

CUSTOMER PROFILE:

## thelab – Standard Lighting Helps Deliver Outstanding Results

**Company:** thelab  
New York, NY  
www.thelabnyc.com

**Profile:** Founded in 2002 as a creative retouching company, thelab has grown into a full service creative production agency with offices in New York, Columbus, OH, and Los Angeles.

Using a client first approach thelab provides creative, digital, print, video, and sound services to a range of international brands.

**Challenge:** Providing photography and retouching services for high-end fashion retailers and consumer brands requires a controlled lighting environment that is large enough to view large format point-of-purchase artwork and to have multiple design teams collaborating at the same time.

To be consistent with their clients and other viewing environments in their supply chain, thelab required an ISO 3664:2009 compliant solution. They sought a solution that cast light consistently over a large vertical area, was easy to use and maintain, and due to the high cost per square foot of floor space in Manhattan required minimum floor space.

**Solution:** GTI's vertical wall viewing system with five wall mounted GTI GLE series luminaires that utilize a unique hybrid parabolic and prismatic lens design.

GTI's easy-to-install wall brackets and Munsell N8/ Neutral Gray metal wall panels.

**Results:** The unique hybrid lens design of GTI's GLE luminaires disperses light consistently over the complete wall viewing surface. This design eliminates the soft area often found between luminaires in multi-fixture installations and enables thelab to utilize 100% of their wall viewing space. thelab estimates that this has given them approximately 20 square feet of additional viewing space along with the ability to view very large samples with confidence.

GTI's wall brackets allow the fixtures to be optimally positioned which provides consistent light to the floor with minimal drop-off, shadows, or glare.

The Munsell N8/ Neutral Gray metal wall panels provide the ISO standard neutral background required for viewing and allow artwork to be easily hung and removed with magnets.

"At thelab we place great importance on customer relations, and are consistently seeking ways to provide our clients with better service and products.

We look to partner with suppliers that share these values and GTI certainly does. They worked closely with us to configure our viewing area, their new model luminaires were easy to install and consistently provide excellent light quality. The company and their products have performed as promised."

*Tom Goodwin  
Retouching Director at thelab*



*GLE-1032PH luminaires with hybrid lens design.*



*thelab's viewing room is usually bustling with activity from high-end clients. They were kind enough to remove their client's confidential images so that we could take a quick photo.*