

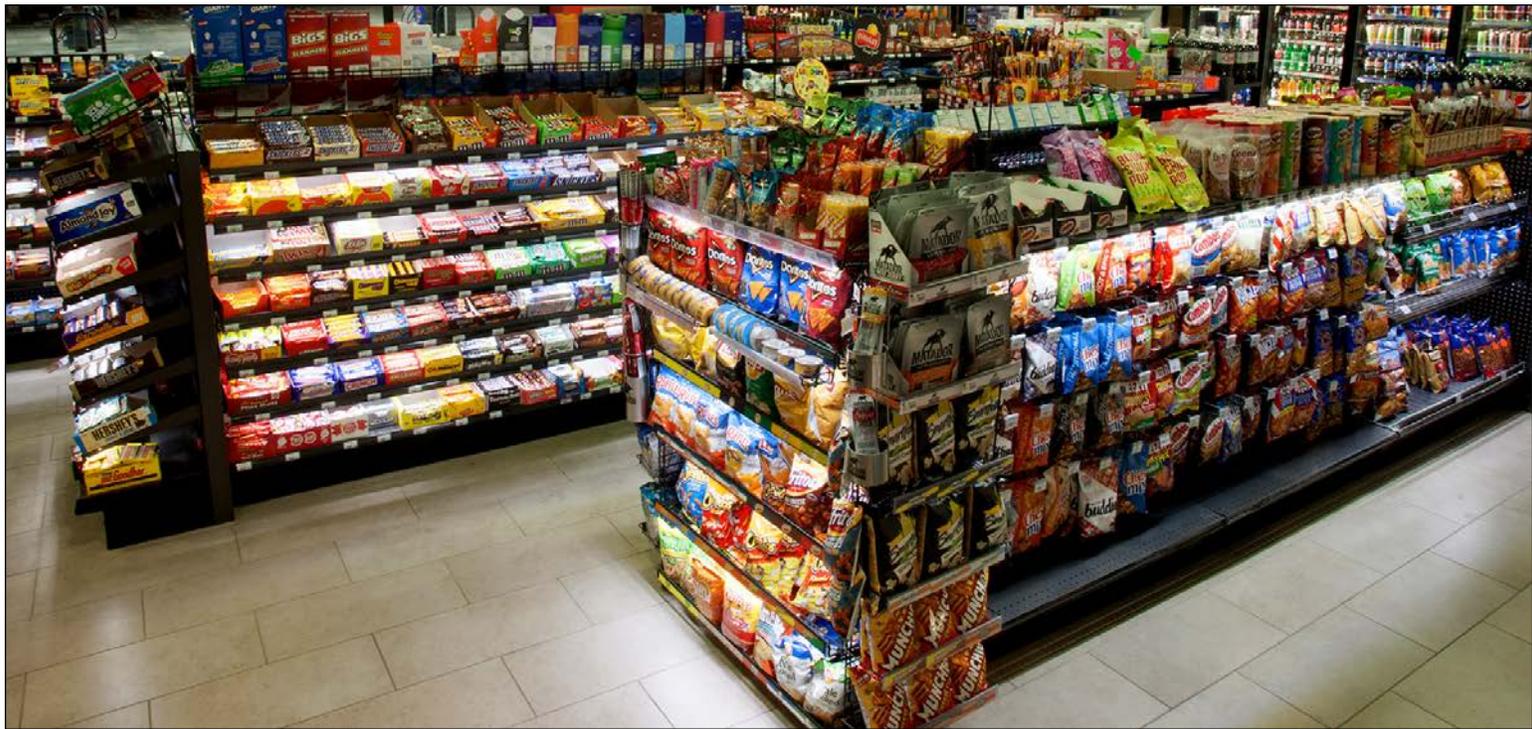


## What Others Are Saying...

A collection of quotes from Lighting for Impact customers and retail industry professionals on the importance of lighting.

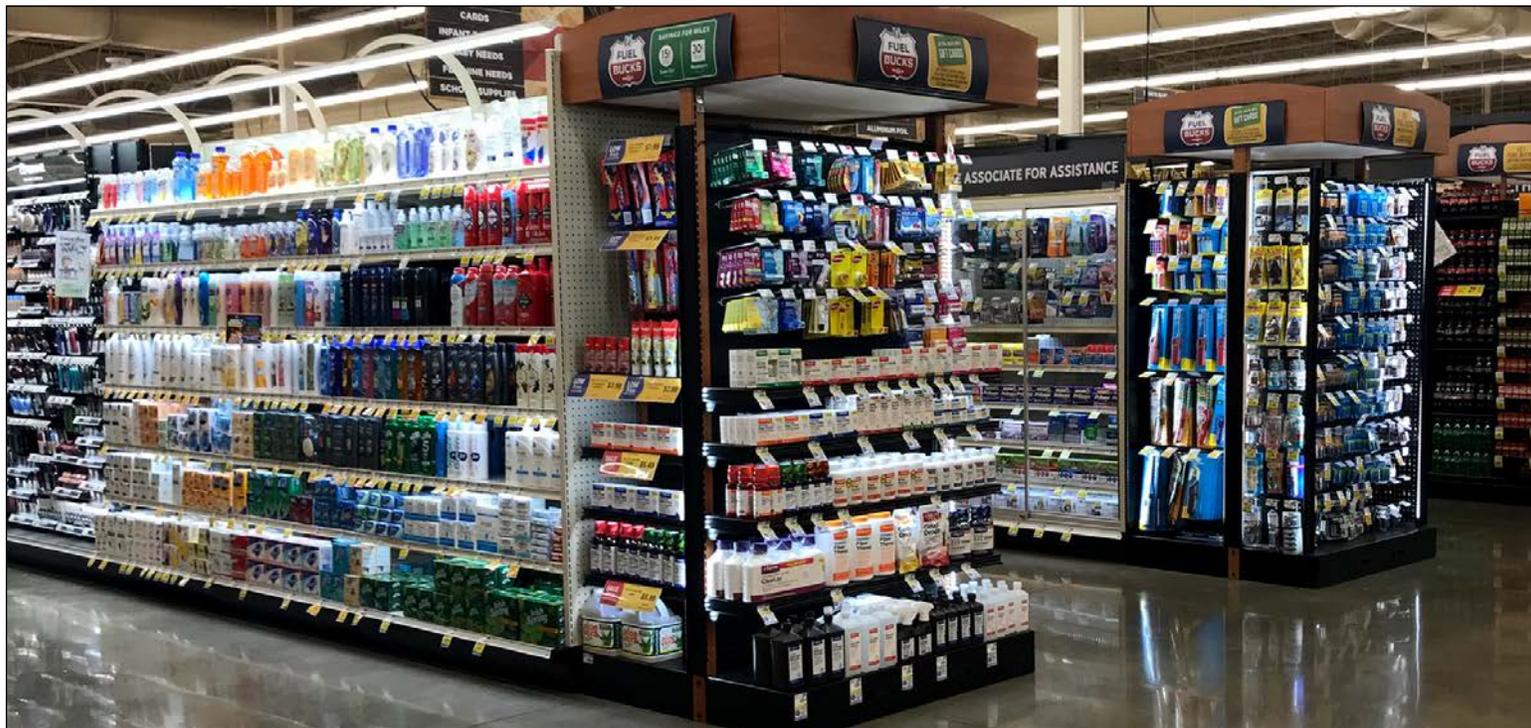
LIGHTING FOR **IMPACT**





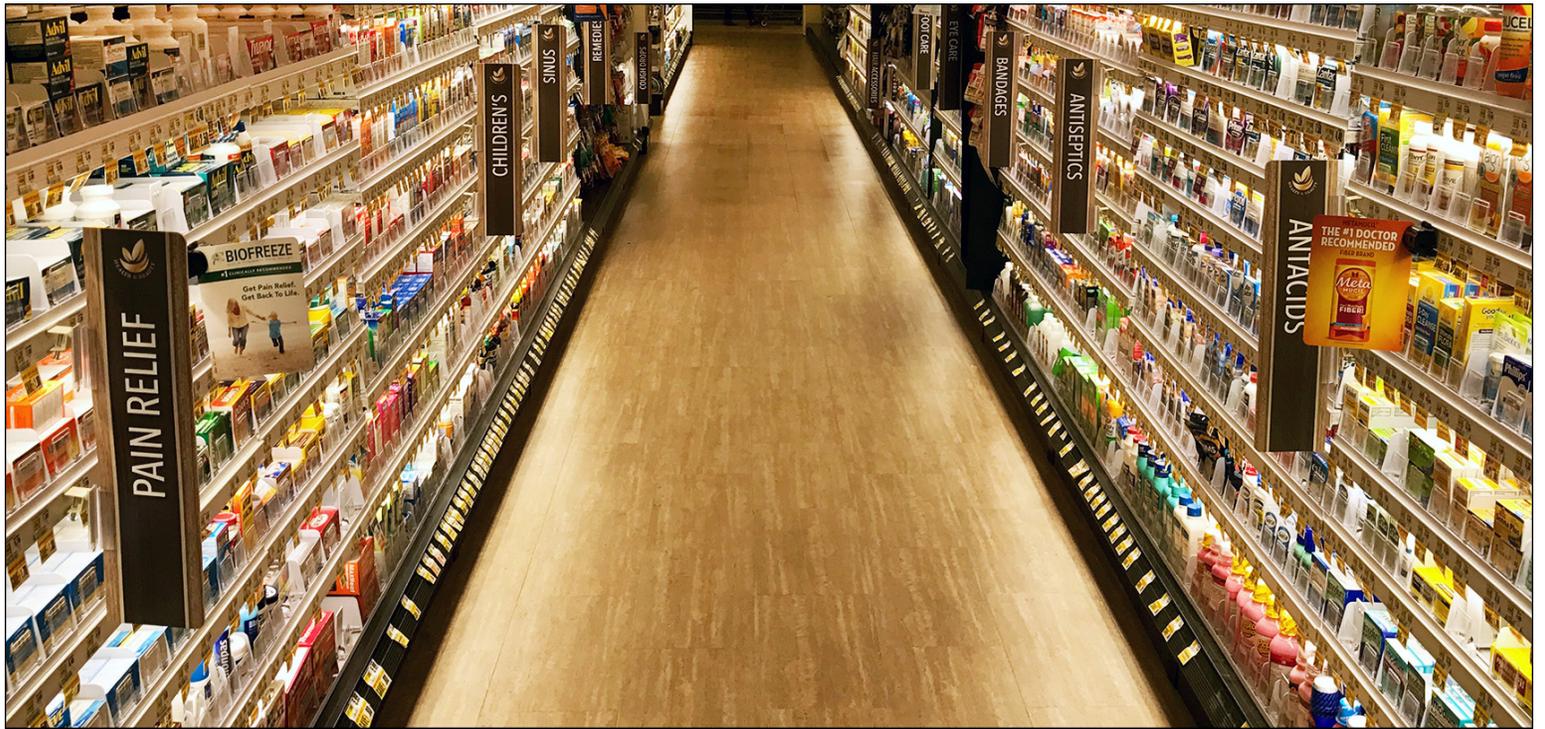
“Light your display like it’s important!  
Remember, light makes the merchandise pop.”

— Bob Phibbs, The Retail Doctor



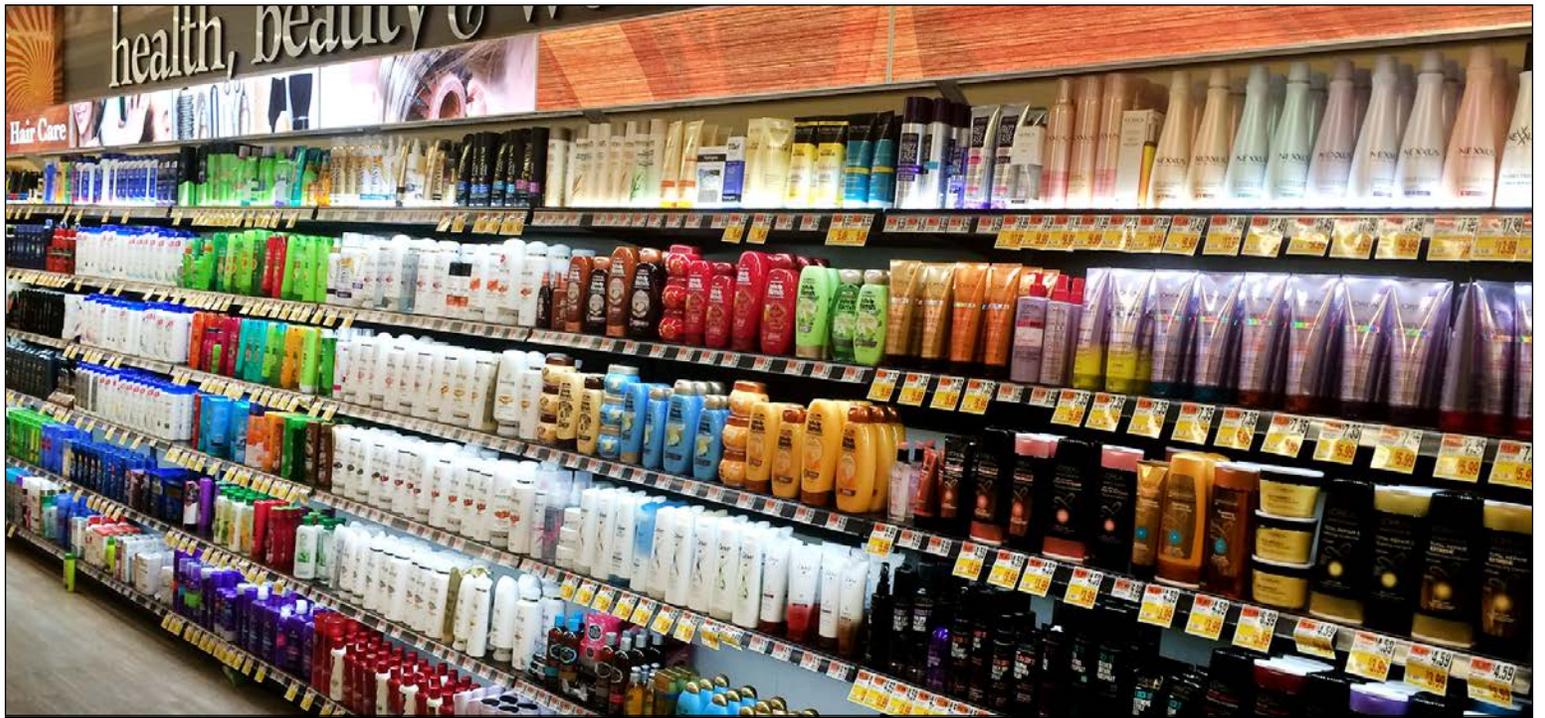
Research has shown customers select twice as many items from shelving with integrated lighting, than those with none.

— LUXREVIEW



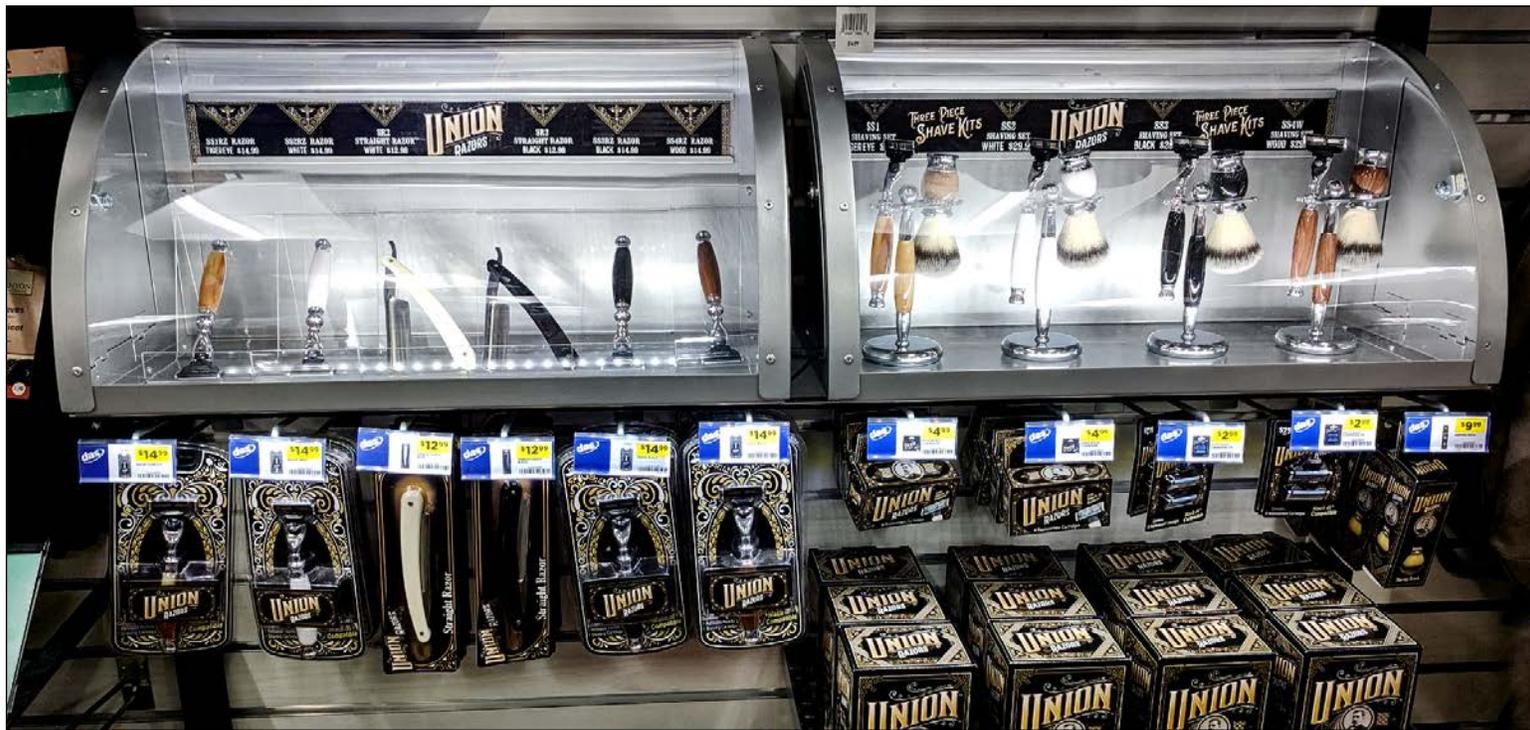
“Lighting impacts on every aspect of the retail experience, from brand and product perception to consumer engagement and mood.”

— Mihaly Bartha, Head of Lighting at GPstudio



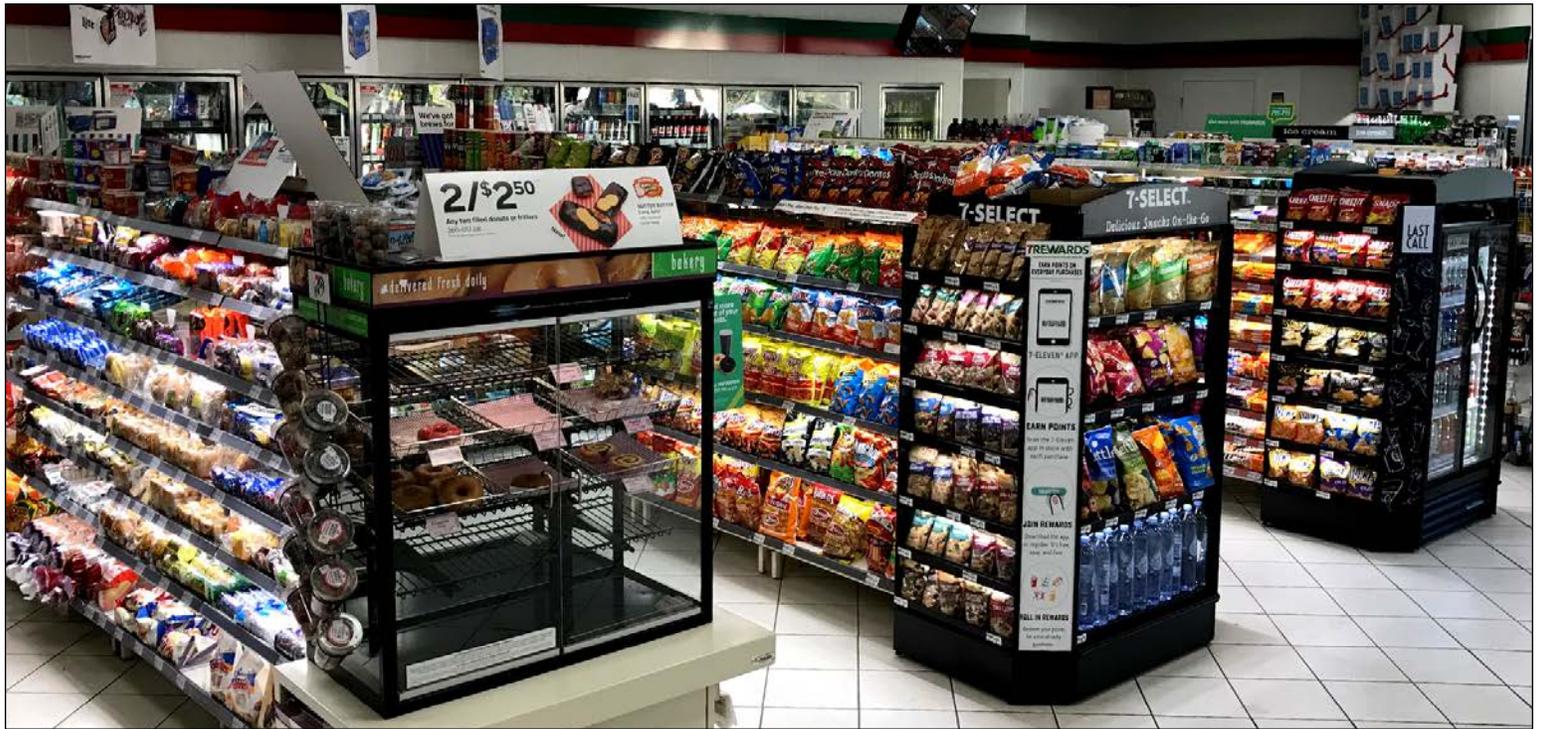
“We worked with Lighting for Impact to design an LED merchandising solution for our new store’s HBA department. The LED lighting makes the department feel light and bright – making it more inviting for our shoppers to browse and shop. The LED header panels enable shoppers to easily navigate to categories on their lists. Lighting for Impact was a great partner in helping us select the right LED components and installing at the store. We couldn’t be happier with the results!”

— Lori Bryant, Project Manager of Store Planning, Big Y



“Can retail lighting boost sales? Absolutely! Yes! We worked with a big European retailer who saw their sales go up 40 percent. We worked with a retailer on Bond Street and their sales went up 17 percent. So yes, is the short answer.”

— Paul Nulty, Lighting Designer, Founder of Nulty



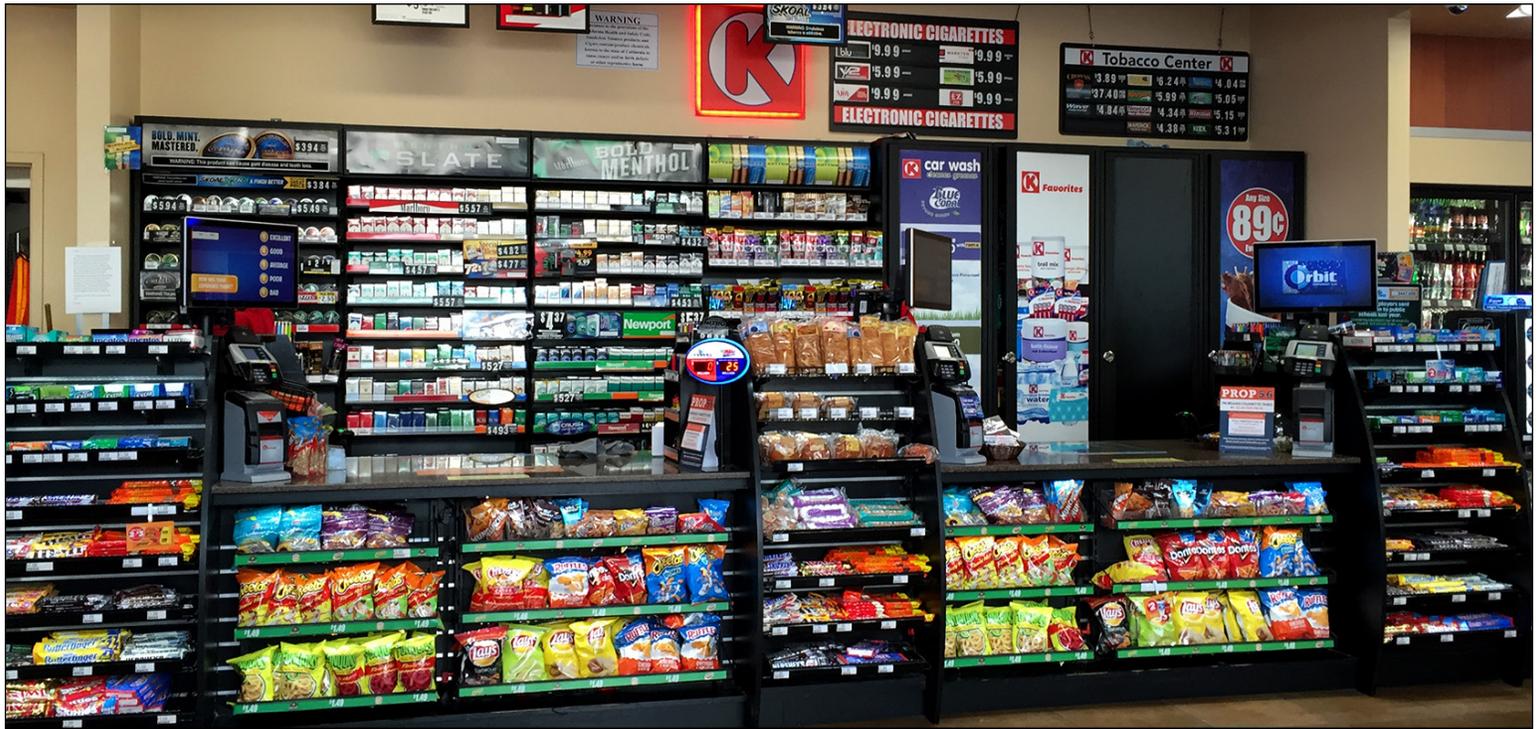
“Lighting for Impact is a great company to work with, and I have recommended you to many others I work with!”

— R. Jones, Laird Plastics



“Lighting is important in any retail shop, but it’s particularly critical in tight quarters. If a corner of your store is not well lit, that square footage is as good as lost.”

— Libby Langdon, Interior Designer



“Lighting for Impact has been a great resource for lighting in our stores. They’re both creative and affordable — versus other LED lighting companies. I like the fact that if there’s an issue, they solve it quickly — which is less hassle for busy retailers.”

— Leona Burke, Circle K



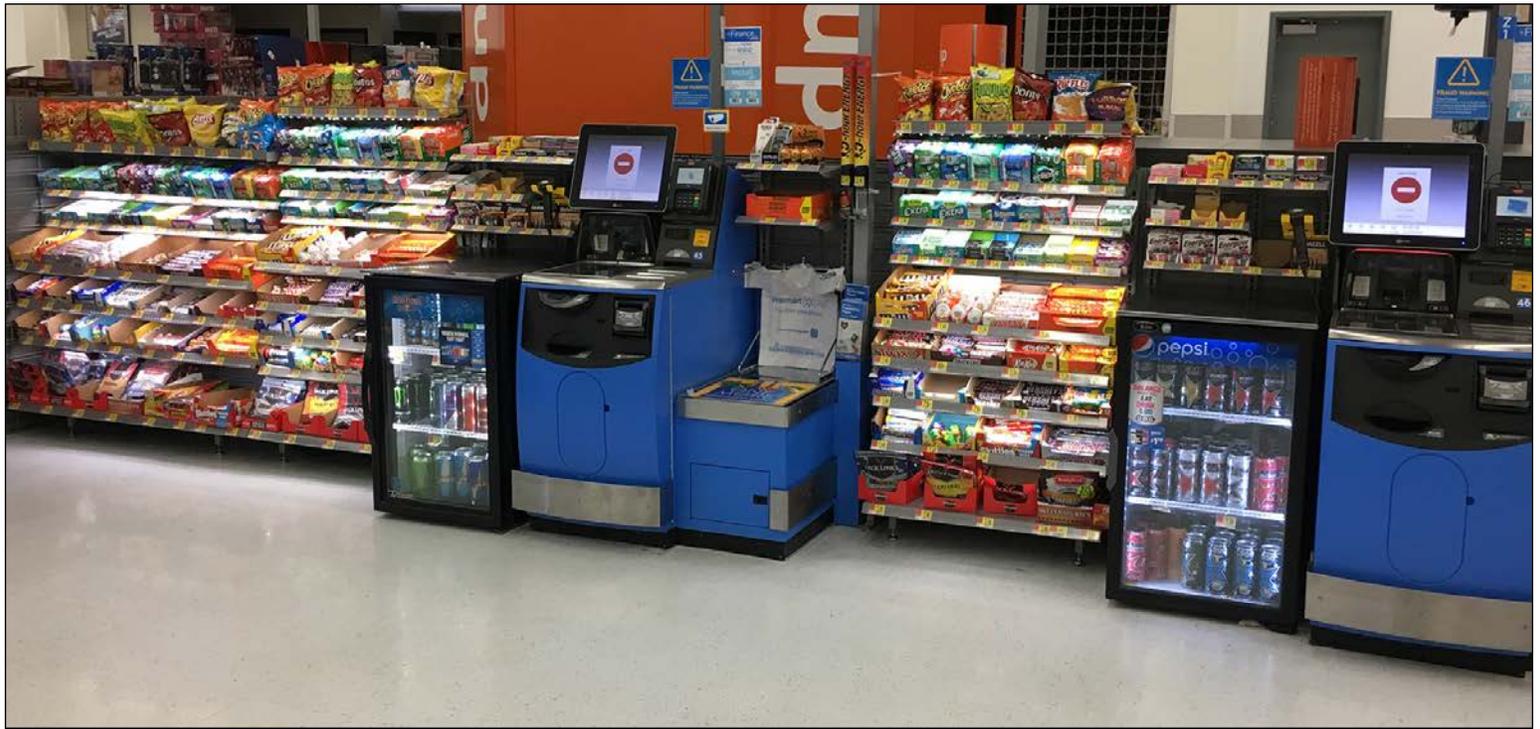
“Retail lighting is all about the psychology and sociology of lighting design, and if it’s done well, a retailer will be able to see this in their bottom line.”

— Paul Nulty, Lighting Designer, Founder of Nulty



“Lighting for Impact’s solutions were an easy and affordable way to transform center store. The LED lighting instantly changes the look of our merchandising and makes it easier for shoppers to find items they love to buy.”

— Andy Knoblauch, SVP Sales and Marketing, Coborn’s



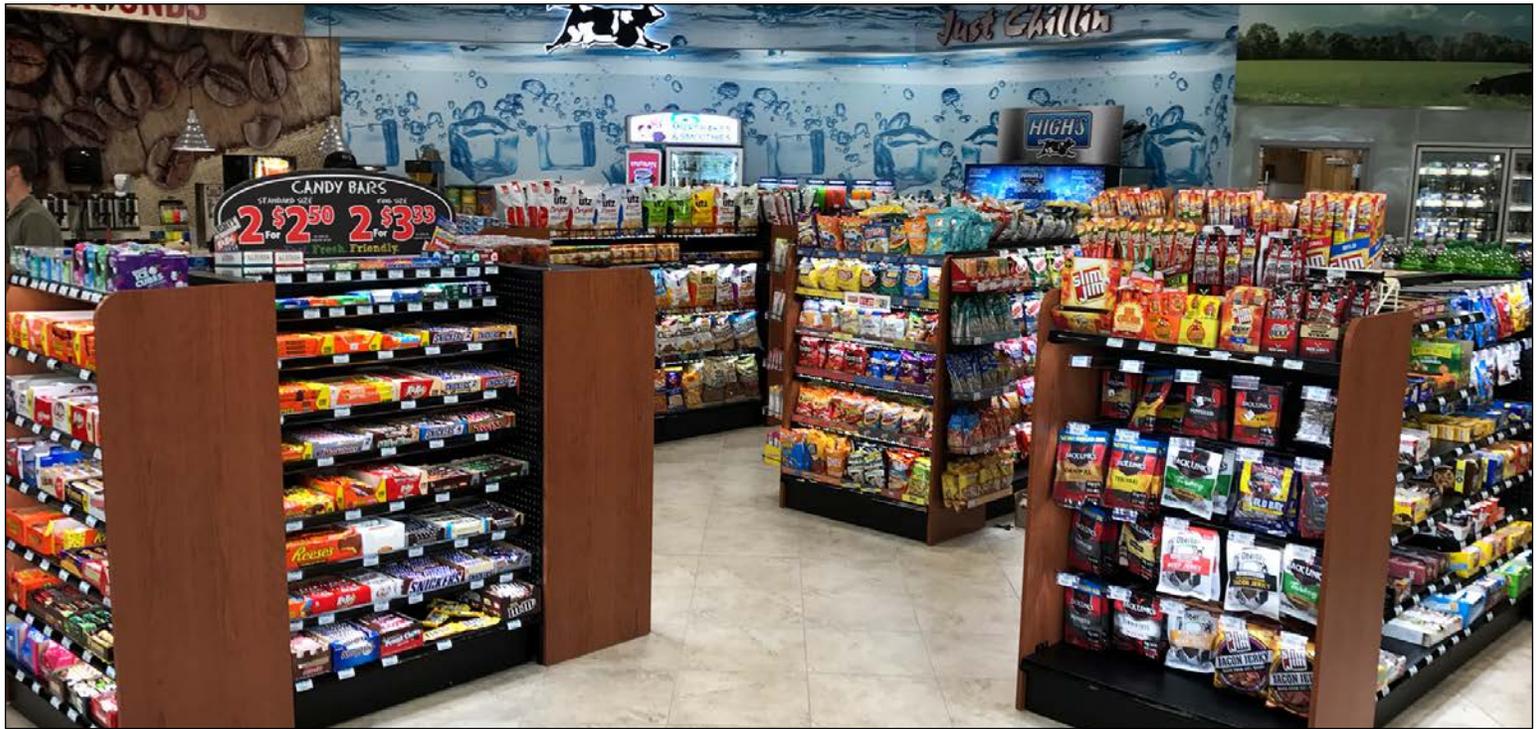
“Lighting should be a top priority in store design to enhance the retail environment and highlight products. Because lighting can single-handedly influence the mood of the shopping environment, retailers must understand how they can use lighting to shape their customer experience.”

— Ron Lutz, EVP & CCO, Miller Zell



“Something magical happens when light strikes the creative design of most spirit packaging. The unique colors and designs of labeling — even the contents(!) — of the bottles take on a life of their own.”

— Lighting for Impact Distributor Customer



“The Lighting for Impact team is knowledgeable, flexible and timely — which makes them a great fit in our ever-changing competitive retail environment. Their products are affordable, interchangeable and work for just about any grocery and/or retail layout. Lighting for Impact has indeed made huge Impact on our store retail merchandising.”

— Jesse Newman, High’s



“Ordering your products was easy, and the lighting fulfilled our needs perfectly! Everyone I’ve had contact with at Lighting for Impact was very helpful and professional”

— Lighting for Impact Customer



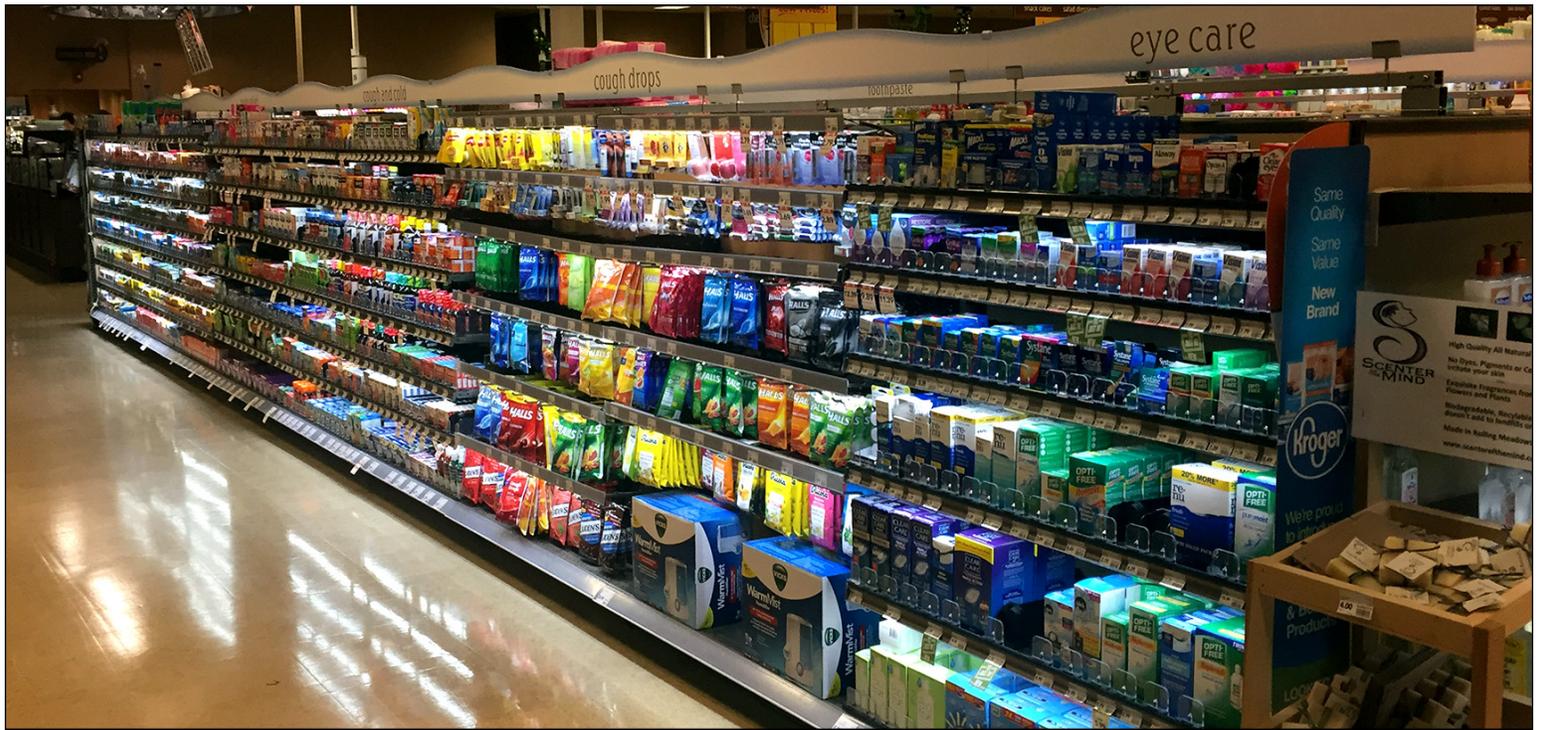
“The lighting really helped enhance the bottles and the packaging — especially our private label items. I think it draws more attention and gives it a cleaner look. When those items are highlighted, I really believe illuminating the product is a draw, and aesthetically — it’s a lot better. It was really easy to put up and assemble, so very user-friendly and I think it’s a home run!”

— Angel Cordero, Store Manager, Giant Heirloom Market



“Imagine if you found the right product or technology to help you modernize how your store looks and improve your customer experience; that could help you in how well you do your visual merchandising — and eventually your sales.”

— Leonardo Novella (via *Visual Retailing*)



“Lighting has a direct influence on our mood, with 80 percent of the sensory information the brain receives coming *from our eyes*. Lighting highlights architectural elements, product qualities and creates virtual spaces — impacting how we feel, what we think of a product — and ultimately, the choice of whether to purchase *or not*.”

— Mihaly Bartha, Head of Lighting at GPstudio



“Lighting for Impact’s LED system has helped boost sales in the confectionery category. The system has enhanced the visual impact of product that had gone unnoticed in the past. Lighting for Impact’s reliability, customer service and design expertise has made them a great partner for Wawa.”

— Amanda O’Brien, Wawa

# The Six Lighting for Impact Advantages

With more than 30 years serving the retail industry, we're experts in designing and implementing LED lighting solutions. We're passionate about innovating and offering top-quality products designed to elevate the shopper experience and store environment. Our team consists of both merchandising and engineering pros to help you from start to finish in-store. We'll do it all for you!



## Custom Design Consultations

Tell us your vision and we'll do the design layout for you. Layouts feature LED options — including type, intensity, and color.. We'll share examples with you.



## Quick Customized Quotes

Quote turnaround time is within an industry-leading 2-3 days. Your quote requests can be sent as pictures, engineering drawings, phone calls, floor plans, and more.



## Value Engineered Systems

We design to maximize output 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 — offering a wide range of components to meet your needs without the wait.



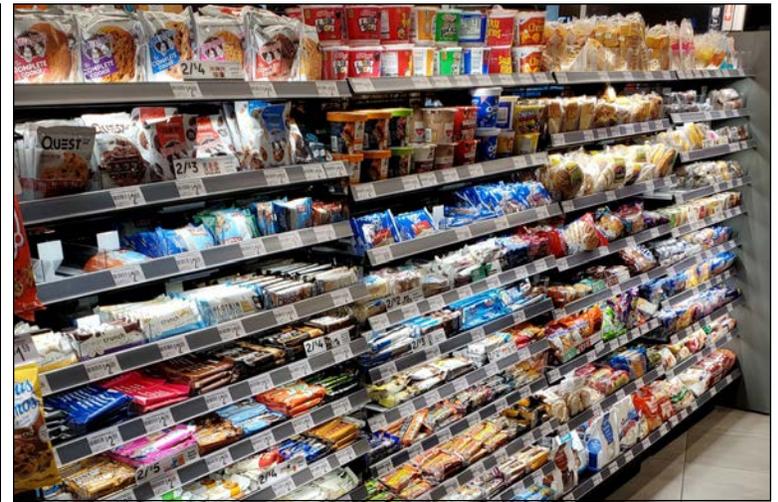
## Fast Delivery

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



## Expert Installation

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



Affordable. Simple. Dramatic. Effective.

There's never a good reason to delay success... Now's the perfect time to integrate LED lighting into your retail fixtures and displays. Contact us to request a quote, or to discuss your merchandising projects today!

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