

Achieve
this result
for only
\$315.⁸⁸

Sample Pricing LED Merchandising Look Book

LIGHTING FOR **IMPACT**

Our retail LED shelf lighting solutions get results everyone can see...

Our made-for-retail LED lighting is proven to positively influence shoppers, earn extra attention for displays, improve perception of the in-store environment — **and grow your sales!**

Proven results: A recent test reinforces that illumination not only *improves the shopper experience*, but leads to significantly higher sales and profitability! Simple and effective. You **will sell more** by including our lighting in your merchandising designs.

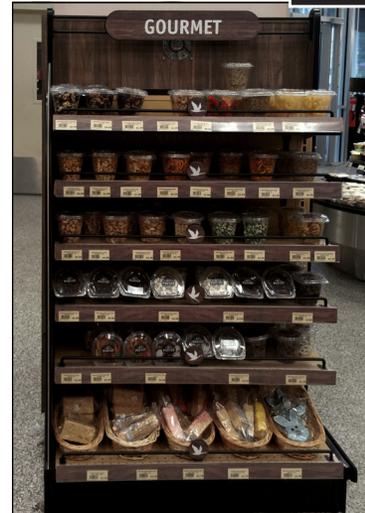
The difference is easy to see!



BEFORE AFTER

| Performance of Illuminated Sections | |
|---|--------|
| Unit sales change | +37.1% |
| Shopper Conversion | +32.0% |
| Dollar Sales | +43.7% |
| Return on investment Year 1 | 5.8 |
| Days to pay off investment Year 1 | 54 |
| Performance of Sections Non-Illuminated | |
| Unit sales change | +3.1% |
| Shopper Conversion | -1.4% |
| Dollar Sales | +14.0% |

Sections Illuminated: Candy bars, candy bags, breakfast, and spirits. Sections Non-Illuminated: Meat snacks, Frito Lay, seeds, cookies, and nuts. Performance comparison: Q3 2021 vs. Q3 2022. Customer traffic change +3.9%.



Pegged Candy

Use our solutions to bring extra attention to otherwise difficult-to-light displays. Our patented mounting options let you feature “*unnoticed*” undercounter assortments with ease.

| |
|-------------------------------------|
| Channel / Display Category |
| Convenience / Pegged Candy |
| Section(s) |
| 4-foot Undercounter |
| Fixture Media |
| Pegged |
| Lighting Solution |
| C-Channel (Down Lighting) |
| Mounting |
| (1) Adhesive, (2) C-clip for Pegged |
| Number of Shelves |
| 3 |
| Price |
| \$117.⁰⁸ |

5-year warranty. Order ships in 2-3 weeks.
Easy-install: Plug and play system with no tools required.



Grocery Checkout

Easily highlight popular impulse items above the belt at checkout. Our lighting captivates the shopper during their final moments in your store.

| |
|-----------------------------|
| Channel / Display Category |
| Grocery / Candy, Gum, Mints |
| Section(s) |
| 3-foot wire shelving |
| Fixture Media |
| Wire |
| Lighting Solution |
| C-Channel (Down Lighting) |
| Mounting |
| C-clip for wire |
| Number of Shelves |
| 5 |
| Price |
| \$129.⁰⁹ |



5-year warranty. Order ships in 2-3 weeks.
Easy-install: Plug and play system with no tools required.

End Caps

Let your end cap assortments and promotions achieve greater sales with attention-commanding lighting. Grocery, convenience, specialty — any end cap can accomplish more.

| |
|----------------------------|
| Channel / Display Category |
| Convenience / End Cap |
| Section(s) |
| 3-foot metal shelving |
| Fixture Media |
| Metal |
| Lighting Solution |
| C-Channel (Down Lighting) |
| Mounting |
| Magnetic |
| Number of Shelves |
| 6 |
| Price |
| \$195.⁸¹ |

5-year warranty. Order ships in 2-3 weeks.
Easy-install: Plug and play system with no tools required.



Sales
increases
up to
24%*

Loss Prevention

Easily transform dark and hidden locked assortments into "featured" and showcased items with our LED solutions. Prevent shrink and sell more across any security display.

Channel / Display Category

Grocery / Wellness & HBA

Section(s)

4-foot locked security case

Fixture Media

Metal and Glass

Lighting Solution

C-Channel (Down Lighting)

Mounting

Adhesive and Magnetic

Number of Shelves

3 pegged rows, 5 shelves

Price

\$223.⁴⁰



5-year warranty. Order ships in 2-3 weeks.
Easy-install: Plug and play system with
no tools required.

A growing challenge...

*Don't let combating the growing shrink
problem leave your sales in the dark.*

NOT this



THIS!



Self Checkout

Highlight impulse items at self-checkout to earn extra shopper attention during the “reward phase” — and watch your sales grow.

Channel / Display Category

Grocery/Mass / Self Checkout

Section(s)

4-foot fixture + 2-foot wire shelves

Fixture Media

Wire and Metal

Lighting Solution

C-Channel (Down Lighting)

Mounting

C-clip and Magnetic

Number of Shelves

12

Price

\$258.⁶⁵

5-year warranty. Order ships in 2-3 weeks.
Easy-install: Plug and play system with
no tools required.



Sales
increases
up to
22%*

Checkout Station

Highlighting sweet and salty at checkout (*along with other impulse items*) — will maximize attention for last minute items during your shoppers' quick visits.

Channel / Display Category

Convenience / Checkout

Section(s)

(x2) 4-foot Checkout Towers with (x1) 6-foot Undercounter

Fixture Media

Metal and Wire

Lighting Solution

C-Channel (Down Lighting)

Mounting

C-clip for Wire/Magnetic for Metal

Number of Shelves

20

Price

\$656.⁴⁰

5-year warranty. Order ships in 2-3 weeks.
Easy-install: Plug and play system with no tools required.



**Sales
increases
up to
42%***

Micro Market

Breaktime sales improve with our attention-getting lighting. Convert from dark and ordinary to elegant and inviting. You *will* sell more.

Channel / Display Category

Micro Market / Breaktime snacks

Section(s)

(x3) 3-foot wooden cabinets

Fixture Media

Wood and Wire

Lighting Solution

Wall Washers and C-Channel
(Down Lighting)

Mounting

Screw mount/tape mount/C-clip
for wire

Number of Shelves

8 wire shelves, 7 wooden shelves,
2 pegged row

Price

\$767.²⁴

5-year warranty. Order ships in 2-3 weeks.
Easy-install: Plug and play system with crosshead
screwdriver required.



Spirits & Wine

When *lighted* — product contents and labeling do the selling for you! You will sell *more* of any product enhanced by our easy-install retail lighting systems.

Channel / Display Category

Liquor / Spirits Shelving

Section(s)

(x4) 3-foot metal shelving

Fixture Media

Metal

Lighting Solution

J-Channels (Up/Down Lighting) and
C-Channels (Down Lighting)

Mounting

Pricing Channel 1/4 turn cam
attachment and magnetic

Number of Shelves

12

Price

\$1,078.⁷⁷

5-year warranty. Order ships in 2-3 weeks.
Easy-install: Plug and play system with
cam wrench included.



Sales
increases
of up to
28%*

Healthy Snacking

Healthy and fresh better-for-you snacking is highlighted with easy-install overhead illumination. Our energy-efficient, high-output Wall Washers achieve an 8-foot distance.

| |
|---------------------------------|
| Channel / Display Category |
| Grocery/ Better-for-you snacks |
| Section(s) |
| (x5) 4-foot gondolas |
| Fixture Media |
| Metal |
| Lighting Solution |
| Wall Washer (Overhead Lighting) |
| Mounting |
| Bracket to gondola upright |
| Number of Shelves |
| 35 |
| Price |
| \$1,330.⁰⁴ |

5-year warranty. Order ships in 2-3 weeks.
Easy-install: Plug and play system with no tools required.



**Sales
increases
up to
22%***

Health & Beauty

Easily differentiate your shoppers' experience in the HBA aisle with our Valance Lighting. Diffused light sets an elegant and ideal tone for these personal basket selection moments.

| |
|-----------------------------------|
| Channel / Display Category |
| Grocery/ Health & Beauty (HBA) |
| Section(s) |
| (x8) 4-foot gondolas |
| Fixture Media |
| Metal |
| Lighting Solution |
| Valance Light (Overhead Lighting) |
| Mounting |
| Bracket to gondola upright |
| Number of Sections |
| 8 |
| Price |
| \$1,694.²³ |

5-year warranty. Order ships in 2-3 weeks.
Easy-install: Plug and play system with no tools required.



Sales
increases
up to
40%*

Pharmacy / Wellness

Our solutions offer merchandising flexibility and install seamlessly with all major pusher systems.

| |
|---|
| Channel / Display Category |
| Grocery / Pharmacy Pushers |
| Section(s) |
| (x5) 4-foot pusher shelving |
| Fixture Media |
| Metal |
| Lighting Solution |
| J-Channel (Up and Down Lighting) on shelves using pusher systems |
| Mounting |
| Pricing Channel 1/4 turn cam attachment |
| Number of Shelves |
| 38 |
| Price |
| \$2,276.⁵³ |

5-year warranty. Order ships in 2-3 weeks.
Easy-install: Plug and play system with
no tools required.



**Sales
increases
up to
29%***

Wine Display

From a single fixture to an entire aisle, our lighting earns additional shopper attention for whatever you wish.

Channel / Display Category

Grocery / Wine & Spirits

Section(s)

(11) 4-foot (W) standard gondolas

Fixture Media

Metal

Lighting Solution

Wall Washer w/ Shroud (Overhead)

Mounting

Bracket to gondola upright and pricing channel 1/4 turn cam attachment

Number of Shelves

57

Price

\$2,767.²³

5-year warranty. Order ships in 2-3 weeks.
Easy-install: Plug and play system with no tools required.



Sales
increases
up to
37%*

Your Lighting for Impact Advantages...

- **Custom Design Consultations**

Tell us your vision and we'll do the design layout for you.

- **Quick Customized Quotes**

Quote turnaround time is within an industry-leading 2-3 days.

- **Value Engineered Systems**

We design to maximize performance while minimizing components. Our approach adds value and lowers overall costs, offering a big savings compared to competitive systems.

- **In-Stock Inventory**

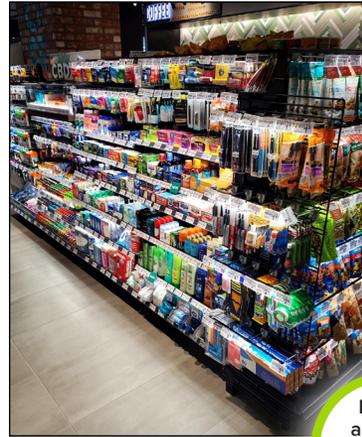
Our large on-hand inventory is ready to ship — no more projects held hostage by availability.

- **Fast Delivery**

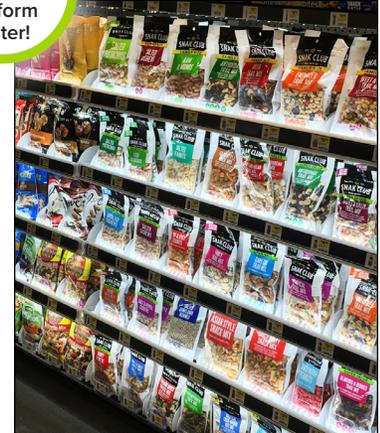
We offer an industry leading 2-week lead time on most orders, and expedited processing is always available upon request.

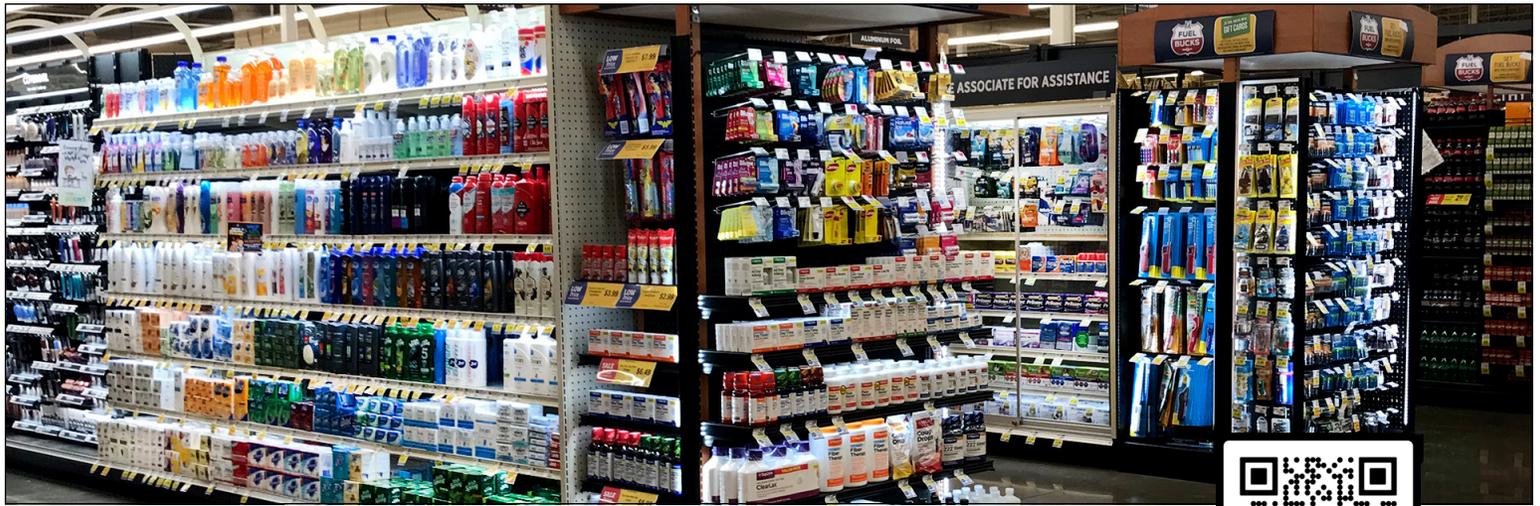
- **Expert Installation**

Our national network of reliable installation professionals have you covered — managing the in-store installation process start to finish.



Make all your categories perform better!





Affordable. Simple. Dramatic. Effective.

Integrate our affordable, easy-install LED lighting into your store's displays.
You **will sell more**. Contact us to request a quote today!

** Sales increase percentages data from independent studies conducted by retailer(s) and shared with Lighting for Impact. Some citations include primary data from Lighting for Impact test results.*

Scan to download our LED
Merchandising Solutions catalog.

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