

In retail displays, true color representation is imperative – particularly with the color white. While standard LED technology with high CRI can effectively recreate the entire color spectrum, it lacks clarity in the white and blue spectrum. Zumtobel solves this problem by introducing True Gamut Rendering (TGR) LED technology. TGR applies a special phosphor coating to the LED chip, enhancing the blue spectrum that delivers brilliant, crisp white. The result is a pure representation of the entire color spectrum – including white.

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Zumtobel Lighting, Inc. (Americas Division), based in Highland, New York, is a subsidiary of Zumtobel Group AG. As an innovation leader in the North and South American markets, Zumtobel provides next-generation lighting solutions and luminaires. Designed in both the United States and Austria, Zumtobel luminaires are manufactured in Highland, New York. Zumtobel Lighting, Inc. strives to meet the evolving needs of its customers and ships its most popular product in 10 days or less and standard product offerings within 4 – 6 weeks with an industry leading 98% on-time delivery rate.

Zumtobel is a brand of Zumtobel AG with its head office in Dornbirn, Vorarlberg (Austria).



TGR

True Gamut Rendering

**LED technology for brilliant colors:
True Gamut Rendering (TGR)**



Standard LED Lighting
with High CRI

LED Lighting
with TGR Technology

Light plays a truly significant role in achieving an authentic retail presentation. In industries such as fashion and foods, seemingly subtle differences in hue can sell the product. TGR technology developed by Zumtobel displays all colors, including white, with particular purity, in an unmatched and until now impossible quality. With TGR, whites are no longer gray or bluish, greens don't look yellow and browns don't look dull.



TGR LED technology is current available with:



IYON M

TGR Fashion



VIVO M

TGR Fashion



FACTOR M

TGR Food
(Meat / Bread)

TGR options specifically
designed for meat and
bread displays.

For a demonstration, please contact your regional sales manager at
zumtobel.us/contacts