Anolis sets the mood with Ambiane at PLASA London

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Architectural LED lighting specialist Anolis showcased its Ambiane range of interior lighting products at the 2021 PLASA (Professional Lighting & Sound Association) expo at London’s Olympia Grand Hall, catching the buzz and excitement of the professional lighting community converging at the first in-person UK industry trade show since pandemic restrictions were lifted.

The Ambiane range has been designed and developed for illuminating indoor spaces and environments needing high-quality ambient and mood lighting.

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The standout feature for the Ambiane family is its intelligent power balancing capability which allows maximum output in any mixed colour. The sole focus of the Ambiane range showcased on the stand and in the product presentation raised brand awareness, positioning Ambiane as a perfect lighting solution.

The Anolis team was especially interested in meeting theatre consultants, venue managers and specifiers working in different types of auditoria.

After long periods of lockdown and no tradeshows, PLASA London was the perfect platform to reconnect, attracting a targeted visitor base which gave the team the opportunity to engage in meaningful conversations with relevant buyers across the sector.

Well known for its exterior LED luminaires, Anolis used the occasion to highlight the indoor Ambiane range which is available in RGBW and CCT versions with multiple beam angles – perfect for FOH, back-of-house and any public space illumination.

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PLASA 2021 was hosted in conjunction with ABTT (Association of British Theatre Technicians) which boosted interest from this sector and others like television, where Ambiane is also a great solution for tv studios. The high-quality footfall included cruise ship specialists, AV integrators, installers, and lighting designers from multiple disciplines.

Simon Gooding, Sales & Business Development Manager at Anolis UK stated, “PLASA combined with ABTT was a great opportunity to incorporate Anolis into this year’s plans.

“Whilst the spotlight was on our Ambiane range, it was also excellent for generating conversations around other interior fixtures and Anolis products that are a perfect choice for theatres and venue spaces. The show was an interesting and worthwhile platform for the team to engage with existing customers and meet new ones”.

The Anolis section of the stand was clean and streamlined with a selection of Ambiane recessed downlights and a high output pendant on display, impressing with their output and quality of light to which Anolis is renowned.

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Anolis’s Jo Harding and Ashley Popple at PLASA 2021

A constant stream of visitors kept the team busy throughout, initiating new discussions about upcoming projects as the market shows all the signs of a strong recovery. The products provided a conversation opener and overall, the show was a positive and proactive exercise.

Theresa Gibson, head of marketing at Anolis UK concluded, “It was a great event with lots of positive energy uniting the industry, resulting in some great leads and fruitful follow-ups for the team. The PLASA / ABTT combination illustrated how people and relationships are vital to our business as we all enjoy returning to some sort of normalcy and in-person communications.”

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