

# Lighting for Impact

## Product Solutions Look Book

LIGHTING FOR **IMPACT**



# Our shelf lighting solutions get results everyone can see...

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

**Proven results:** A recent test reinforces illumination not only *improves the shopper experience*, but also 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!*



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%.*





*“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

## Lighting for Impact offers solutions for a wide variety of retail applications



**C-Channel** (DOWN LIGHTING)



**J/Q-Channel** (UP/DOWN LIGHTING)



**W-Channel** (UP/DOWN LIGHTING)



**Wall Washer** (OVERHEAD)

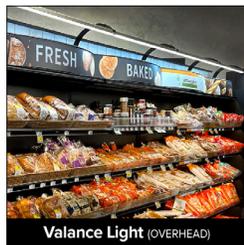
## A product portfolio that *performs*...

All of our energy-efficient LED lighting includes a 5-year warranty, and our power systems help “future-proof” your store

through their compatibility with the latest on-shelf designs, messaging systems, and IoT technologies.



The following pages offer an overview of product types, their mounting options, and photos of products installed in different channels, categories, and in-store locations.



**Valance Light** (OVERHEAD)



**Uplit Panel** (UP LIGHTING/SURFACE)



**Backlit Header Panel** (SIGNAGE)

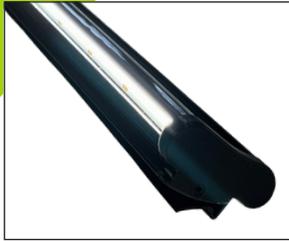


**Panel Lighting** (BACKLIGHT/OEM)



# NEW! Q-Channel Solution

[UP/DOWN LIGHTING]

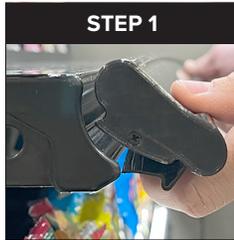


*Patent Pending*

Our new Q-Channels are engineered to provide superior up/down product lighting while maximizing ease of installation. The Q-Channel installs in just seconds — with no tools required!

The PVC design features a “quick-snap” mount, clipping securely into the front ID rail. In addition, Q-channels feature COB (Chip-on-Board) LED lighting which offers crisp illumination without the visible presence of individual diodes.

The lighting emanates up and down in a diffused glow pattern onto products. The Q-Channel’s design mirrors the traditional ID rail for price tags and signage.



**STEP 1**



**STEP 2**



**STEP 3...DONE!**

## Features:

- Up/down lighting self-contained in lightweight, yet durable product
- Available in standard 3' and 4' lengths
- Installs easily and features its own pricing ID rail
- COB (Chip-on-Board) LED lighting; zero visible diodes/diffused glow



The new Q-Channel is compatible with industry standard gondola fixture shelving — and all major **PUSHER** systems, including:

- Carlson-Airflo
- Endoff
- Henschel
- Retail Space Solutions
- RTC
- Siffon
- Trion

# Q-Channel Applications



# C-Channel Solution

[DOWN LIGHTING]



All of Lighting for Impact's products offer the value proposition of versatility, but it's the C-Channel that knows no boundaries. With varied mounting options — including magnetic, clip mount, 3M tape, screw mounting, and more — C-Channels easily install on metal, wood, wire, glass, plastic, pegged merchandising, and more. Adding lighting to your shelving and displays is easy!



**Magnetic Mount**



Any metal shelving easily accepts our C-Channel lighting. Powerful, rare Earth magnets keep channels in position.



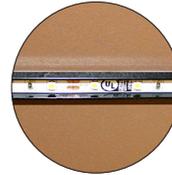
**Clip Mount**



Our patented wire shelving and pegged solution clips lock C-Channels into position, keeping components secure.



**3M Tape Mount**



Powerful adhesive mounting from 3M locks C-Channels into position easily. No mounting tools are required.



**Screw Mount**



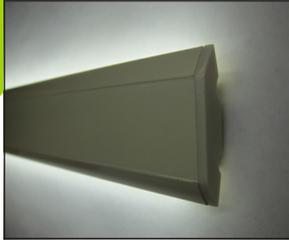
Our screw mount clips are ideal for many different applications including undercounter cabinet installations.

# C-Channel Applications



# W-Channel Solution

[UP/DOWN LIGHTING]



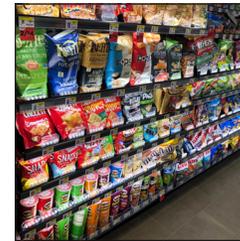
Lighting for Impact's W-Channel is so adaptable, it takes command of shopper attention in a multitude of merchandising applications. Illuminating both up and down, W-Channels are ideal for pusher trays and difficult-to-light pegged merchandising. Our W-Channels make amazing transformations simple.



Specialized mounting options allow the W-Channel to work with any of today's latest designs in pusher tray systems.



Patented mounting bracket design installs on standard gondola shelving and includes pricing ID channel.



Durable design allows W-Channels to stand up to the most active retail environments — while remaining out of the way for customers and staff.



W-Channels are extra ideal for lighting in any setting that relies on pegged merchandising for product display.

# W-Channel Applications



# J-Channel Solution

[UP/DOWN LIGHTING]



Lighting for Impact's J-Channel is able to light all products on any top-most shelf. The J-Channel's patented design installs on all standard gondola shelving via the existing pricing ID channel. Installation is as simple as x2 quarter-turns of its secure attachment cam mounting system. Featuring its own ID channel, you're able enhance your shopper experience in the blink of an eye, frequently without the need to remove products from the shelving.



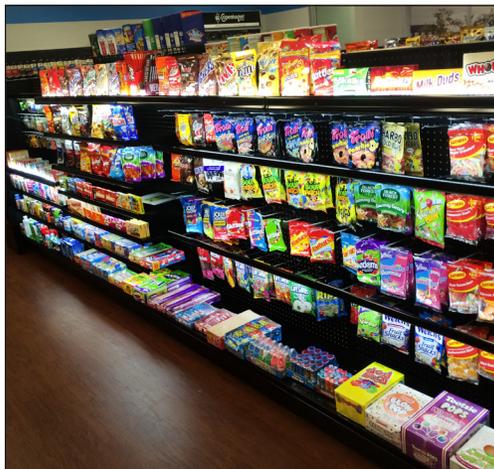
Specialized mounting design allows the J-Channel to affix to the shelf front edge by clever use of the existing pricing ID channel.

The UP/DOWN lighting design of the J-Channel results in a versatile and powerful merchandising tool for any display type in the in-store environment.

Ideal to enhance center store, the J-Channel is perfect for elevating the shopper experience in health & beauty aisles.

The difference J-Channels make is so notable, clients frequently use them to highlight natural and organic categories or private label selections.

# J-Channel Applications



# Wall Washer Solution

[OVERHEAD LIGHTING]

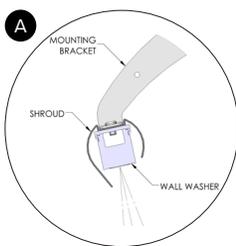


## Ultimate Flexibility: The Wall Washer offers 4 different mounting options

While the Wall Washer — *Standard* features its own 180° swivel mounting bracket, the *High Output* unit can be mounted four different ways — offering the ultimate in design flexibility. (Depending on your solution, refer to the A-D diagrams and photos at right for examples of available mounting options.)

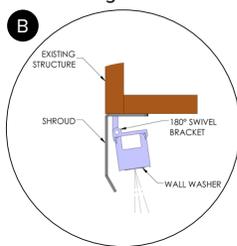


### A Stand-Alone Shroud



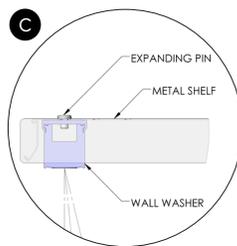
Bracket and shroud mounting uses universal brackets to attach unit to fixture via standard uprights.

### B Existing Structure



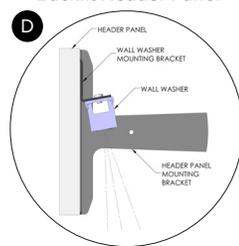
Mounts directly to existing facade via provided screws and features 180° swiveling for precise positioning.

### C Metal Shelf



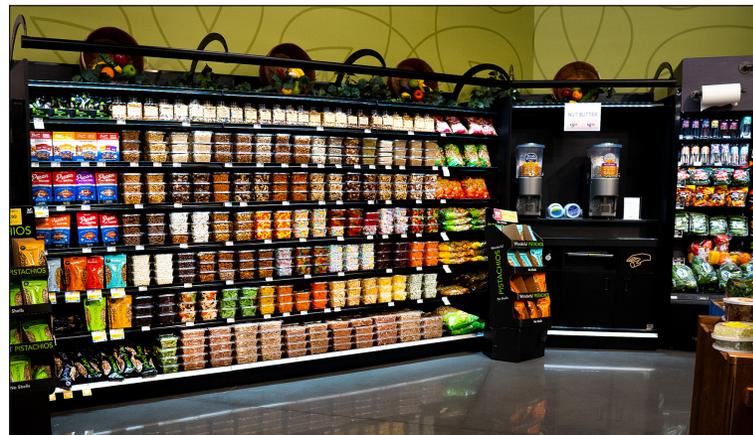
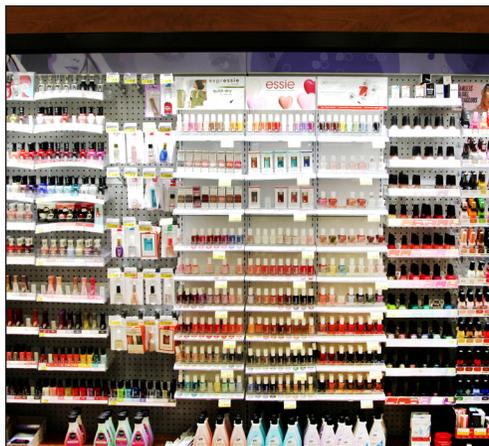
Pin mounting uses existing hole pattern in shelf to attach unit with expanding pin.

### D Backlit Header Panel



Header panel clip mounting uses two brackets to attach unit to back of panel.

# Wall Washer Applications



## Valance Light Solution

[OVERHEAD LIGHTING]



Lighting for Impact's LED valance lighting helps you simply and affordably apply overhead illumination to transform the way your customers see, shop, and spend. Added to your existing gondola shelving, our valance light instantly upgrades the look of your merchandising. Use in Health & Beauty aisles to create a more intimate, upscale shopping experience — or across aisles to add improved lighting and ambiance to your existing gondolas.



Two standard lengths are available — 3-foot and 4-foot.



Diffused lens provides perfect light distribution (no diodes visible).



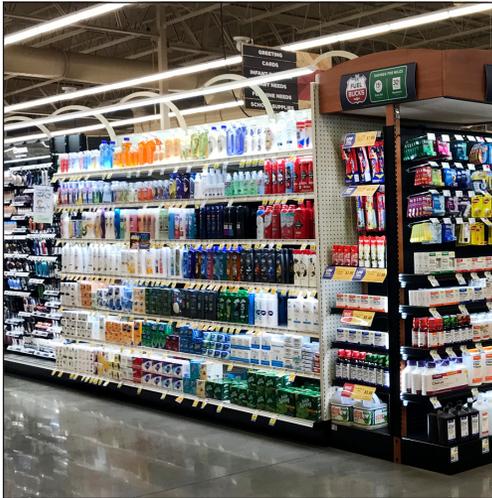
Unique bracket design makes wire management effortless. No tools, clips, or wire ties required.



Thumb screw allows for one-handed mounting in hard to reach locations.

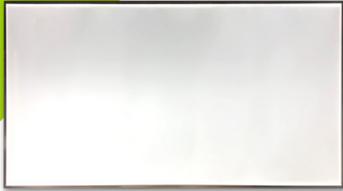


# Valance Light Applications



# Panel Lighting Solutions

[BACKLIT/SURFACE/SIGNAGE/UP LIGHTING]



Uplight, backlit, integrated, and wayfinding...

LED panels offer attention-commanding lighting. This merchandising component puts any product in the glow of center stage. Panels are ideal for beverage merchandising, as the light makes the product's attributes, labeling, and color come alive. Our panels are also used in custom integrations by display and fixture designers to easily enhance their creations. Light panels are also used to create backlit headers to serve as category signage and wayfinding systems. *(See bottom photo.)*



Standard 3' and 4' gondola shelf sizes are available as well as custom sizing.



Our lighting panels help create award-winning displays that get attention.



Light panels easily turn ordinary fixtures into enhanced experiences for shoppers.



Ideal for beverage displays, lighting can shine *through* product — creating an effect.



# Panel Lighting Applications



# The Six Lighting for Impact Advantages

With more than 30 years serving the retail industry, we're experts in designing and implementing retail shelf and display lighting solutions. We're passionate about innovating and offering top-quality products designed to elevate the shopper experience and increase your sales. With more than 60,000 installations across North America, retailers recognize our solutions get proven results that everyone can see! Our team consists of merchandising and engineering pros to help you from start to finish.



## 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 recommendations.



## Quick Customized Quotes

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



## Value Engineered Systems

We design to maximize output while minimizing components. Our approach adds value and lowers overall costs compared to competitive systems.



## In-Stock Inventory

Our large on-hand inventory is ready to ship and offers a wide range of available components 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 can manage your installation process from start to finish.

# What Others Are Saying...

Check out what retail industry leaders have to say about Lighting for Impact.

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

— **Amanda O’Brien, Wawa**

*“To be the best, you have to use the best components available. Lighting for Impact is the supplier of lighting products for Fixturelite. Our long-standing partnership has allowed us to integrate an effective, simple-to-install lighting system that puts the right light in the right place to drive sales upward. We value LFI’s expertise when it comes to retail lighting.”*

— **Troy Geis, Fixturelite**

*“People want to have an experience. With the lighting...it’s a thousand percent. Absolutely. I am very happy! The lighting does it. It makes it a showpiece!”*

— **Jimmy Ciaccio, Gaspar’s Liquor Shoppe**

*“The overall view when you come into the store is brightened — and with lighting installed the product is so enticing to the eye. Lighting for Impact is always attentive and willing to come up with forward-thinking solutions...not just lighting. We really enjoy working with Lighting for Impact. Their products are easy to work with all the way around!”*

— **Ed Van Etten, Circle K**

*“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 our shoppers to find items they love to buy.”*

— **Andy Knoblauch, Coborn’s**

*“I have been working with Lighting for Impact for the past 5 years and the customer service experience has simply been amazing. On top of this, the quality of their product is fantastic. The lighting lasts forever and is very durable.”*

— **Mark Carter, Shopco USA**

*“Shoppers love the look and we love the increase in sales. In new and remodeled stores, we now illuminate our feature categories — including pharmacy, health & beauty, spirits & wine, bakery, security cases, snacks in produce, and some end caps. Lighting for Impact works closely with us in every store and category to optimize illumination and provide the best value for our money. Lighting for Impact has been our partner in this quest, and the results have been nothing short of amazing.”*

— **Ross Purdy, Food City Stores**

*“This product is impressive and makes you stand out against competition. I’ve had them install it — and have installed some myself. It’s easy to install and not intrusive to any display. They have many options for attaching with clips and magnets that you don’t even notice any wiring, and they’re easy to adjust as sets change. Lighting for Impact is very responsive and quick to ship and install. We will continue to do business with them.”*

— **Tony LeMasters, Circle K**



Affordable. Simple. Dramatic. Effective.

There's never a good reason to delay success... Now's the perfect time to integrate our easy-to-install LED lighting into your store's displays. Contact us to request a quote today!

Scan to download our LED Merchandising Solutions catalog.

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