



PROLUXE

BY AMERICAN LIGHTING



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LIGHTING SOLUTIONS TO CREATE UNIQUE EXPERIENCES

Proluxe by American Lighting is dedicated to providing advanced lighting solutions that create a unique experience for every application. Our products are the result of innovation, research, and attention to detail; they light the most prestigious spaces and architectural works of art, create atmospheres, and arouse emotions. With over 30+ years of experience developing and engineering LED products, our passion for technology and design drives us to deliver products that allow people to perform at their best.

What we are today is the result of experience and know-hows we have acquired over time that we share with our partners and the environment we live in through our passion for lighting. Our goal is to be a partner for lighting professionals and designers looking for quality solutions for all their project requirements.

Our product line includes a wide variety of flexible LED strips that match innovative profiles, interior lighting, and exterior lighting for high-end residential spaces, retail shops, hotels, restaurants, etc. Our product portfolio is rounded out by a large number of intelligent lighting controls for modern and comfortable light management. Our extensive range of products, fast delivery times, outstanding price-performance ratio and the option of manufacturing and packaging according to your requirements make us an ideal partner.





PROLUXE SERVICES

TECHNICAL LAYOUT SERVICES

Looking for some guidance on how to best light a space? Reach out to our Technical Layout Team to receive one of our three layout options. From a simple bill of materials to a detailed installation map, we've got you covered!

proluxelighting.com/technical-layout-services

INTEGRATION

Proluxe's linear lighting system can be integrated with most home automation systems. By pairing American Lighting's DMX decoder with your lighting control's DMX module, you can fully customize both single color and color changing lighting options through the automation system of your choice. Reach out to learn more!

EDUCATION

We strive to provide our dealers with the information they need to quickly quote, install, and integrate Proluxe lighting products into any application. We do this by hosting webinars, hands-on trainings, and one-on-one virtual trainings to get you and your staff up to speed. Contact us to schedule your own personal lighting training today!

LIGHTING 101: LAYERS OF LIGHT

Fine homes depend on layers of light to provide not just beauty but everything we need to live life to its fullest. The secret recipe has three main ingredients:

- ✓ TASK LIGHTING
- ✓ AMBIENT LIGHTING
- ✓ ACCENT LIGHTING







ACCENT

Accent lighting is directed at the things you want to illuminate. It enhances the objects or architectural features that you want to draw attention to throughout your space. An entire wall can become an accent when lit with grazing linear light; a timber beam can glow when accented by linear light.

- ✓ WALL GRAZING
- ✓ WOOD BEAMS
- ✓ ARTWORK
- ✓ COVES



AMBIENT LIGHTING

Ambient lighting, or what is commonly called general lighting, serves as the primary source of light for a certain room. It is the foundation of all the lighting of a room.

- ✓ PERFORMANCE COVES
- ✓ TRAY CEILINGS
- ✓ EMBEDDED EXTRUSION
- ✓ HIGH LUMEN FIXTURES

TASK LIGHTING

Task lighting brightens a particular area making the completion of a task easier as opposed to ambient lighting that illuminates a general area.

- ✓ WORKSTATIONS
- ✓ CLOSETS
- ✓ UNDERCABINET LIGHTING
- ✓ FLOATING SHELVES



TASK LIGHTING

A foundational function of light is simply to see what we are doing so we can do it well. Everything we do is a task, and every task needs the right kind of light.

- ✓ CHOPPING VEGETABLES
- ✓ PLAYING A BOARD GAME
- ✓ WORKING OUT
- ✓ WASHING THE DOG
- ✓ WORKING FROM HOME







KITCHEN LIGHTING LAYERS

Great lighting is not determined simply by having enough lumens, but rather by having the right light in the right place at the right time. By using linear lighting, it allows us to conceal light close to our tasks to improve clarity and reduce glare. Each layer plays a unique role in a well-lit home, but the sum of all layers is greater than its parts. Each layer adds to the others for a comprehensive and complete illuminated environment.

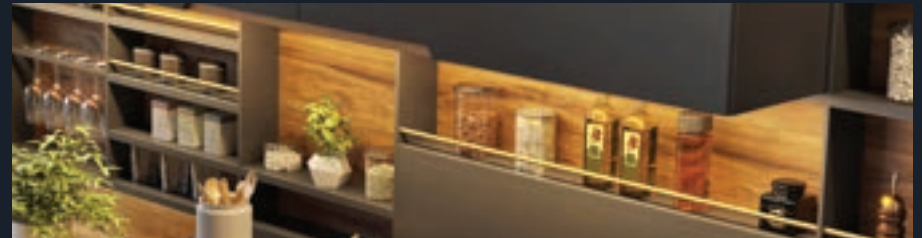
ABOVE CABINET LIGHTING

Above cabinet lighting reflects off the ceiling and adds a soft ambient glow to the space. In addition to indirect lighting, including a line of light at the top of the cabinet (facing down) highlights cabinet fronts and increases the light output in the space.



IN-CABINET LIGHTING

In-cabinet lighting or lighting in floating shelves reveals the inherent beauty of the kitchen and its contents. Glass cabinet fronts and reflective décor creates sparkle and an elegant atmosphere.



UNDERCABINET LIGHTING

Undercabinet lighting puts the right light in the right place. By using linear lighting, it enables us to conceal light close to our tasks which improves clarity and reduces glare.



LIGHTING UNDERNEATH ISLAND TOPS

Lighting underneath island tops highlights custom cabinetry and visually enhances the space while casting a soft glow on the floor, all without glare.

TOE KICK LIGHTING

Toe kick lighting with linear lighting provides a seamless night light that minimizes sleep disruption.



KITCHEN LIGHTING DESIGN

One size never fits all. Why should lighting be any different?

Along with the placement of the light, picking the right color temperature and light output is key when designing your dream kitchen.

TUNABLE WHITE

Tunable White allows you to not only dim your lights but select the ambiance. Through DMX control, tunable lighting can change from a warm 1800K to a cool 6000K. Each color temperature can be dimmed to 1% to create the perfect mood or atmosphere with just a touch of a button.

1800K

2200K

2700K

3000K

3500K

4000K

5000K

5500K

6000K



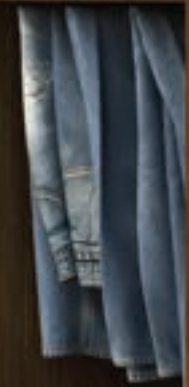
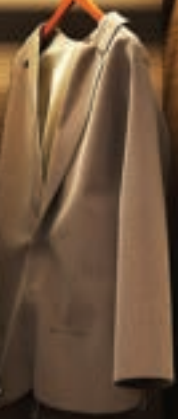
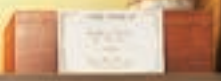
WARM DIM

Warm to Dim LED lighting mimics the way a halogen or incandescent light dims. At 100% brightness you can achieve a crisp 3000K, but as it dims it turns to a warm candlelight glow. This dynamic lighting technology can be controlled through a standard triac dimmer making it the perfect solution for remodel applications.





CLOSET LIGHTING



ACCENT LIGHTING

Accent light layers bring back the sparkle of life by calling attention to what makes our home beautiful, whether it be heavy timber framing, select stone walls, or a modern painting hanging on a clean white wall.









ACCENT LIGHTING APPLICATIONS

Linear lighting makes it possible to entirely conceal light sources within the structure of a home, eliminating glare while disappearing from view. The effect can be ethereal and singularly beautiful in modern, transitional, and traditional homes of every style.

- ✓ COVE LIGHTING
- ✓ TRAY CEILING
- ✓ FLOATING WALLS



WALL GRAZING

Wall Grazing is a technique used to accentuate textured surfaces. By placing the light close to the wall, no further than 18", you can create a focal point and draw attention to architectural features throughout the space. An entire wall can become an accent when lit with a grazing linear light.



WALL WASHING

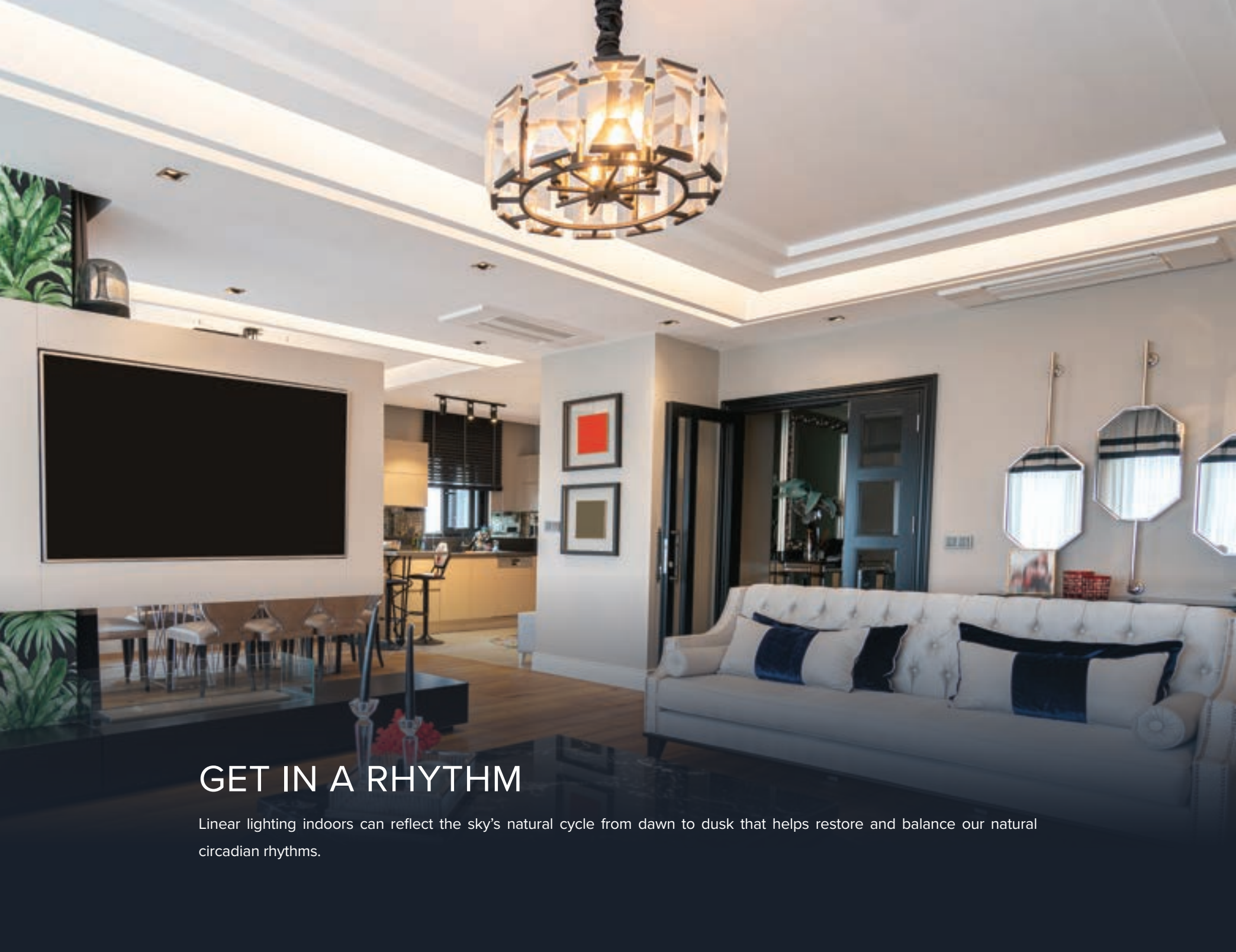
Wall Washing differs from wall grazing due to the position of the light and the appearance. When creating a wall washing effect, the light source needs to be at least 24" away from the wall. This will smooth out and eliminate texture. This technique is used on flat surfaces and "washes" an area with light to increase the luminance.

AMBIENT LIGHTING

Bring the beauty of the outdoors into your home with ambient light. Ambient lighting gently fills a room with soft, glare-free light and allows us to see everything and everyone nearby.







GET IN A RHYTHM

Linear lighting indoors can reflect the sky's natural cycle from dawn to dusk that helps restore and balance our natural circadian rhythms.



CREATE A COMFORTABLE SPACE

Linear lighting can be reflected off ceilings and walls to eliminate unwanted shadows and help us feel good all while making our homes beautiful.

EXTERIOR LIGHTING

Our most memorable outdoor moments have always relied on the right light to complete the experience. Today's home goes beyond security lighting to embrace an outdoor lifestyle that extends well into the evening hours.

Outdoor living spaces, outdoor kitchens, pools, and patios demand great lighting to create a welcoming atmosphere, and linear lighting provides a wide palette of solutions to make it so.









OUTDOOR LIVING SPACES

A single floodlight might serve to put light on a patio but would chase us away with its glare. Concealed lines of light inside steps, soft linear glows from underneath deck railings, and gentle ambient light from exposed ceiling structures can extend our enjoyment past sunset. No other light source gives us the ability to put light where needed and keep light away from everywhere we do not.

COLOR CHANGING LIGHTING

Subtle variations in white and gentle colored accents can bring out the richness of natural wood and highlight fine art. Color is a tool used by the most cutting edge lighting designers and by those that consider the wellbeing of the homeowner paramount.





CREATING ATMOSPHERE WITH COLOR

Colored light inside the home can be eye-catching and jaw-dropping when used for maximum visual impact. It also creates the perfect atmosphere for relaxation and entertainment spaces.





COLOR CHANGING ILLUMINATION

Dynamic lighting systems, controlled through home automation, are gaining traction in the residential market due to the ease of integration through DMX.







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Owner of Light Can Help You