Anolis at PLASA 2022

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Architectural and entertainment LED lighting brand Anolis enjoyed a busy and successful PLASA (Professional Lighting & Sound Association) expo, at the Grand Hall of London's Olympia earlier this month, where Anolis showed its new Calumma product series for the first time at a UK expo, also highlighting its Eminere and Ambiane products.

Being located on Stand E15, right at the entrance to the exceptionally busy Robe lighting booth, proved a prominent and highly visible position, ideal for getting attention from those who amassed to watch the daily Robe live performance shows, and also easy for its own visitors to find.

Anolis's Business Development Manager for London and the South East, Ashley Popple commented, "The show generally was very good, and the Calumma range in particular received lots of interest, with some people specifically coming to see it. They were impressed with the

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features and benefits of Calumma, and once on the stand were able to view Eminere and Ambiane.”

Calumma’s optical design has been carefully crafted and utilises high efficacy single-chip and multi-chip LEDs. The fixtures are available with optional LED colour variants and various beam angles.

A luminaire like the medium-sized Calumma M SC – for example – creates a powerful and rich light output that is perfect for use a spot as well as for accent and flood lighting solutions. As with all Anolis luminaires, the unit is robust and durable to withstand exterior conditions. A special finish is available for extra harsh environments and marine applications, which still benefits from the elegant design.

Calumma fittings can be connected in long in / out daisy-chains via an E-Box and hybrid Plug & Play connections for straightforward, efficient installation.

The efficient Calumma range has a comprehensive choice of beam angles, many accessories, works with multiple control protocols and is a flexible and effective contemporary fixture for all architectural lighting applications.

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While PLASA is a favourite for entertainment and production professionals, Ashley reports that there were also plenty of lighting consultants, integrators, and even venue and building management end users among this year's expo population – which saw a dramatic increase on 2021!

"PLASA seems popular with those who bridge the gap between architectural and entertainment lighting, much like ourselves," he observed, adding that many entertainment professionals and companies embraced the world of venue installations during the pandemic when live shows were restricted.

Other sectors included marine specifiers, some of whom were existing Robe customers, plus designers / programmers and other end users from rental companies and semi-permanent installations. All of these were also looking at Anolis.

The three displayed ranges – Calumma, Eminere and Ambiane – are all great crossover products, with Calumma and Eminere for exterior, and Ambiane which is intended for interior use.

Several enquiries came from venues wanting to colour-change their building facades either permanently or semi-permanently, coupled with those related to venue public area and house lighting.

Ashley believes that Robe's focus on "All Environments" at this year's show – complete with the associated live show – helped also to bring a focus to Anolis, as many watching the show were

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already considering investing in IP-rated fixtures.

Theresa Gibson, Head of Marketing for Robe UK, said, “There was a great buzz around the show compared to last year with increased footfall and high calibre visitors who had a specific interest in our architectural offering. PLASA was the perfect platform to showcase the new Anolis identity and branding with their own stand presence and show marketing for increased awareness within the sector.”

Ashley concluded, “Attendance and visitors were up and we generated some excellent quality leads. Calumma was very well received, and it was definitely a good move being ‘FOH’ on the Robe stand.”

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