 'LIGHT' are stacked vertically in a smaller, black, sans-serif font. The entire text is flanked by two sets of black curved lines that resemble signal waves or sensor beams.

- Special campaigns to promote sales
- New presentation and packaging at the POS
- Online activities
- Advice days

1000 Bright Minds –  
the big STEINEL Test-Event.

The graphic shows the number '10000' in a large, white, sans-serif font. To its right, the words 'Bright Minds' are written in a smaller, white, sans-serif font. The background consists of a dense crowd of orange silhouettes of people walking, creating a sense of a large gathering or event.

Automatic light for indoor areas is a growing segment. We bring indoor sensor lights to life - at the POS and on the customer's premises. Your customers will be impressed.  
**Take part!**

# One click ahead. www.steinell.de

## STEINEL makes lighting into emotion – not just at home, but also on the World Wide Web.

The new website offers our users simple navigation through all areas of the company STEINEL. It does not just inform but also gives emotion, with a generous presentation of all themes and business segments.

The new design will meet all of the expectations of a modern concept and ensure the perfect stage for all products.

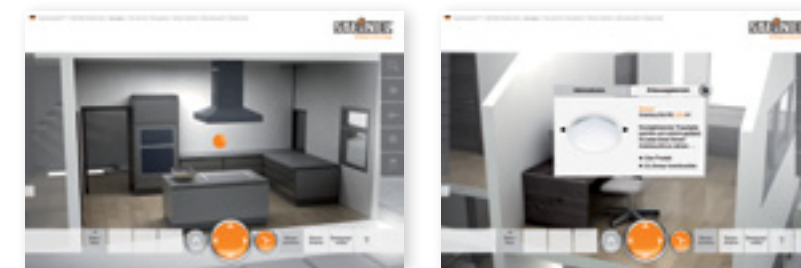


- Simple navigation
- Three clicks to the product
- New product finder
- Animated 3D house



## Unique. NEW. The 3D house. Experience sensor technology.

With a complex 3D production, visitors to the homepage can move through the world of STEINEL. They will experience how products are used. Customer obtain recommendations for certain applications and make the right purchase decision.





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**STEINEL**<sup>®</sup>