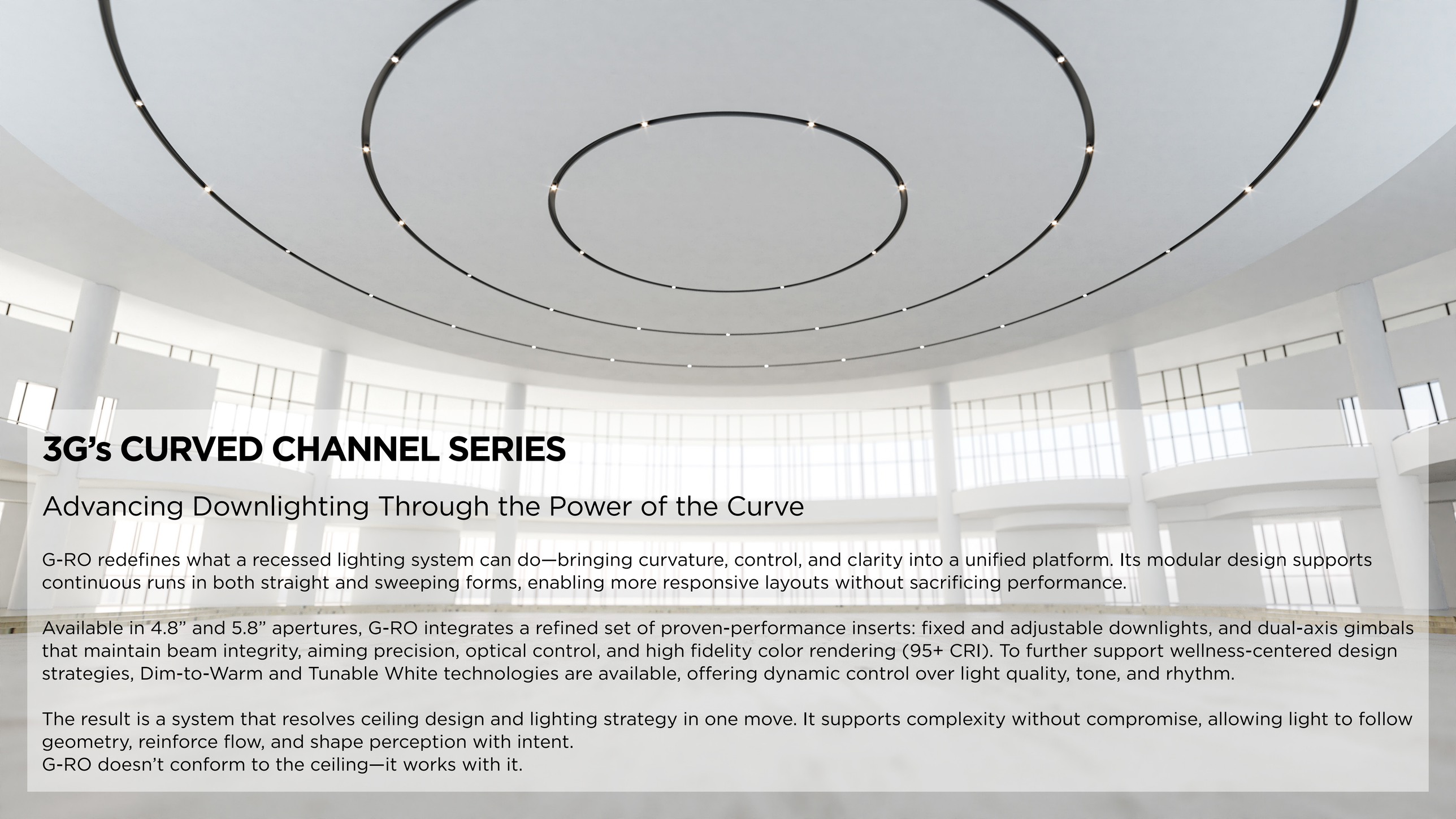
G-RO

GO BIG. **GO** BOLD. **GO** ROGUE.

3G LIGHTING



3G’s CURVED CHANNEL SERIES

Advancing Downlighting Through the Power of the Curve

G-RO redefines what a recessed lighting system can do—bringing curvature, control, and clarity into a unified platform. Its modular design supports continuous runs in both straight and sweeping forms, enabling more responsive layouts without sacrificing performance.

Available in 4.8” and 5.8” apertures, G-RO integrates a refined set of proven-performance inserts: fixed and adjustable downlights, and dual-axis gimbals that maintain beam integrity, aiming precision, optical control, and high fidelity color rendering (95+ CRI). To further support wellness-centered design strategies, Dim-to-Warm and Tunable White technologies are available, offering dynamic control over light quality, tone, and rhythm.

The result is a system that resolves ceiling design and lighting strategy in one move. It supports complexity without compromise, allowing light to follow geometry, reinforce flow, and shape perception with intent.
G-RO doesn’t conform to the ceiling—it works with it.

LIGHTING, ENGINEERED TO MOVE

Precision-Formed Architecture

Standardized radii from **12”** to **48”** and angles of **30°, 45°, 60°, and 90°** allow curved and linear segments to connect cleanly—supporting smooth transitions, repeatable patterns, and precise alignment with architectural geometry.

Visual and System Continuity

All segments maintain consistent aperture and depth, ensuring uninterrupted ceiling lines and eliminating the need to switch systems between curves and straights. The result is a cohesive ceiling design with embedded lighting continuity.

Configured for Complexity

G-RO is built to support complex layouts without becoming a custom project. Radii, angles, and inserts are selected from a predefined system—streamlining design, reducing coordination effort, and ensuring a more predictable installation process.

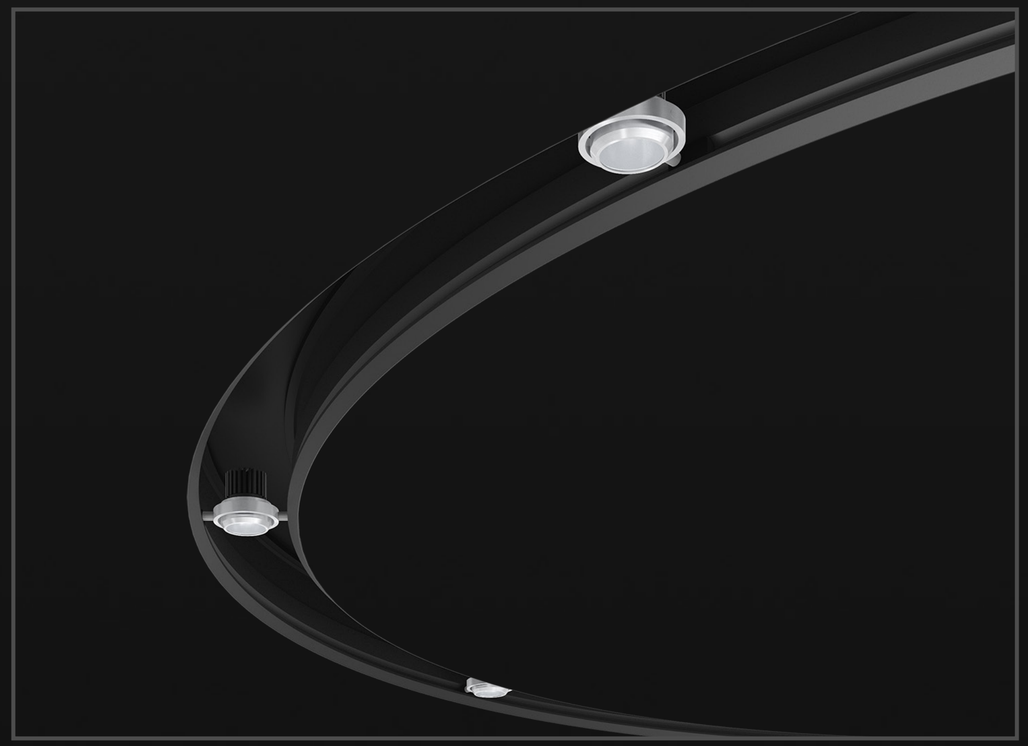
Performance-Driven Downlights

All inserts offer beam angles ranging from 10° to 90°, enabling everything from focused accent lighting to wide, uniform general illumination. Optional softening lenses and louvers are available to reduce glare and fine-tune the lighting experience, especially in visually sensitive or low-ceiling environments. G-RO allows you to shape light with precision while maintaining continuity across curves and transitions.

Part of a Larger Ecosystem

Every downlight available in G-RO is also used across other 3G product families. This enables cohesive lighting design across different ceiling systems while simplifying specifications and ensuring visual consistency throughout the project.

4.8” CURVED SLOT



ILLUMINATED OPTIONS

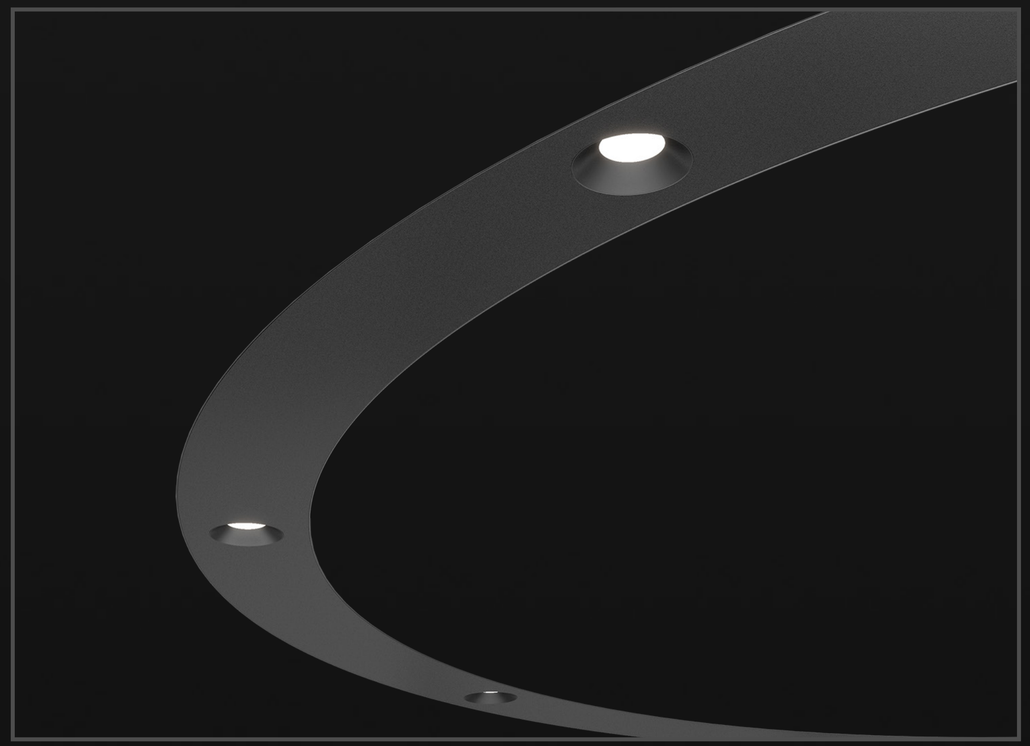
3” ROUND DOWNLIGHT

CLOSED CHANNEL

MINI MADISON DUAL AXIS

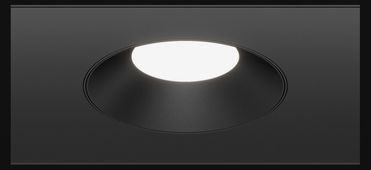
OPEN CHANNEL

5.8” CURVED SLOT



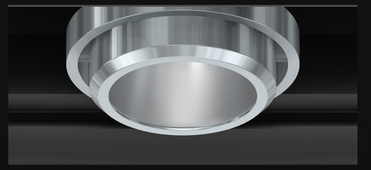
ILLUMINATED OPTIONS

3” ROUND DOWNLIGHT



CLOSED CHANNEL

MADISON DUAL AXIS



OPEN CHANNEL

Curves That Adapt to the Plan

G-RO follows architecture wherever it leads—around corners, through transitions, and along irregular paths. Its consistent channel depth and tight bend options make it easy to carry lighting across changing geometries without disrupting spacing. Whether tracing an edge or outlining a zone, the system flexes with the layout while staying visually and technically precise.

Waldorf Astoria Residences NY

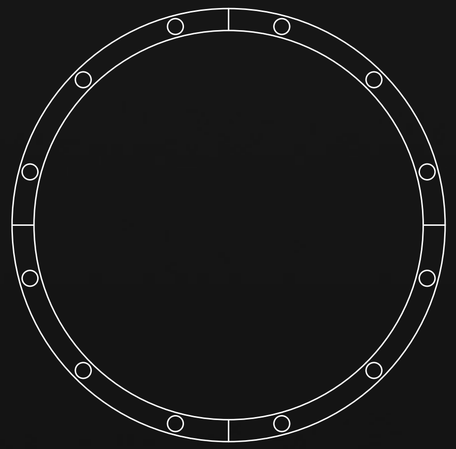
Specifier: Kugler Ning, New York

Precision Without Complexity

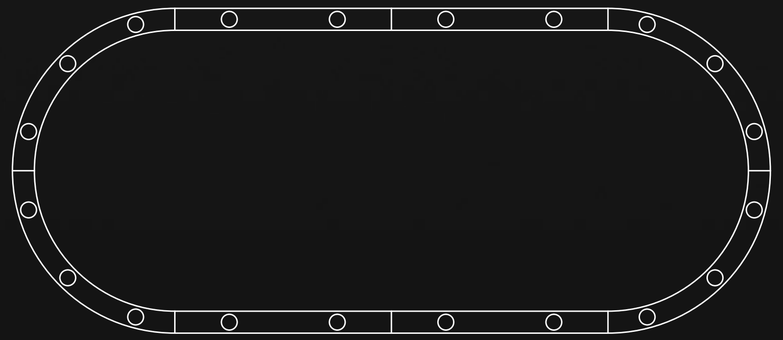
The system supports predictable fixture spacing and consistent aiming across straight and curved runs—reducing layout complexity and minimizing the need for special coordination. G-RO maintains beam performance and cutoff through turns and transitions, helping ensure uniform light levels and clean ceiling integration in enclosed spaces.

SHAPES

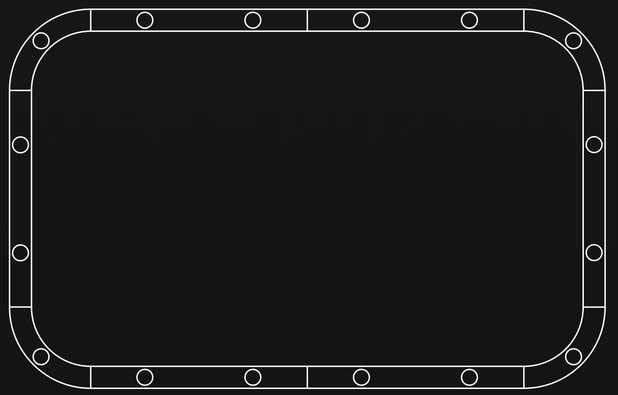
RING



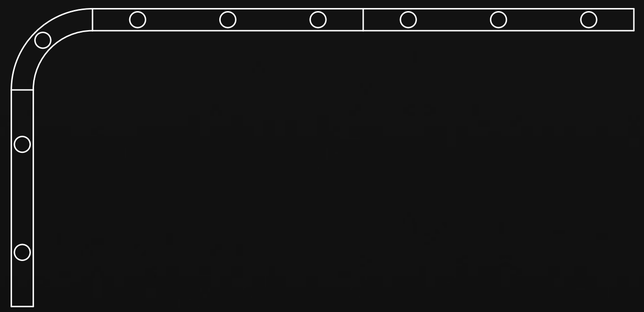
CAPSULE



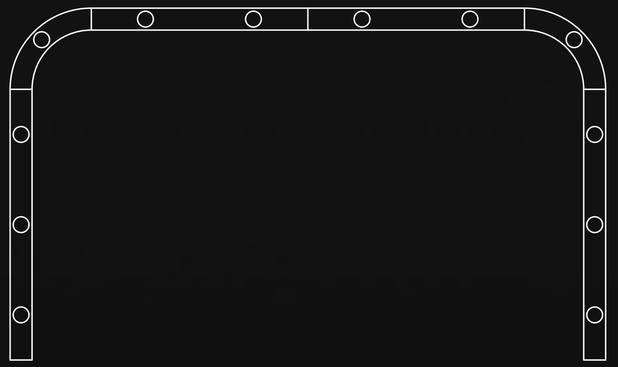
RECTANGLE



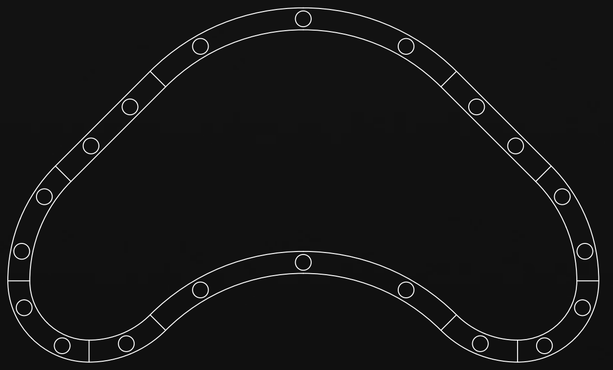
L-SHAPE

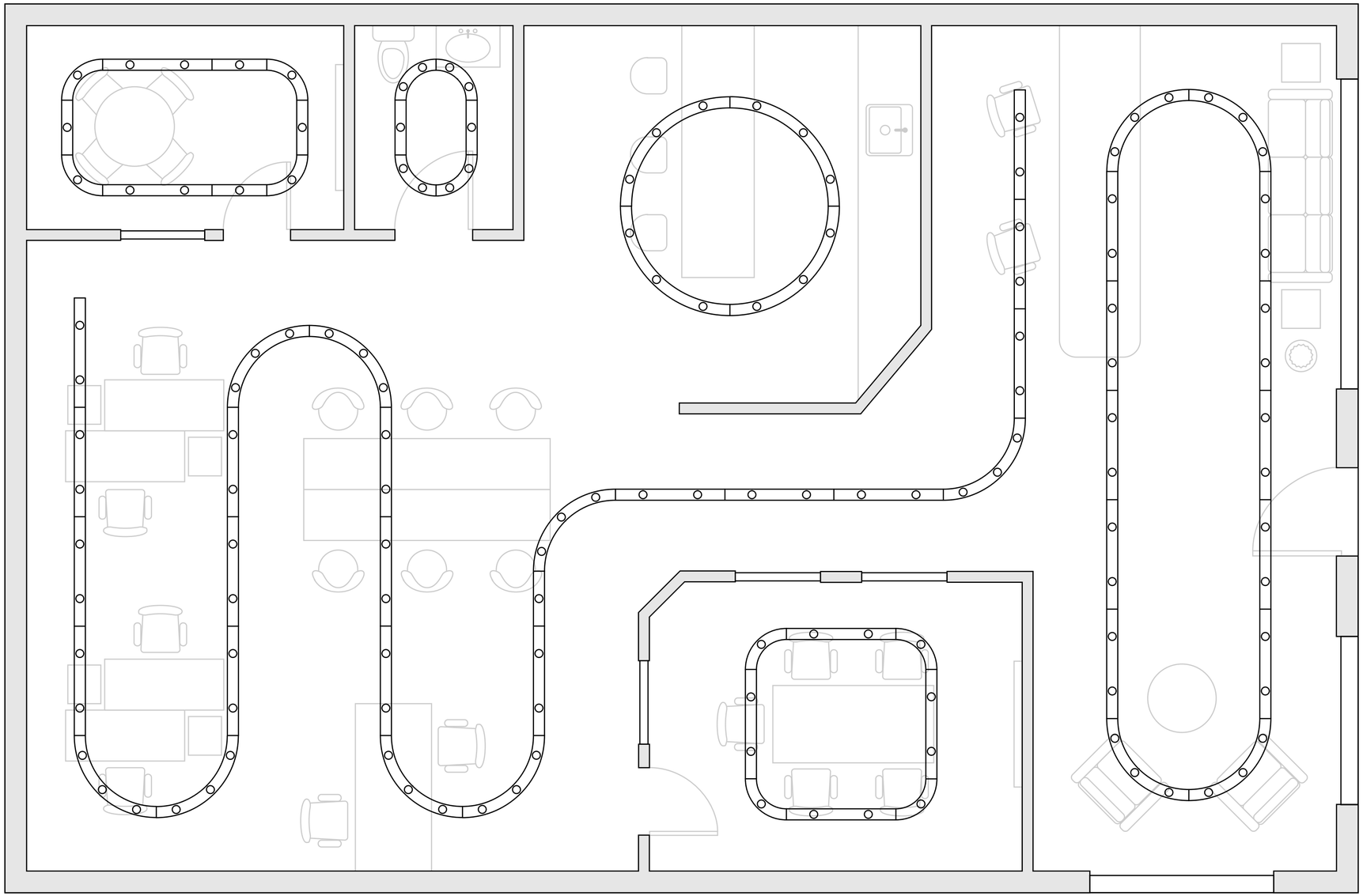


U-SHAPE



CUSTOM





Design that chases the room. Engineering that keeps up

Whether you're planning clean lines or complex paths, G-RO segments are pre-engineered to map to your intent.

What you see is what you can spec.

Quiet Lines, Clear Purpose

Soft transitions that define space without breaking the ceiling plane, G-RO supports both task and ambient lighting through a continuous recessed channel—maintaining spatial clarity while aligning with architectural design goals.

MADISON

Open-Channel Performance. Designed to Show.

Madison defines the open aesthetic of G-RO. As a dual-axis gimbal module with exposed optics and field-adjustable aiming, it creates a performance-driven visual language while maintaining quiet confidence in the ceiling.

Built for higher-output applications and demanding ceiling heights, Madison is available in a range of beam angles with full optical control, and delivers up to 4000 lumens at an efficacy of 132 LPW. 95+ CRI is standard, ensuring color fidelity across every application.

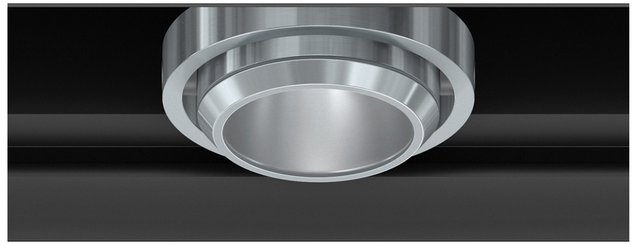
Up to
4000
delivered lumens

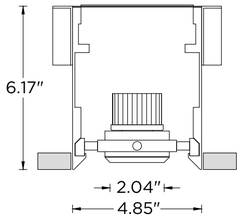
95+CRI
Standard

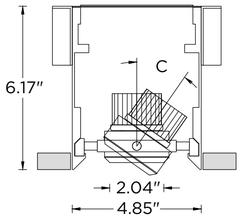
Up to
132LPW

Optics
10°-90°

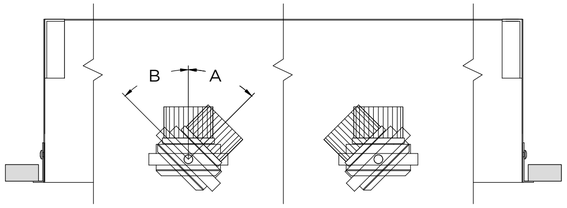
MINI MADISON DUAL AXIS





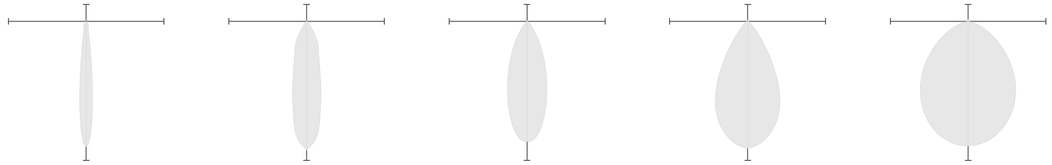


WIDTH



LENGTH

BEAM ANGLES



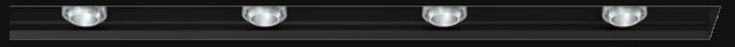
GIMBAL APERTURE:	2.00″
COLOR TEMP:	27K, 30K, 35K, 40K
CRI:	95+
COLOR CONSISTENCY:	<2 SDCM
DELIVERED LUMENS:	1000 - 2250 LM
EFFICACY:	93 - 143 LPW
WATTAGE:	8.5 - 21.2 W
L90:	50,000 HOURS
OPTICS:	10°, 20°, 40°, 60°, 90°

ADJUSTABILITY:

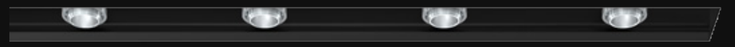
LUMEN OUTPUT	A	B	C
Up to 2000lm	45°	45°	25°
2250lm	45°	45°	20°

WT - WHITE TRIM FLANGE

XTR - TRIMLESS



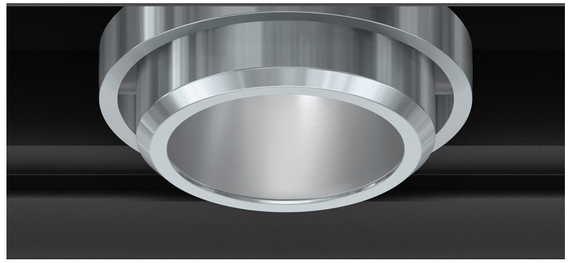
FX - FLANGELESS

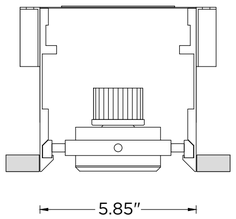


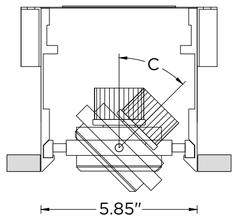
LA Clippers Locker Room

Intuit Dome
G-RO Madison
Specifier: HLB, Denver

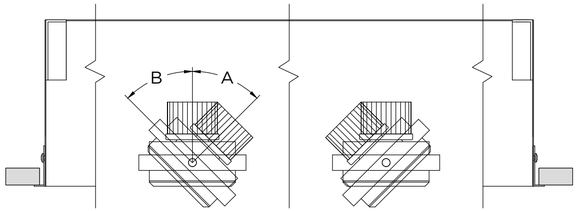
MADISON DUAL AXIS





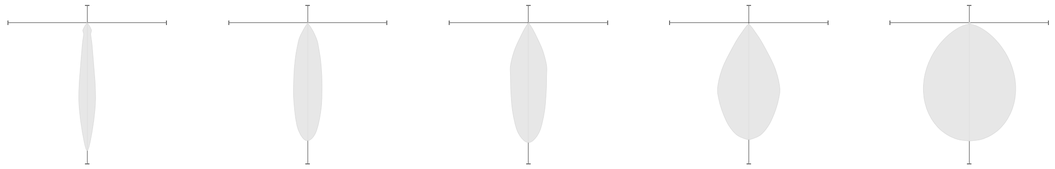


WIDTH



LENGTH

BEAM ANGLES

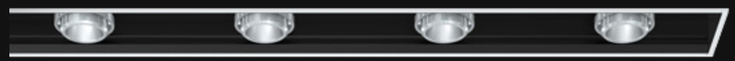


GIMBAL APERTURE:	2.75"
COLOR TEMP:	27K, 30K, 35K, 40K
CRI:	95+
COLOR CONSISTENCY:	<2 SDCM
DELIVERED LUMENS:	1000 - 4000 LM
EFFICACY:	102 - 132 LPW
WATTAGE:	8.1 - 34.2 W
L90:	50,000 HOURS
OPTICS:	10°, 20°, 40°, 60°, 90°

ADJUSTABILITY:

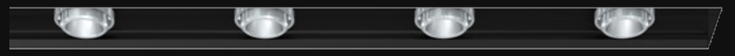
LUMEN OUTPUT	A	B	C
Up to 3500lm	45°	45°	30°
4000lm	45°	45°	20°

WT - WHITE TRIM FLANGE



XTR - TRIMLESS

FX - FLANGELESS



Follow the Crowd

G-RO reinforces the architectural flow with long sweeping curves that mirror seating arrangements and circulation paths. Adjustable Madison modules offer flexible beam direction and a range of optics, helping to balance focused illumination at the front with ambient coverage throughout the room.

3” DOWNLIGHT

A Familiar Format, Optimized for the Channel.

This classic regressed downlight integrates cleanly into the G-RO slot, providing a quiet, enclosed appearance with refined beam control and adjustability. It offers designers a familiar lighting language — reengineered for a continuous recessed platform.

With performance outputs reaching up to 3000 lumens and efficacy up to 144 LPW, it’s a compact workhorse that suits a wide variety of ceiling heights and visual conditions. A regressed optic paired with a standard softening lens delivers effective glare control, while 95+ CRI as standard, ensures accurate color rendering across all applications.

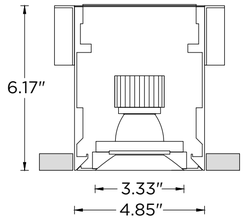
Up to
3000
delivered lumens

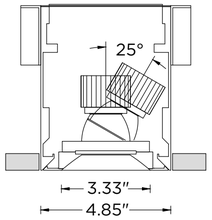
95+CRI
Standard

Up to
144LPW

Optics
10°-90°

3” ROUND DOWNLIGHT





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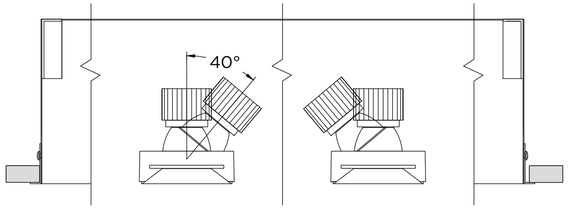
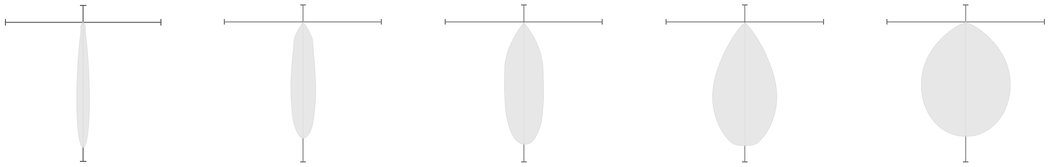


LENGTH

BEAM ANGLES



COLOR TEMP:	27K, 30K, 35K, 40K
CRI:	95+
COLOR CONSISTENCY:	<2 SDCM

3” FIXED DOWNLIGHT

DELIVERED LUMENS:	1000 - 3000 LM
EFFICACY:	86 - 144 LPW
WATTAGE:	8.6 - 31.2 W
L90:	50,000 HOURS

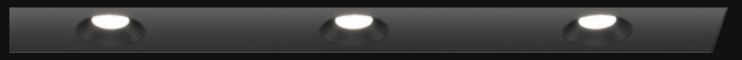
3” ADJUSTABLE DOWNLIGHT

DELIVERED LUMENS:	1000 - 2500 LM
EFFICACY:	67 - 141 LPW
WATTAGE:	9.3 - 32.0 W
L90:	50,000 HOURS

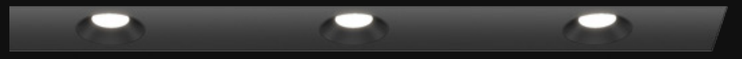
ADJUSTABILITY:	0° - 25° tilt across width 0° - 40° across length 360° lockable rotation

WT - WHITE TRIM FLANGE

XTR - TRIMLESS



FX - FLANGELESS



CRI – COLOR RENDERING INDEX

The Standard for Overall Accuracy

CRI (Color Rendering Index) is a measure of how accurately a light source renders a standardized set of eight pastel colors compared to a natural reference — like daylight or incandescent light. The scale runs from 0 to 100, with values above 90 considered high-fidelity.

At 3G, 95+ CRI is standard across the entire product mix, including all G-RO modules—Madison, Mini Madison, and the 3” downlight. It’s not an upgrade or add-on, but a baseline for quality and visual clarity. This ensures consistent, accurate color rendering regardless of beam angle, intensity, or application.

Our 95+ CRI platform delivers up to 29% greater efficacy than typical 80 CRI systems, without sacrificing output. And with 100% optical efficiency, the light that’s generated is the light that’s delivered—ensuring no wasted lumens and no compromises in system performance.

This level of color accuracy is essential in architectural environments where material finishes, tone relationships, and human presence are all part of the visual story. With 3G, designers can trust that what’s illuminated matches what was intended.

R9 – THE SATURATED RED INDEX

What CRI Doesn’t Tell You

While CRI captures general performance across pastel tones, it omits saturated red — one of the most important components in how we perceive warmth, texture, and realism.

That’s where R9 comes in.

R9 measures how well a light source renders deep, saturated red — a color critical to natural skin tones, wood, leather, textiles, and many warm finishes used in interior architecture. Poor R9 performance can cause spaces to feel flat or cool, even under high-CRI lighting.

The LED platforms used in G-RO’s modules were selected not just for 95+ CRI, but also for strong R9 values. This results in richer, more natural color rendering, particularly in settings where tone and materiality matter — from hospitality and retail to residential and workplace interiors.

R9 doesn’t replace CRI — it completes the picture.

DIM-TO-WARM

Incandescent Behavior, Architectural Precision

Dim-to-Warm mimics the warm glow of incandescent light sources, shifting from a bright 3000K down to a candle-like 1800K as it dims. The result is a natural visual cue that supports rest, intimacy, and warmth.

This transition isn't just about ambiance — it reflects how people intuitively respond to light that softens as activity winds down. It's ideal for residential settings, restaurants, hospitality lounges, or anywhere mood and atmosphere are central to the experience.

Dim-to-Warm is available in Madison, Mini Madison, and the 3" downlight, offering smooth color transitions without compromising beam control or architectural detail.

TUNABLE WHITE

Lighting That Responds to People and Time

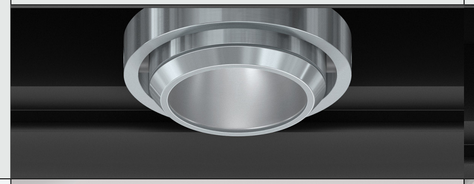
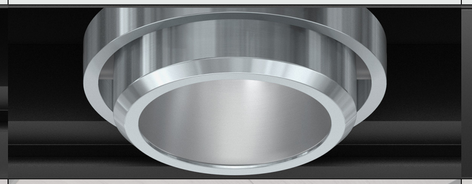
Tunable White provides full-spectrum control over color temperature — from 2700K to 6500K — independent of intensity. This makes it ideal for spaces where lighting must adapt to changing tasks, times of day, or user preferences.

It supports circadian lighting strategies in workplaces, helps classrooms match activity to time of day, and gives retail or gallery settings the flexibility to tune light to materials, displays, or even natural daylight.

Tunable White is available in Madison and the 3" downlight modules, enabling dynamic light environments that shift not just in brightness, but in feel.

Choosing the Right Approach

Use Dim-to-Warm where the goal is warmth and wind-down. Use Tunable White where the goal is adaptability and alignment with time and task. Both options bring color temperature control into the architectural plane — quietly, cleanly, and without compromise.

FEATURE	MINI MADISON	MADISON	DOWNLIGHT SLOT (ROUND)
			
APERTURE	4.8”	5.8”	4.8” or 5.8”
OPTIC TYPE	50mm Gimbal	70mm Gimbal	3” Round Downlight
DELIVERED LUMENS	800 - 2250lm	800 - 4000lm	1000 - 3000lm
ADJUSTABILITY	45° x 35° Tilt	45° x 45° Tilt	Fixed or Adjustable (40° Tilt + 360° Rotation)
BEAM ANGLES	10°, 20°, 40°, 60°, 90°	10°, 20°, 40°, 60°, 90°	10°, 20°, 40°, 60°, 90°
CCT RANGE	2700K - 4000K	2700K - 4000K	2700K - 4000K
COLOR TUNING	Tunable White, Dim-to-Warm	Tunable White, Dim-to-Warm	Tunable White, Dim-to-Warm
CRI	95+	95+	95+
GLARE CONTROL	Hexcell Louver Available	Snoots and Louvers Available	Regressed Optic with Softening Lens

3G LIGHTING is a family owned and operated architectural lighting manufacturer based in toronto, canada.

We proudly design and manufacture all of our products in-house while delivering industry leading turnaround times.

3G delivers innovative and award winning lighting fixtures to all business verticals including hospitality, retail, commercial, corporate, and residential projects.

We continue to build on years of industry insight and experience, successfully meeting client demands with our broad range of products.

A tradition of exceptional craftsmanship has positioned 3G LIGHTING as one of the world's leading lighting manufacturers.

SUBSCRIBE