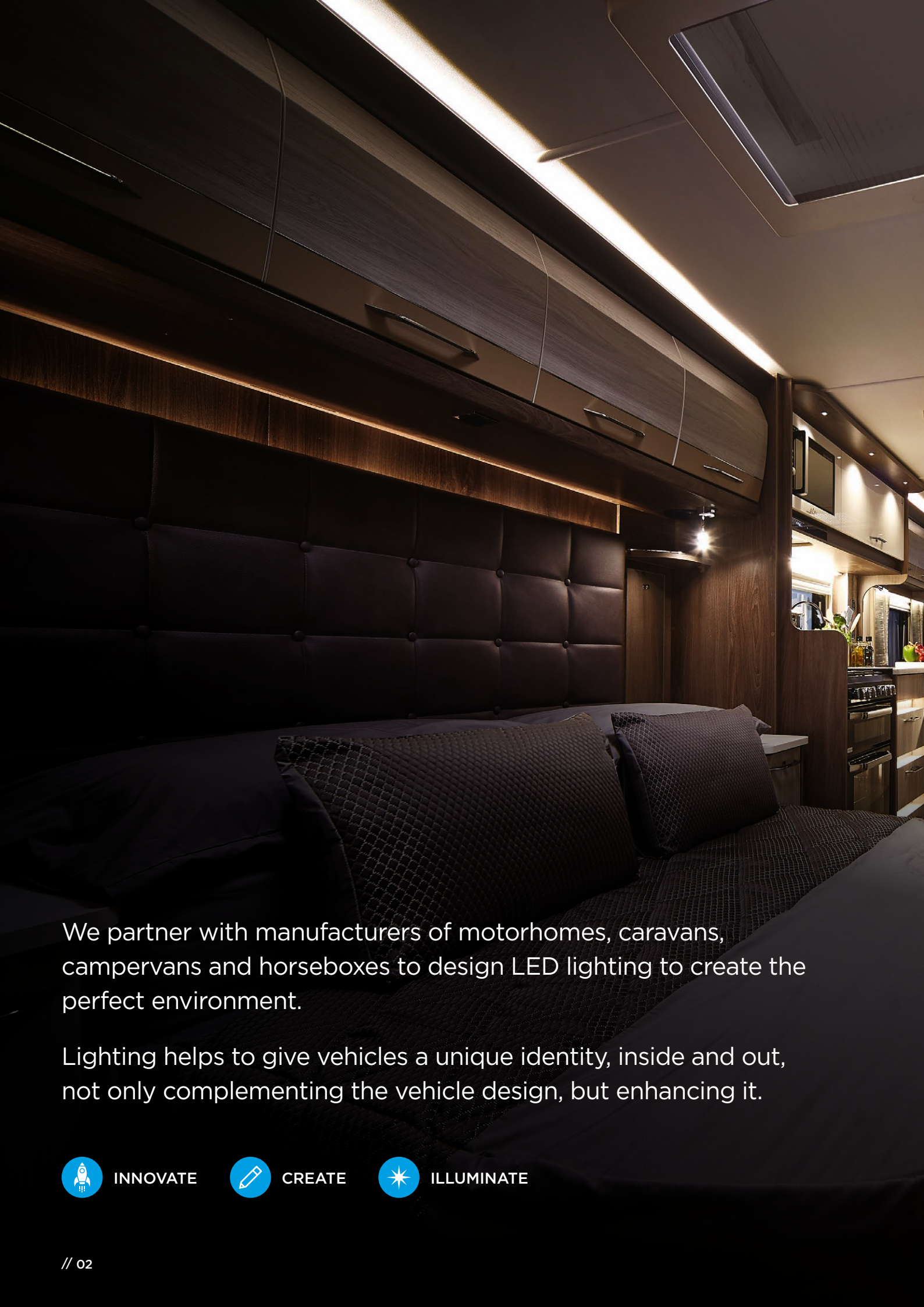


The image shows the interior of a motorhome, likely a luxury model, featuring a modern kitchen, a dining table with food and wine, and a sleeping area. The lighting is warm and ambient, highlighting the wood paneling and the overall design. The word "VENTA" is visible in the top right corner.

VENTA

Intelligent Lighting To Bring
Your Leisure Vehicle To Life.



We partner with manufacturers of motorhomes, caravans, campervans and horseboxes to design LED lighting to create the perfect environment.

Lighting helps to give vehicles a unique identity, inside and out, not only complementing the vehicle design, but enhancing it.



INNOVATE



CREATE



ILLUMINATE



At Venta we don't simply sell products. We adopt a partnership approach to form long-term relationships with our customers. Whether you're designing a new vehicle for next season or have a vehicle you're looking to enhance, we have a range of interior, exterior and road lighting specifically for leisure vehicles, or our in-house design team can create something bespoke.

As part of our initial design consultation, we spend time understanding your brand and values, who your customers are and what they aspire to, where you want to be positioned against your competitors as well as your project and what you're trying to achieve. On site we look in detail at the design of your vehicle inside and out, to see how we can use lighting to bring your vehicle to life, while meeting the needs of the end user and fitting with your brand.

We'll then discuss product requirements including functional requirements, specifications, variants and costs to put together a proposal for you.

Designed for quality.
Designed for manufacture.
Designed for you.

CONTACT US TO ARRANGE YOUR DESIGN CONSULTATION:

 +44 (0)1962 88 44 44

 hello@venta.global

 www.venta.global

Enhancing Leisure Vehicle Interiors With Lighting

Interior lighting decisions often come at the end of the design process. But lighting has a dramatic effect on the overall look and feel of a space. When considered as part of the overall vehicle design phase the results can be amazing.

Lighting effects, colour temperature, colour, glare, shadowing, as well as areas of the interior that could be enhanced or hidden, should all be considered to create the desired look and feel. Different times of day and the range of activities undertaken within the vehicle should also be considered, to identify all the lighting requirements for the interior.

THE LIGHTING LAYERS

The first step is to consider the five layers of lighting and determine the right combination for the vehicle.



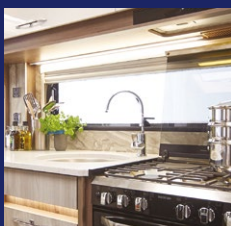
> GENERAL LIGHTING

The main illumination source for your vehicle. It's the practical lighting for everyday use.



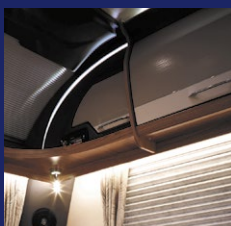
> AMBIENT LIGHTING

Primarily functional and is used to light a complete area; a great partner to general lighting. Typically used on a dimmable circuit and is more adaptable to the needs of the user.



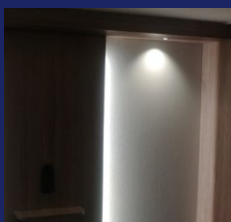
> TASK LIGHTING

Typically a focused light source which is there for a specific need.



> MOOD LIGHTING

Used for eliminating shadows that may be caused by general and ambient lighting. Uplighters, and strip lighting can be effective methods for achieving this in most applications.

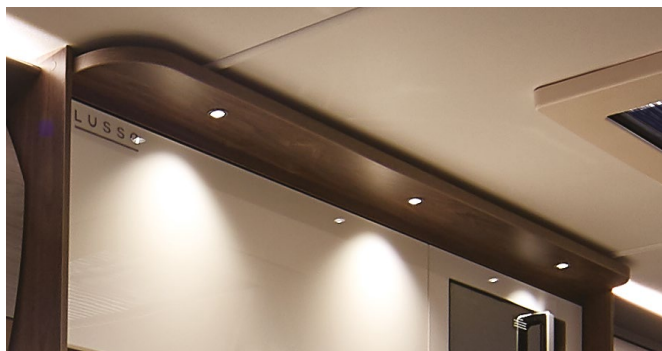


> ACCENT LIGHTING

Used for making a feature of something in the space. We typically use a focused spotlight for this purpose.

LIGHTING EFFECTS

In reality, lighting layers are achieved through installing different lighting effects. There is a range of lighting products that can be used for each.



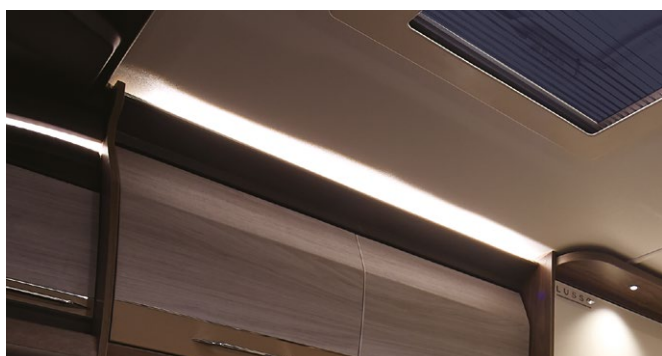
> DOWNLIGHTING

Downlighting is very useful and popular - most central light sources or spotlights will be downlights. It needs to be counterbalanced with adequate ambient lighting to remove unflattering shadows.



> WALL GRAZING

Wall grazing places a light intentionally close to the surface it's to illuminate, effectively highlighting its texture.



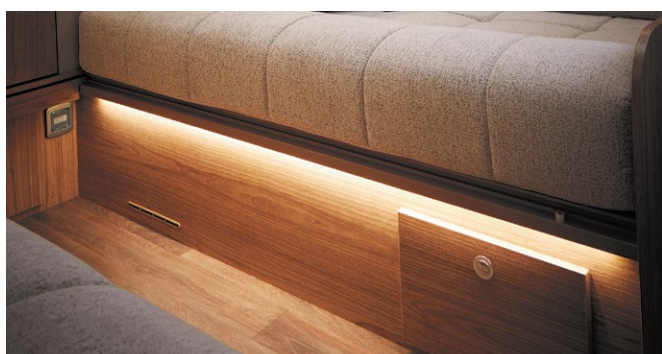
> UPLIGHTING

Uplighting is a much softer alternative to downlighting as it indirectly introduces light into a room by having it bounce off the ceiling and reflect into the room.



> SPOTLIGHTING

Spotlighting is used a lot in task and accent lighting to highlight a particular feature of a room.



> WALL WASHING

Wall washing evenly illuminates a vertical surface in a soft way. Placing the light at an adequate distance ensures the beam reaches the entire surface.



> PERIMETER LIGHTING

Perimeter lighting accentuates the dimensions of a room and expands its apparent size.



Scan the QR Code for more details on how to enhance interiors through lighting.
www.venta.global/insights/enhancing-leisure-vehicle-interiors-with-lighting

LEISURE VEHICLE LIGHTING DESIGNED BY VENTA

We have designed a range of lighting specifically for the leisure sector. For more details on these products visit our website or contact us.



> We have a range of dotless and non-dotless, flexible and rigid strip lighting.



> Davina RGB LED light



> LED Service Light



> Step Edge Lighting

> GENERAL LIGHTING



> Cassandra halo ceiling or feature light



> Interior light for campervans or working areas

> DOWNLIGHTS



> Helayna compact recessed LED downlight



> Isabella recessed LED downlight



> CASE STUDY

Coachman Caravans



Coachman Caravans are a large UK caravan and motorhome manufacturer well-known for their reputation of high quality and well-designed builds. Their aim is to combine innovative new products, materials, design and build techniques to enhance their products and move forward in their quest to create the perfect caravan.



THE CHALLENGE

We began working with Coachman in 2013 whilst the company was planning a major overhaul of its caravan designs. They needed a supplier they could trust to ensure the highest quality possible whilst upgrading their lighting to enhance the luxury feel of their vehicles.

Coachman had a desire to improve their interior lighting, but they didn't yet realise the full range of opportunities that LED lighting could provide for their product.



OUR APPROACH

From the beginning we have worked closely in partnership with Coachman to develop solutions that benefit them and their end users.

We began by taking the time to understand the Coachman brand and vehicles, reviewing their existing lighting with them and offering our recommendations on what was working well and what could be improved.

It became apparent that some of their existing lighting wasn't reaching its full potential with some products providing high glare, sharp points of light and inconsistent colour temperature within the LEDs.

We conducted physical brainstorming sessions with Coachman in their caravans, taking measurements and showing them a range of our products within their space to propose what we thought would work well in different areas to show off the luxuriousness of the caravans.

To enhance the atmosphere of the rooms and to bring the space to life, we looked at a combination of lighting layers, effects and colour temperatures.

To help us meet the technical and aesthetic specifications required to achieve the desired lighting layers and effects, we have designed a number of bespoke solutions together with Coachman over the years.



THE OUTCOME

To this date, we've currently sold over 300,000 items to Coachman, and have provided their team with the knowledge to think about their lighting intelligently right from the very initial stages of design.

"Venta are a forward thinking and progressive supplier to the leisure vehicle industry, we have worked in partnership with them for many years, including the development of a few products which now form part of their standard offering. They are very responsive and customer focused and give exceptional service at all times."

Jason Thompson

Purchasing Director, Coachman Caravans Ltd.



To read the full case study scan the QR Code or visit:

www.venta.global/case-studies

> OUR CERTIFICATIONS



IATF 16949



ISO 9001



ISO 14001



**CONFORMITY OF
PRODUCTION**

INNOVATE. CREATE. ILLUMINATE.

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This literature is intended for illustrative purposes and does not form part of any contract. We reserve the right to change or remove products from our range.

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