

PRESS RELEASE



New floor lamp joins the LITE range

Iserlohn, 24.09.2024: DURABLE is expanding its LUCTRA® range with a new, modern floor lamp that draws on findings from research into the biological effect of light on humans. The lamp has been designed to meet the individual needs of the user, providing customised lighting wherever it is needed.

Technical perfection meets award-winning design

The LUCTRA® FLOOR LITE is technically identical to the well-established table lamp LUCTRA® TABLE LITE and combines state-of-the-art lighting technology with a clear, minimalist design. In terms of marketing, LUCTRA® remains consistent with its “Move to LITE” slogan, which represents the brand’s core values of lightness and mobility. The focus continues to be on light, design and gesture control.





Individually adjustable lighting

The FLOOR LITE lamp can be adjusted to suit individual preferences. In addition to its infinite dimming capabilities, users can also change the light colour to align with their personal circadian rhythm. The lamp is based on the principles of human-centric lighting (HCL), which ensures optimal visual ergonomics and comfort at the desk.

Its cutting-edge technology ensures the best possible light quality and also meets the requirements of ASR 3.4 and DIN 12464-1 by brightly and evenly illuminating the workplace (900 lm).

Active gesture control

Just like the table lamp, the floor version sets new standards with its three-dimensional gesture controls. Users can adjust and control the light simply by moving their hand beneath the lamp head. The integrated sensor translates these gestures into commands, such as turning the lamp on or off, or adjusting the brightness and light colour.



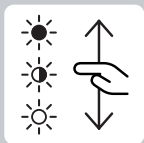
Turning on and off:

waving a hand in front of the sensor turns the lamp on and off.



Changing the light colour:

waving a hand from left to right or vice versa switches to the next colour in the spectrum. There are five settings to choose from with a colour temperature range of 2,700K to 6,500K.



Dimming:

moving a hand slowly up and down within the light cone activates the dimmer.



Directly to the video

Classic, extremely lightweight design

Made from aluminium, the refined, rounded design of the base, body and head gives the lamp a light and playful feel. This allows it to blend seamlessly into almost any interior environment, while the black colour echoes current design trends from the world of office and living accessories.

The outstanding quality and clever design have already been recognised with numerous prestigious awards:



reddot winner 2024



nominated 2024



Multi-purpose lighting

The LUCTRA® FLOOR LITE floor lamp is extremely versatile. At home, it can be used as a reading lamp in the living room or as a space-saving alternative to table lamps for small workspaces and clean desks.

In New Work environments and co-working spaces, the light meets the requirements of open office concepts, providing customised lighting in areas such as meeting points or reading areas.



Good lighting redefined

The LUCTRA® FLOOR LITE offers the following benefits:

- **No dark corners:**
ensures that workspaces are evenly lit.
- **Prevents eye fatigue:**
flicker-free lighting without multiple shadows.
- **High light current:**
provides perfect illumination and reduces eye strain.
- **Natural, vibrant colours:**
for improved quality of vision and well-being.
- **HCL advantages:**
reproduces daylight to support the body's natural sleep/wake cycle, improve mood, increase productivity and protect the eyes.
- **Universal USB-C port:**
to power the lamp via a laptop or an external battery.
- **Plastic-free packaging:**
for greater sustainability.



For more information about the “Move to LITE” floor lamp or other LUCTRA® products, please visit: luctra.eu



More information on our website

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 accomplish this, the professional, biologically effective LED lamp system takes advantage of the latest scientific findings on the effect of light on human beings. It follows the principle of Human Centric Lighting, HCL for short, by focusing on people's 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.

Presse-Kontakt:

Martina Heiland - Head of Communication
DURABLE Hunke & Jochheim GmbH & Co. KG
Westfalenstraße 77–79, 58636 Iserlohn
Tel.: +49 (0) 2371 662265
E-Mail: martina.heiland@luctra.eu · Web: www.luctra.eu