

WATT'S NEW 2025/2026

LEDVANCE

OSRAM 



LEDVANCE is a licensee for the product trademark OSRAM for lamps & luminaire products in general lighting.

QUESTION TIME:

WHAT DOES LEDVANCE FOCUS ON IN THE CURRENT LIGHTING SEASON?



MARTIN BRAUN
SALES DIRECTOR
D-A-CH

What topics can retailers look forward to in the coming lighting season?

The new season brings a spirit of optimism. We are converting all smart home products and luminaires to the OSRAM brand – combined with a major investment in the redesign of all shelving. This ensures clarity at the PoS and sends a strong signal to end customers. We want to work with retailers and use the well-known OSRAM brand and our commitment to sustainable solutions to significantly increase sales and turnover.

Which product ranges take centre stage?

Our offering is shaped by OSRAM's technical strengths. We see great opportunities in functional luminaires such as recessed luminaires, damp-proof luminaires, batten luminaires, floodlights and outdoor luminaires. At the same time, we are driving forward the LEDification of our lamps, offering the largest portfolio in efficiency class A, more compact shapes and more sustainable LEDs. Especially in the case of LED tubes, almost all traditional types have now been converted to LED.

What developments can we expect in the smart home sector?

Until now, it has been very much dominated by lighting. Now we're taking the next step – with a holistic product and PoS concept based on the four pillars of COMFORT, SECURITY, ENERGY EFFICIENCY and LIGHT. In addition to smart lights and lamps, we now also offer camera systems, smoke detectors, switches and thermostats, to name a few. Wherever possible, we rely on the new Matter standard to ensure compatibility with other systems.

What's your take on the current season?

We look ahead with optimism. Only if retailers are successful can we be successful too. That's why we develop products, PoS concepts and marketing activities closely aligned with the needs of the market. Using strong product range ideas, attractive prices and the brilliance of the OSRAM brand, we are doing everything we can to ensure that the coming season will be a resounding success for our partners.



“Watt's New shows how diverse our portfolio and marketing concepts are – and how they come together to form a coherent package. Discover trends, ideas and inspiration for a successful lighting season. Happy reading!”

Paula Hidalgo
Marketing Manager
Retail D-A-CH

SUCCESSFUL



HIGH FIVE – OUR PRODUCT HIGHLIGHTS



DECOR LUMINAIRES Light in its prettiest form



DECOR LAMPS Tomorrow's classics

04

UL WITH

OSRAM



STRONG COMPANY, STRONG BRAND

As an exclusive licensing partner, LEDVANCE offers its general lighting solutions under the well-known OSRAM brand – boosting visibility, strengthening customer trust, and significantly increasing sales potential.

+ **MAXIMUM BRAND AWARENESS: LIGHT MEANS OSRAM**
OSRAM has been setting benchmarks in lighting technology for over 100 years – a brand with global appeal and the highest level of trust.

+ **INNOVATION MEETS TRADITION: THE FOUNDATION OF YOUR SUCCESS**
OSRAM stands for trusted quality, outstanding efficiency and forward-looking innovation – the perfect combination of experience and progress.

+ **MANY PRODUCTS, ONE SUPPLIER: MORE THAN 1,500 NEW PRODUCTS**
LEDVANCE offers over 1,500 OSRAM products from a single source – anything from decorative luminaires and work and outdoor lighting to LED lamps and smart solutions. For every segment. For every need.



HIGHLIGHTS FOR YOU



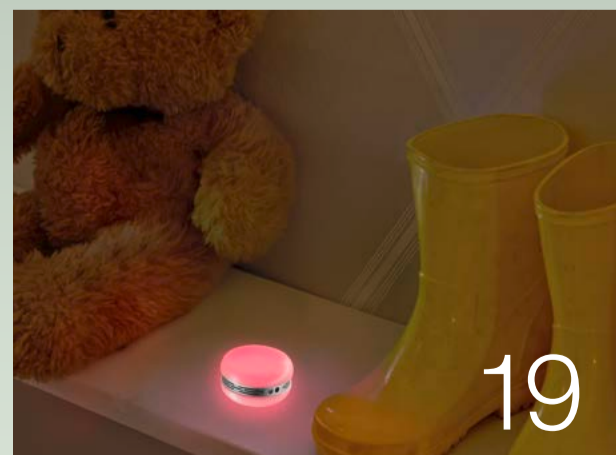
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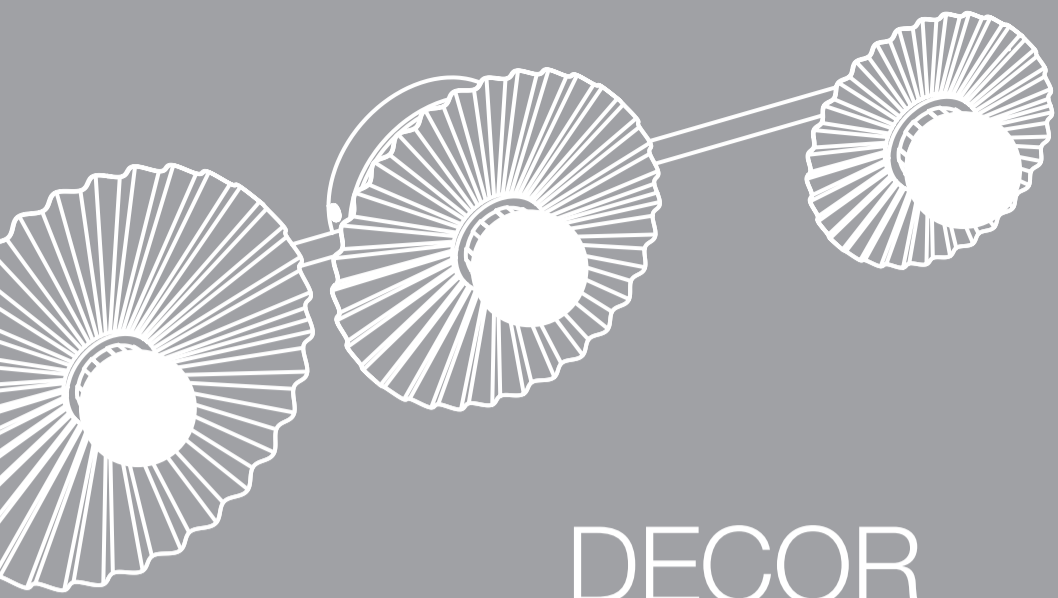


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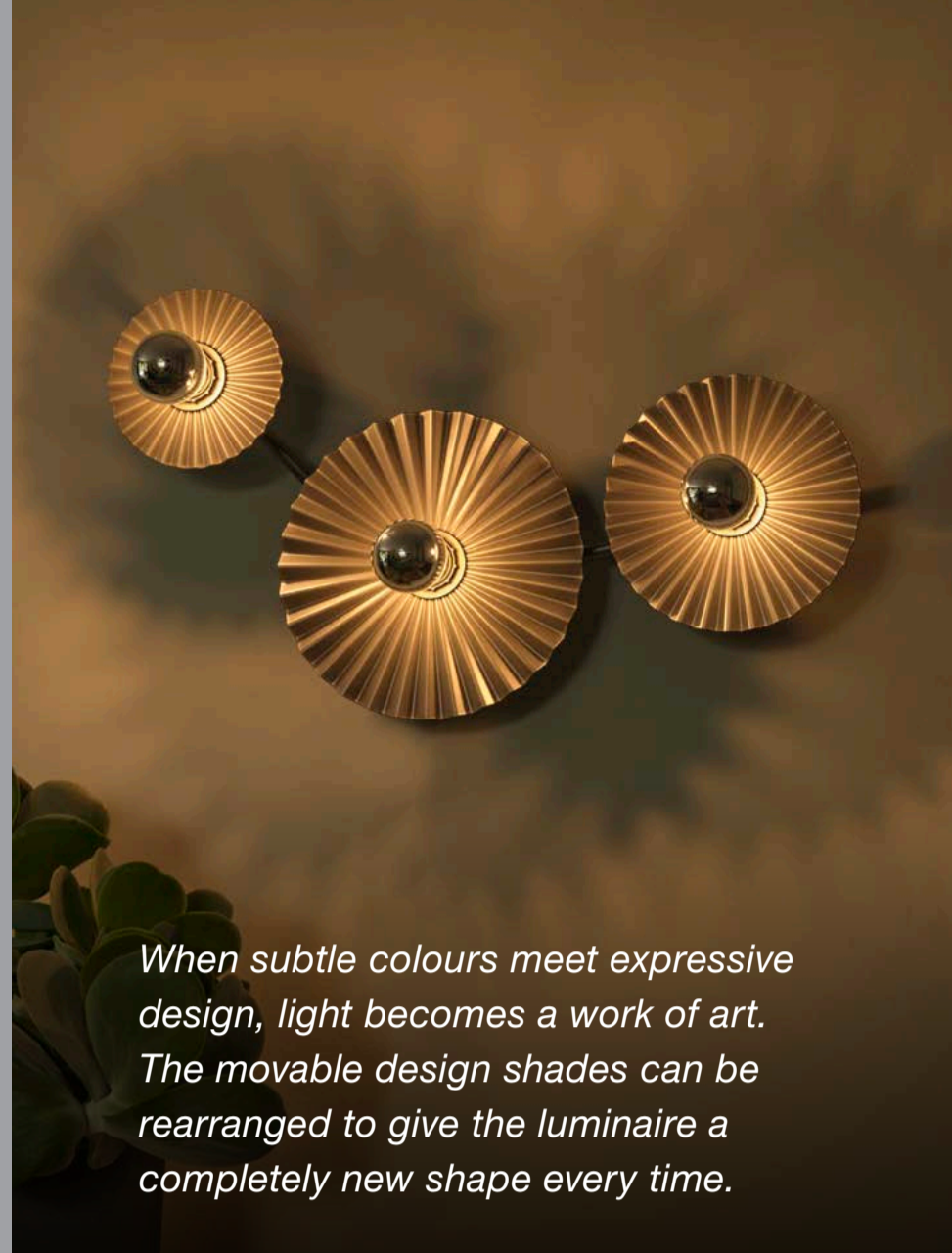
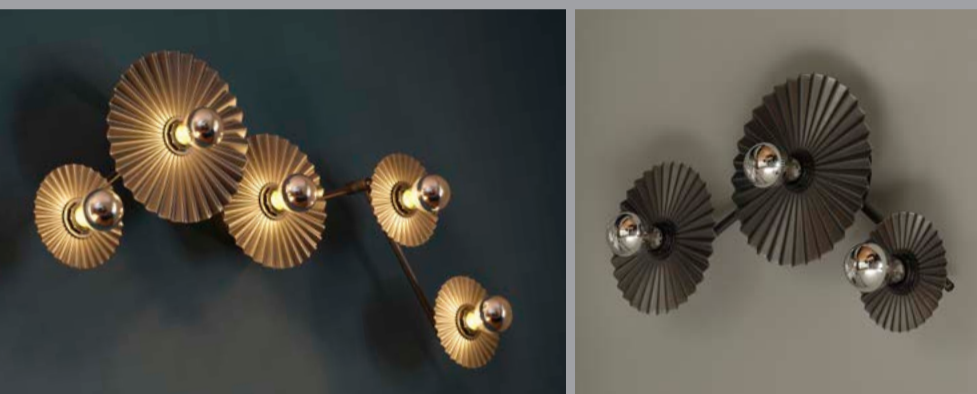
SMART+ HOME ELECTRONICS Much more than smart light

LED STRIPS FOR ACOUSTIC PANELS Real trendsetters

SMART MACARON Light. Sound. Smart control.



DECOR PLISSEE



When subtle colours meet expressive design, light becomes a work of art. The movable design shades can be rearranged to give the luminaire a completely new shape every time.

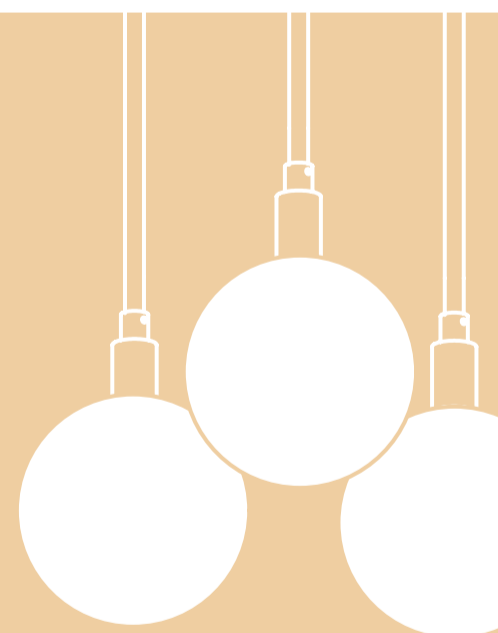
DECOR LUMINAIRES

AN INTERPLAY OF LIGHT AND FORM –
INSPIRING, STYLISH, UNIQUE



DECOR GLOW

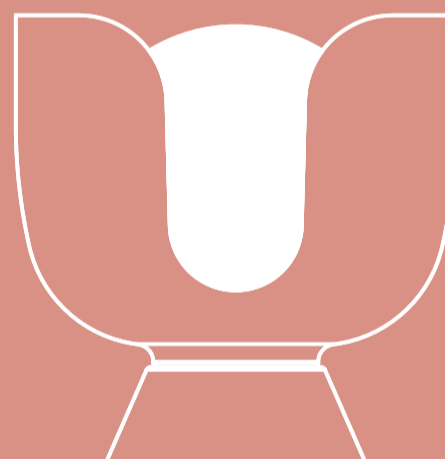
This luminaire completely redefines design because the cable itself turns into a light source. DECOR GLOW is iconic, minimalist but also versatile. It comes with an integrated LED module or a separate light source; the cable and luminaire head can be switched separately.





DECOR COROLLE

A true blast from the past thanks to the metal housing in three jazzy colours and an elegant black-gold combination – clean, vibrant and joyful. With its colour-coordinated textile cable, this family of luminaires, which consists of many different types, brings feel-good flair to any space.



LIGHT THAT SELLS

Special luminaires deserve special displays at the PoS.

That's why our island solutions represent small, atmospheric rooms that turn light into an experience. This is how emotion becomes the decisive sales driver.



DECOR LAMPS

LAMP TYPES THAT ARE IN DEMAND – FROM TIMELESS CLASSICS TO FASCINATING INNOVATIONS



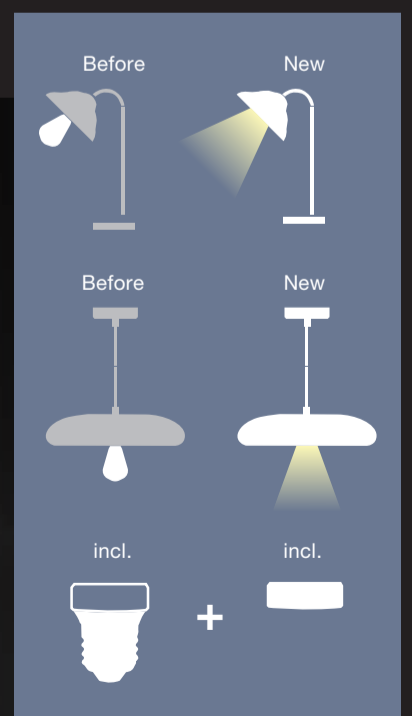
DECOR CRACKED GLASS

Cracked glass in combination with the integrated LED FLAT LAMP gives light a fascinating fragmented effect, making this lamp, which is available in various shapes and colours, add stylish accents to any home.



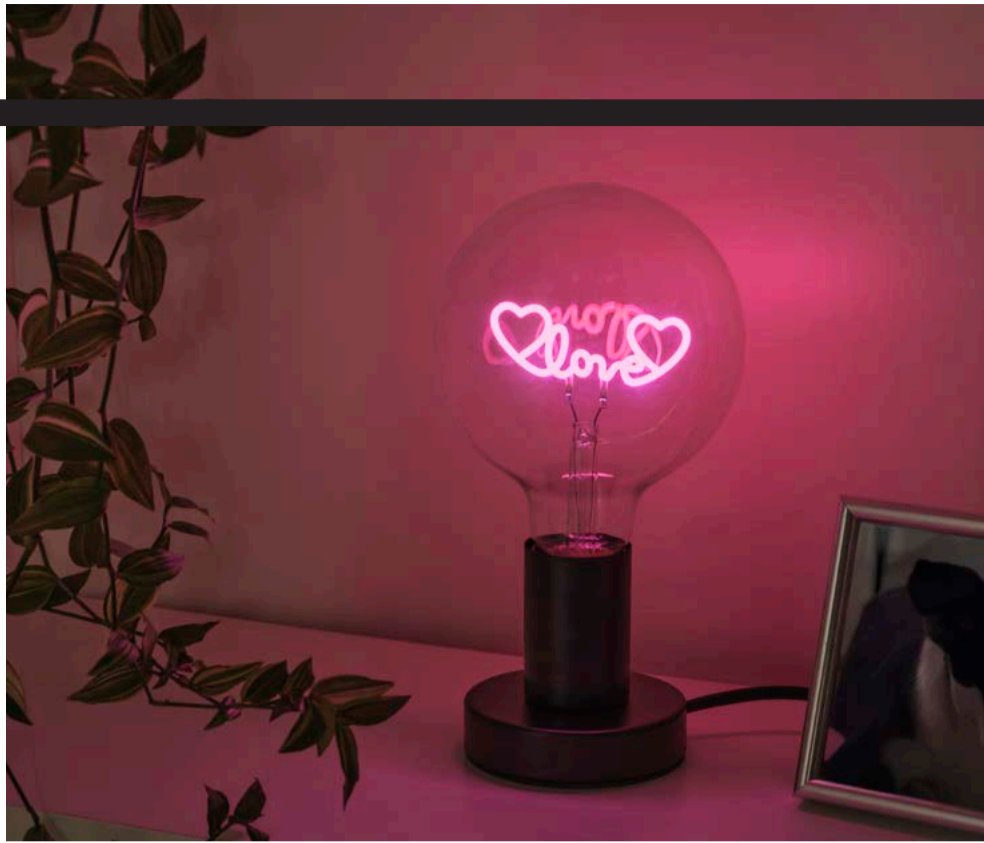
LED FLAT LAMP

Compact and clever: the LED FLAT LAMP doesn't need a diffuser, which means the luminaire itself remains the centre of attention. Interchangeable rings in different colours make it a versatile option; it is now also available as a dimmable version and with an E14 base.



DECOR ELECTRO BALL

Illuminated by the LED FLAT LAMP, the shiny glass surface in an Electro design unfolds a potpourri of elegance and brilliance. In gold, rose or black, as well as in three sizes, this lamp is a stylish eye-catcher in any room.



1906 LETTER TABLE

All you need is love! Filaments make up colourful messages in clear glass globes. Combined with a minimalist base, it turns into a table lamp that will turn heads and has great potential for impulse-driven buys.

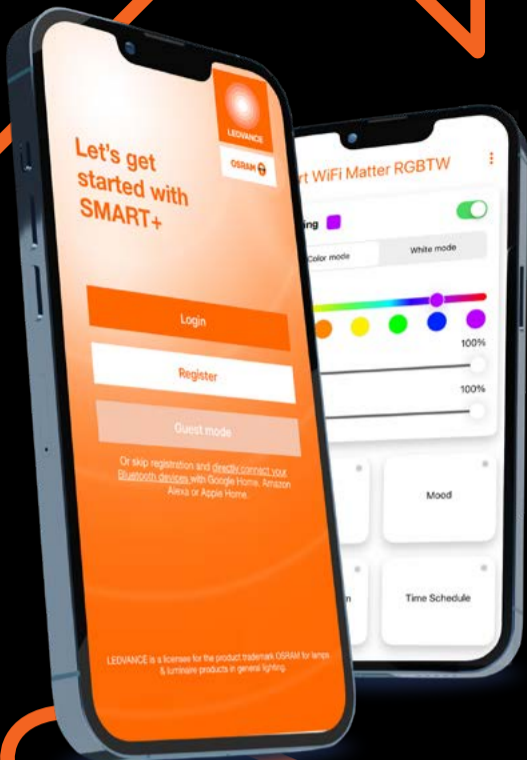


Spot-on placement, spot-on sales: the attractive PoS display puts the 1906 LETTER TABLE in the spot-light, helping to boost spontaneous purchases and sales.

Similar picture

SMART+ H ELECTRON

Smart home is so much more than smart light. The OSRAM SMART+ H ELECTRON offers solutions for security, energy efficiency and convenience and is compatible with leading systems. Many products are satisfied end customers and great sales potential for you.



SECURITY

OSRAM SMART+ security solutions provide protection and peace of mind.

Smart indoor and outdoor cameras, motion and door sensors as well as smoke and water detectors form a connected protection system – simple, reliable and controllable by app or voice. This makes the safety of your customers a strong selling point for you.

CAMERAS



SMART+ WIFI STATIC INDOOR CAMERA



SMART+ WIFI 360° INDOOR CAMERA



SMART+ WIFI OUTDOOR DOORBELL



SMART+ WIFI OUTDOOR STATIC CAMERA



ENERGY EFFICIENCY

OSRAM SMART+ makes energy efficiency super easy. Smart room temperature and irrigation controls only activate the heating or garden watering system when it makes sense, saving costs and resources.

Networking enables flexible integration, and control by SMART+ app or voice command provides a sustainable home.

ROOM TEMPERATURE & IRRIGATION CONTROL



SMART+ WIFI RADIATOR THERMOSTAT



SMART+ RF SOIL MOISTURE SENSOR*



SMART+ WIFI IRRIGATION CONTROL

CONVENIENCE

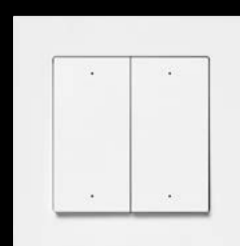
OSRAM SMART+ makes your daily life more convenient. You can use switches, remote controls, modules and sockets to start scenes or switch devices on and off as and when you need to.

Automation processes adapt to your individual needs, with the SMART+ app giving you full control – intuitively and at any time. This makes living not just more convenient, but noticeably smarter.

SWITCHES & REMOTE CONTROL



SMART+ HYBRID WALL SWITCH 1G



SMART+ WIFI WALL SWITCH 4G



SMART+ WIFI REMOTE CONTROLLER USB

SWITCH MODULES



SMART+ WIFI SWITCH MODULE 1CH



SMART+ WIFI SWITCH MODULE CURTAIN

*Only works in combination with SMART+ WIFI IRRIGATION CONTROL

HOME OF OSRAM SMART+ PRODUCTS

OSRAM SMART+ portfolio makes your home fully intelligent – smart. Everything is easy to control by app, voice or sensors are already based on the new Matter standard. The result is a boost for retailers.



SENSORS



SMART+ WIFI SMOKE DETECTOR



SMART+ WIFI CO DETECTOR



SMART+ WIFI WATER DETECTOR

SAVE ON STANDBY POWER COSTS BY INTEGRATING ELECTRICAL DEVICES WITH SMART PLUGS



Example of annual standby costs*

Device	Consumption in standby mode	Annual consumption in standby mode	Standby costs per year (rounded)
Television (LCD)	14W	103 kWh	27 €
Printer/computer	10W	73 kWh	19 €
Coffee machine	3W	22 kWh	5 €
Washing machine	3W	22 kWh	5 €

Total annual savings from using a SMART+ plug 56 €

*Source: Verivox; based on a daily standby duration of 20 hours; power consumption of a standard WiFi socket (0.6 W) taken into account; 0.27 €/kWh electricity price; values rounded



SOCKETS



SMART+ WIFI NIGHTLIGHT PLUG EU



SMART+ WIFI MULTI POWER SOCKET EU

HOME OF OSRAM SECURE YOUR SUCCESS

Home of OSRAM is the ideal all-in-one placement for smart products – as an island or a compact pallet solution. Elegant design, a lockable display case and clear functional samples guide customers to the right product, prevent misguided purchases and give your sales a decisive boost.



Home of OSRAM Unit of 4 (W = 1,250 mm, H = 2,550 mm, D = 2,400 mm)

Similar picture



Home of OSRAM Pallet placement with lockable or open shelves (W = 1,200 mm, H = 2,470 mm, D = 800 mm)

Similar picture

SMART+
ALL IN ONE APP

matter
WIFI



Download on the App Store

GET IT ON Google Play

Scan the QR code and download the app

STYLED TO SHINE,

MORE THAN 130 NEW SPOTLIGHTS – AND A SHELF THAT TURNS LOO

RECESSED SPOTLIGHTS WITH REPLACEABLE LIGHT SOURCES

Flexible & versatile: spotlights with OSRAM GU10 lamps, in many designs and colours, some dimmable – also using the light switch. Practical packs of three round out the offering.



RECESS SPOT SET
ADJUSTABLE
CLICK-DIM 3 × 6 W GU10

RECESSED SPOTLIGHTS WITH INTEGRATED LED MODULES

Modern & bright: spotlights with integrated LED modules featuring modern design and powerful performance. Swivel heads, smart versions or Click-CCT for flexible light colours – in many types and handy packs of three.



SPOT SET
3 × 4.9 W DIM

RECESSED DESIGN DECOR SPOTLIGHTS

Elegant & stylish: whether it's mini spotlights for starry skies or innovative materials such as wood, concrete or acrylic, these recessed spotlights add accents and give rooms character.

ULTRA-THIN RECESSED SPOTLIGHTS

Flush & flexible: extremely compact spotlights for tight fittings or furniture; available in many sizes, designs and light colours.

DOWNLIGHT
SLIM 225 mm
ADJUSTABLE
SIDE-MAIN
LIGHT 3 × 8 W

SMART NAVIGATION, STRONGER CONVERSION

The new shelf demonstrates the variety of recessed spotlights and gives customers confidence when choosing a product.

Clear categories provide guidance, product samples showcase design and quality, and display cases also present the spotlights in action – for a realistic impression of the lighting effect.

Consumers can find valuable information on the integrated inclined board: recommendations for light colours, brightness and additional functions, tips for different rooms and ceiling types, and explanations of technical terms and mounting options.

This provides clarity at the PoS, resulting in the best conditions for strong sales.



PRIMED TO INFORM

MOVING FROM UNDERSTANDING INTO PURCHASE

MINI & HTS



LED SPOT
MINI 5x6W

RECESSED SPOTLIGHTS FOR BATHROOMS


Safe & versatile:
IP44-rated spotlights, with OSRAM GU10 lamps or integrated LED modules. Numerous sizes, designs and clever additional functions round off the range.



RECESS GU10 4.3W IP65

SURFACE-MOUNTED LUMINAIRES

Flush & simple: surface-mounted LED luminaires are the solution where recessed installation is not possible. Easy to mount in no time thanks to QUICK FIX, offering flexible applications and attractive design.



ORBIS
QUICKFIX
24W

ORBIS
QUICKFIX
16W

SLIM DOWNLIGHTS



RECESSED OUTDOOR SPOTLIGHTS

Weatherproof & stylish: IP65-rated outdoor spotlights, with GU10 lamps or LED modules. Various sizes, designs and functions provide convincing lighting solutions.



SPOT SET
ADJUSTABLE PRESS
3x4.5W GU10 IP65



TECHNICAL LIGHTING

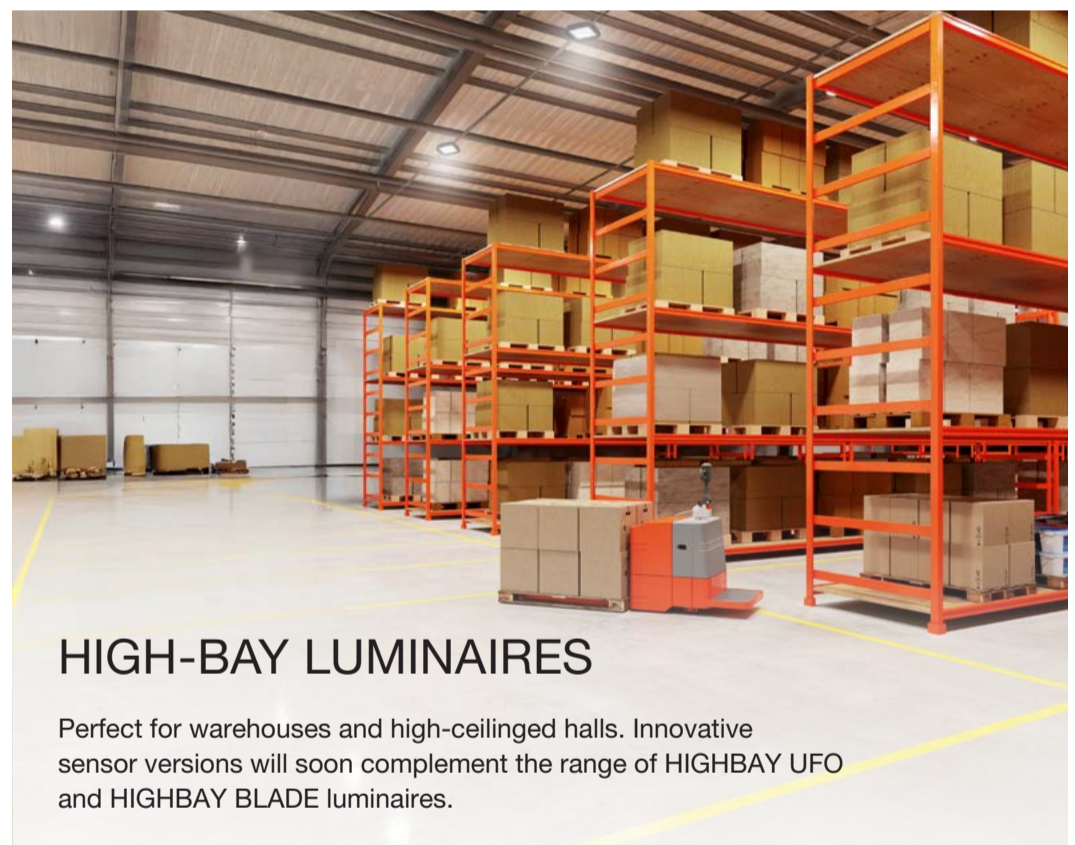
FLOODLIGHTS

Whether smart or classic, with or without a sensor, for small projects or large areas, the huge floodlight portfolio contains versions from Essential to Highpower – including flexible housing shapes and sustainable models made of 100% recycled aluminium.



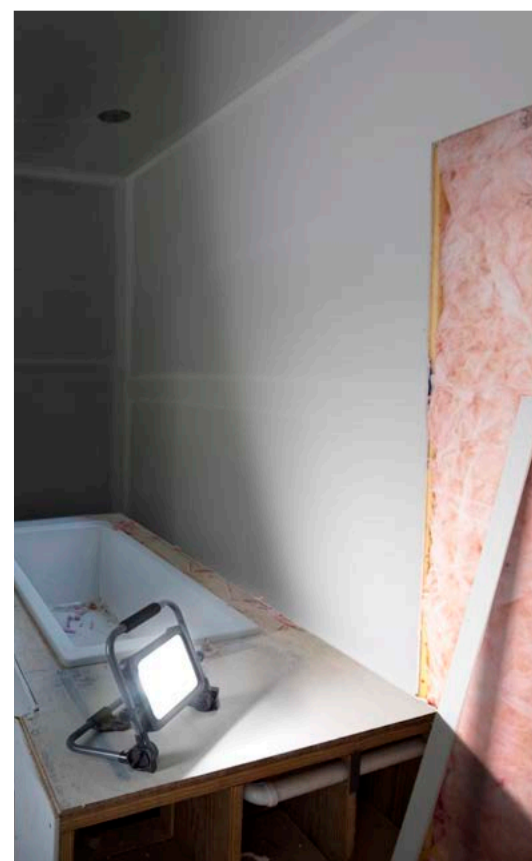
METICULOUS BY DESIGN

The PoS concept presents floodlights in a visually appealing, clearly structured and illustrative way – a perfect combination of guidance, inspiration and selling power.



HIGH-BAY LUMINAIRES

Perfect for warehouses and high-ceilinged halls. Innovative sensor versions will soon complement the range of HIGHBAY UFO and HIGHBAY BLADE luminaires.



WORK LIGHTS

The range offers everything from spotlights with stands to handy lights with batteries or sockets – robust, versatile and some with rotating heads. Designed for real creators who need the best light for their projects.



WORKLIGHT VALUE BATTERY R-STAND

OFFICE LINE
PANEL ELLIPSE



STARTS WITH OSRAM

LEDVANCE offers a wide range of OSRAM-branded products, from basic solutions to high-end luminaires, giving you the right option for every requirement. The special thing is that there are attractive PoS concepts for all product families that clearly guide consumers and open up additional sales potential.



HIGHBAY BLADE
SENSOR

DAMP-PROOF & BASEMENT LUMINAIRES

Whether you're a DIY enthusiast or professional, the selection ranges from basic solutions to models with strong additional features – including a choice of replaceable light source or integrated LED module.



BULKHEAD
ESSENTIAL ROUND



LED
BULKHEAD

SUBMARINE
BASIC LED



A BOLD PRESENCE AT THE POS

The shelf displays the wide range clearly and with all the relevant information – essential for quick decisions and confident purchases.

OFFICE & UNDERCABINET LUMINAIRES

OSRAM offers trendy office luminaires for ceiling and pendant mounting in modern working environments. Undercabinet luminaires ensure optimal visibility in kitchens or on furniture, even in confined spaces – with flexible mounting options and clever additional functions.

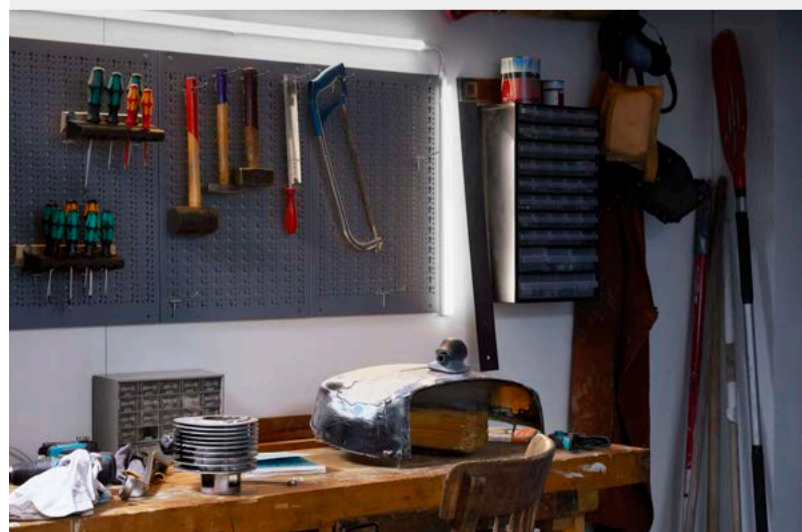
UNDERCABINET
SOCKET



OFFICE LINE
GRID CURVE

BATTEN LUMINAIRES

A wide range to choose from – starting at entry-level prices to versions with clever features. Models with replaceable T8 LED tubes or handy Click-CCT function will soon be available. This allows you to equip rooms in a flexible and future-proof way.





Similar picture

THE ART OF ACOUSTIC AMBIENCE

TURNING WALLS INTO WORKS OF ART

Acoustic panels are in fashion – and OSRAM FLEX ACOUSTIC BLACK turns them into real design statements.

Invisible in black when switched off, they emit a uniform, spot-free, warm white light that adds atmosphere to rooms. This combines an acoustic effect with a stylish ambience and makes every wall an eye-catcher.



OSRAM FLEX ACOUSTIC BLACK

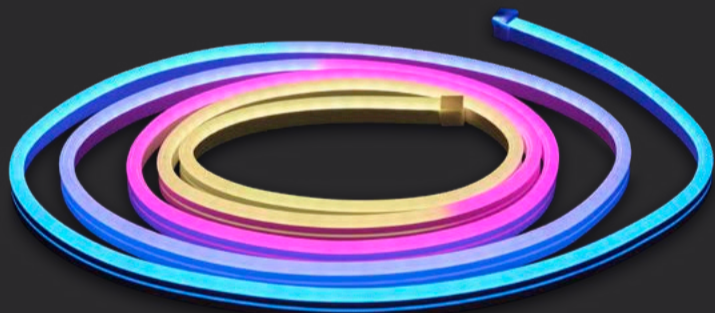


LED STRIPS

AS FLEXIBLE
AS YOUR IDEAS

Light can do more than just illuminate – it sets the scene in rooms, creates atmosphere and inspires. The OSRAM FLEX strip range opens up these exact opportunities – smart versions with WiFi or Matter, battery-powered, for entertainment or creative DIY applications.

The portfolio highlights of MAGIC RGB with individually controllable segments, SMART+ MATTER FLEX with Matter technology plus expansion option, FLEX COB TW with uniform light distribution and FLEX BENDABLE for creative shapes promise substantial sales potential.



LED FLEX FOR OUTDOORS

A balmy summer's evening, friends around the table, and the garden bathed in atmospheric light.

OSRAM OUTDOOR FLEX RGB brings atmosphere to life – colourful, weatherproof (IP65), extendable up to 50 metres, and delivered on a handy roll. Easy to install, versatile to use – in the COOLWHITE version even as building site lighting – and an attractive opportunity for retailers to generate new sales.



FITS ANY SPACE, SUITS ANY BUDGET

ORBIS AND PANEL ESSENTIAL



RRP

19.⁹⁹ - 29.⁹⁹ EUR

ORBIS

PLANON



**MORE CHOICE,
MORE SALES**

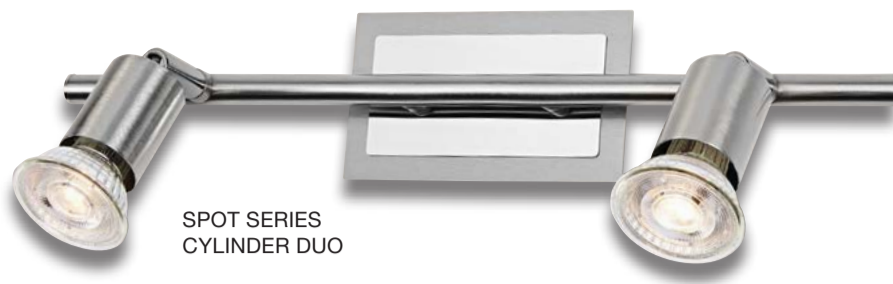
We have numerous other wall
and ceiling lights in our range.

Similar picture

ORBIS and PANEL Essential as well as other powerful basic lights that OSRAM offers are true value-for-money champions and proven all-rounders for every room and customer requirement.

Fast-moving luminaires with a high sales potential – this is what the OSRAM ORBIS and PANEL Essential ceiling luminaires stand for. 45 ORBIS and 16 PANEL versions in numerous sizes, shapes and designs cover all basic requirements.

The range is complemented by attractive entry-level products such as ORBIS Ultra Slim with 3-step Click-Dim and ALISON Wood with an elegant look and clever lighting control. Presented in promotional boxes, these lights encourage impulse purchases and quick sales. This shows that with its OSRAM-branded luminaires, LEDVANCE also offers convincing quality and clever features at entry-level prices, making it your perfect partner for a successful lighting season.



SPOT SERIES
CYLINDER DUO

SPOT-LIGHTS

THE FLEXIBLE, MODERN AND VERSATILE OSRAM SPOTLIGHTS ADD ACCENT LIGHTING TO WALLS AND CEILINGS – AND CREATE A STYLISH ATMOSPHERE.



SPOT SERIES
BRICK



SPOT SERIES HALF WOOD



SPOT SERIES SECTORAL



Whether as a 1-, 2-, 3-, 4- or 6-way spotlight, the OSRAM spotlight families feature impressive versatility and well-thought-out details.

Design meets function. While convenient on/off buttons on some of the single spotlights make operation easier, modern material and colour combinations such as metal with wood or black with gold – some even with a removable ring – provide variable styles and a stylish ambience. This creates luminaires that blend harmoniously into any living environment and are highly functional.

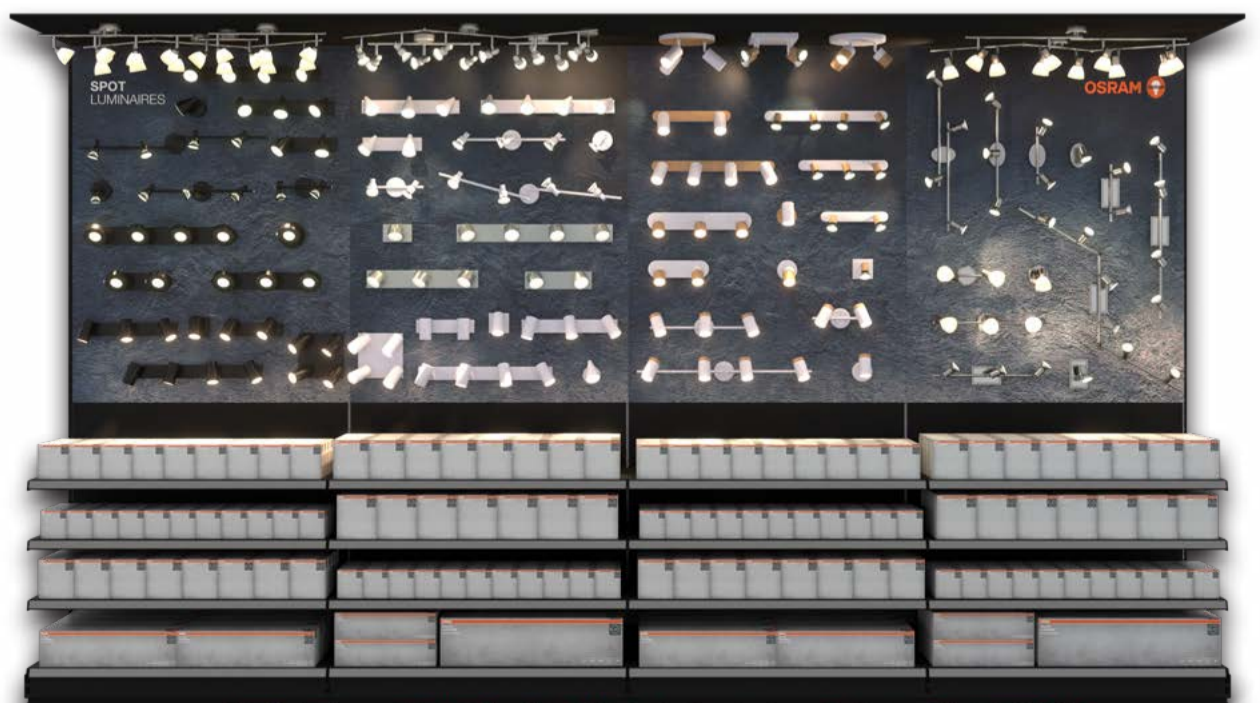


SPOT SERIES ETERNAL



SMART CONSUMER GUIDANCE FOR STRONG SALES

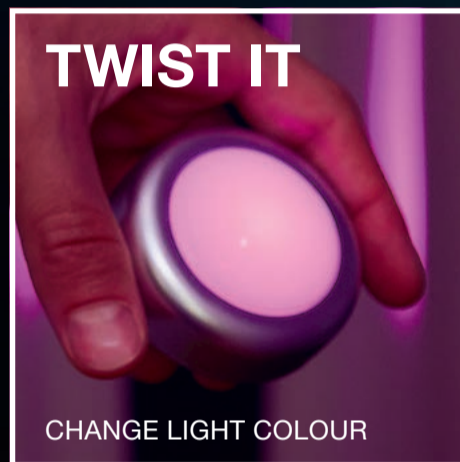
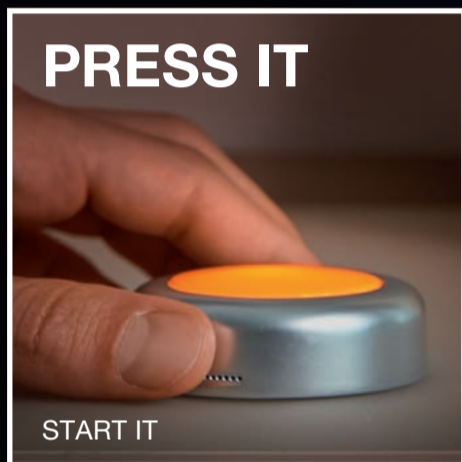
Stronger together in a unified look: wall and ceiling fixtures from one series ensure a uniform design and a harmonious overall appearance in the room.



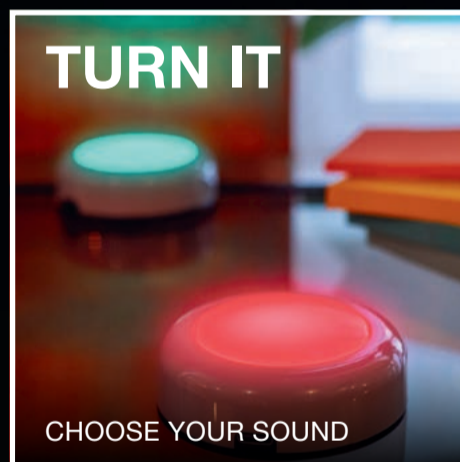
DOT-IT®

TWIST & SHAKE

The small, colourful and versatile DOT-IT® stands out for its clever tech and intuitive, fun usability. It's great as a gift or if you want to treat yourself. This all-rounder is fun, boasts trendy features such as white noise functionality and is a clever revenue booster at the PoS.



SEE IT, FEEL IT, SELL IT
The interactive DOT-IT® display invites you to try it out – and turns curiosity into instant desire.



SMART MACARON

MUSIC & LIGHT



LIGHT. SOUND.
SMART CONTROL.

Smart has never been this fun. SMART MACARON combines RGB light, Bluetooth speakers and smart technology, making it a real must-have. Thanks to the USB-C battery and handy wrist strap or key ring loop, you can take it anywhere – and always have fun.

And because innovation knows no limits, our SMART MACARON has many more clever features: stereo mode for pure musical pleasure, group synchronisation for impressive lighting effects and smart control via the SMART+ app, including timer, child mode and white noise function.

Benefit from our latest trend product –
and add a real highlight to your range.

ABOUT LEDVANCE

With business activities in over 140 countries, LEDVANCE is one of the world's leading general lighting companies. Emerging from OSRAM's general lighting division, LEDVANCE's portfolio includes LED lamps and luminaires, intelligent lighting products, traditional lamps and renewable energy solutions.
#POWERTHROUGHLIGHT

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LEDVANCE

OSRAM



CEILING FANS

LET THERE BE LIGHT – AND AIR

Ceiling fans that include light have great potential on the market. They combine design and comfort, making rooms noticeably cooler in summer, evenly warm in winter, keeping costs low and providing atmospheric lighting with an adjustable colour temperature – compelling selling points for any season.

KEY SELLING POINTS:

- + Summer/winter mode for year-round comfort: up to 4–5°C cooler in summer, energy-efficient heating booster in winter
- + Combination of fan and stylish ceiling light
- + Dimmable & with adjustable colour temperature
- + Quiet at low speed – perfect for the night



CEILING FAN
RETRACTABLE



CEILING FAN
ENCAPSULATE



CEILING FAN
GRILL RING

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LEDVANCE.COM