



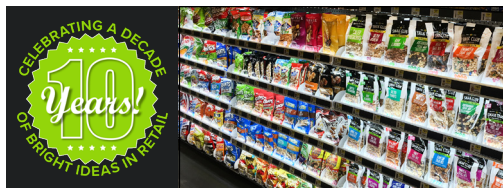
Research shows shoppers
select twice as many items
from shelving with lighting
— than those with none.

LUXREVIEW

Convenience/Truck Stop/Travel Center Display Lighting Solutions

LIGHTINGFOR

IMPACT

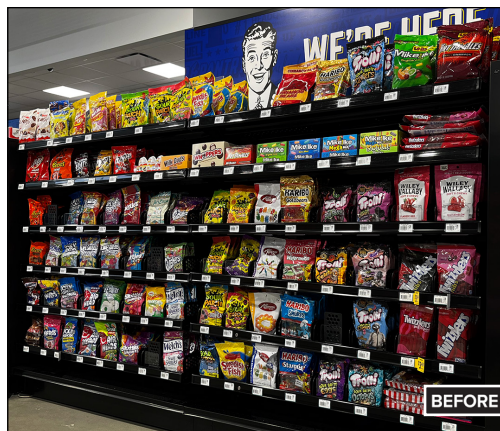


Our solutions deliver results everyone can see...

The simple integration of our affordable shelf and display lighting delivers measurable results, and has evolved into a modern retail best practice.

Our lighting installations perform at more than 70,000 locations across North America — and are *proven to increase your sales and profitability.*

- Improve shopper engagement with your display merchandising
- Enhance the overall appearance of the in-store environment
- Influence shopper perception of quality, freshness, and value
- Augment loss prevention measures
- Increase your sales and profitability



Why Lighting?

“100% YES!”

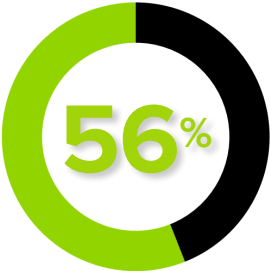
Q: Do you believe LED lighting makes a positive impact to the in-store environment?

LED lighting is proven to enhance product visibility and your shoppers' perception of the merchandise. Shoppers report:

- “**Merchandising is more noticeable.**”
- “**The store seems cleaner and brighter.**”
- “**Products appear to be fresher.**”
- 90 percent of our customer survey respondents said LED lighting has helped positively influence sales
- 100 percent of same respondents report LED lighting makes a positive impact to the in-store environment

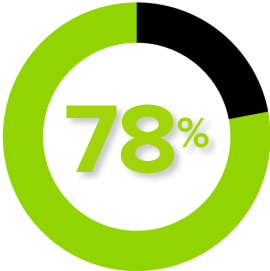
What causes **shoppers** to choose one location over another?

A store's **sensory elements** — like *sight, sound, and scent*, are key factors impacting shopper behavior, preference, loyalty, and a store's overall success.



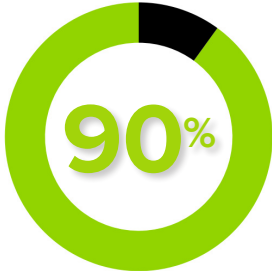
Physical Retail vs Online

Percentage who say *their ability to see and touch* a product is why they decide to shop a physical store.



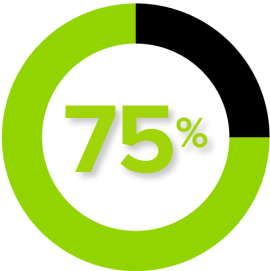
Selecting a Store

Percentage who report an *enjoyable in-store experience is their reason for choosing* the store.



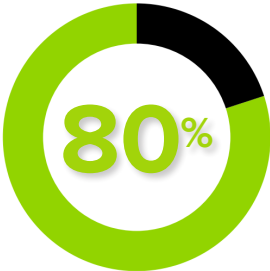
Repeat Store Visiting

Percentage who say they're *more likely to revisit* if smell, sound, and lighting *create an enjoyable experience*.



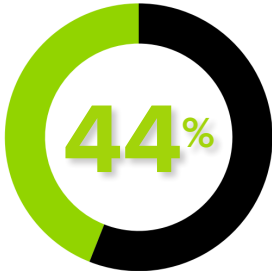
Stay Longer/Spend More

Percentage who say they're *more likely to stay longer* in a store if they're enjoying the overall atmosphere.



Recommending a Store

Percentage who *recommend a store to a friend* if elements of *illumination, sound, and scent* are enjoyable.



Left Store/Will Not Return

Percentage who say they've *left a store* because of the *smell, sound, or poor lighting*.



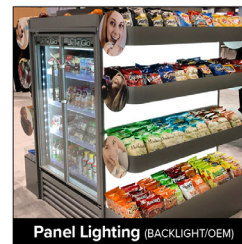
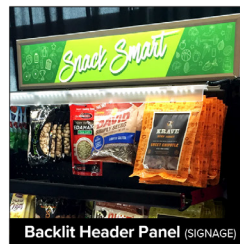
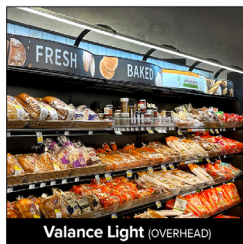
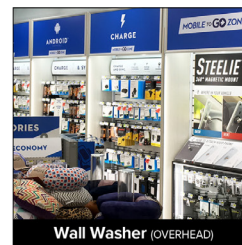
"Lighting should be a top priority in store design to enhance the retail environment and highlight products. Because lighting can single-handedly influence the mood of the shopping environment, retailers must understand how they can use lighting to shape their customer experience."

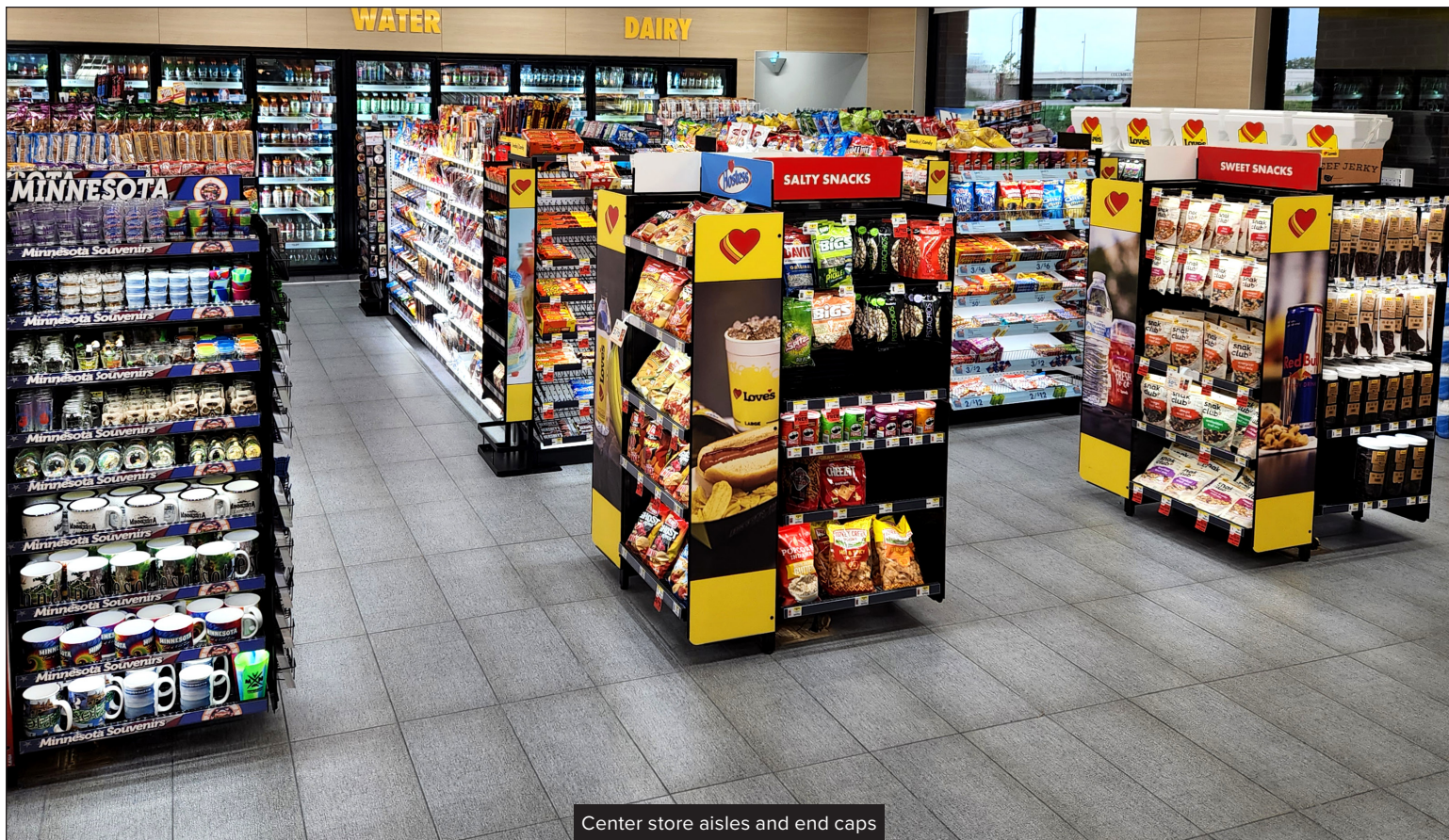
— Ron Lutz, EVP & CCO, Miller Zell

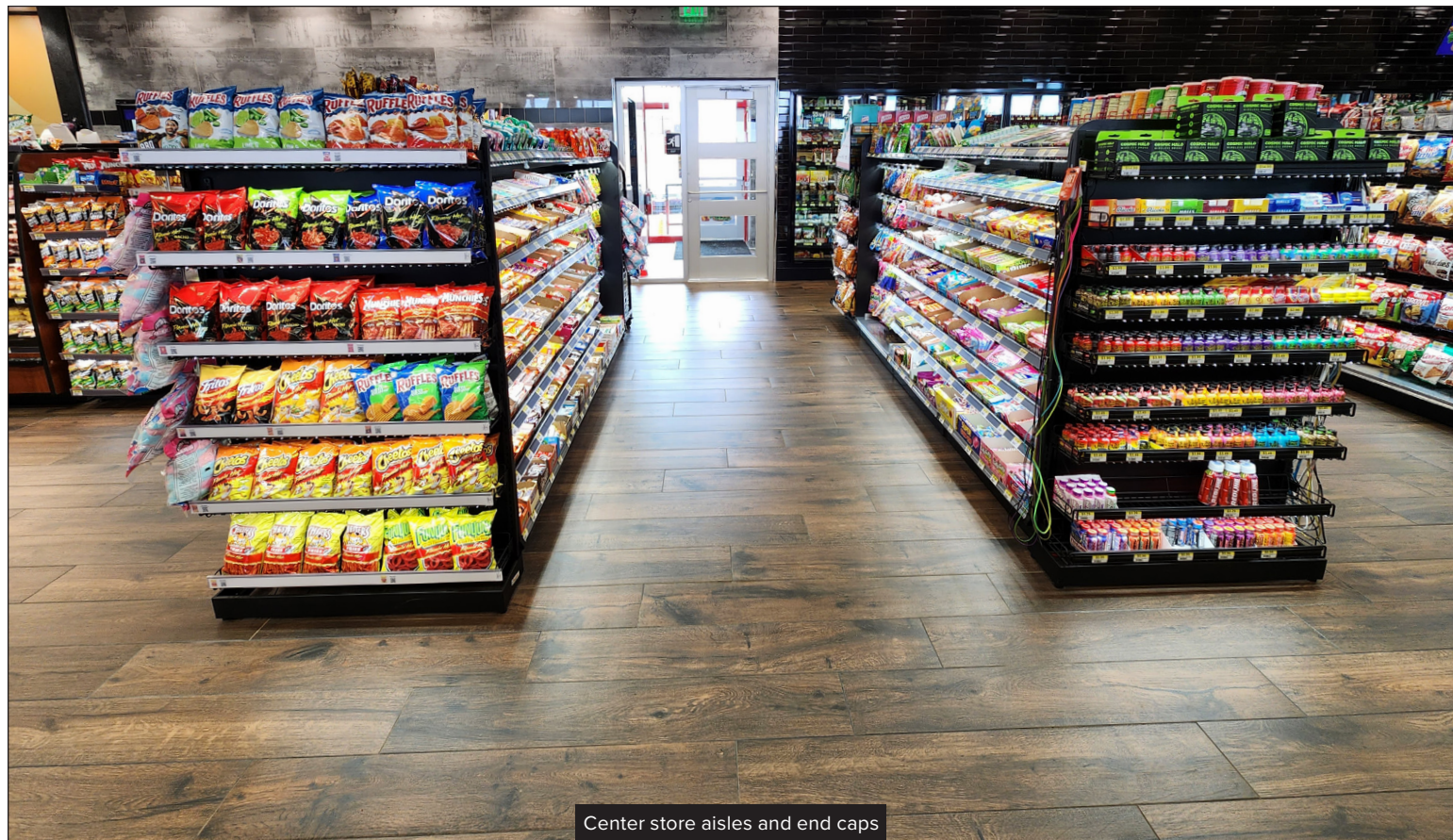
A product portfolio that *performs*...

All of our energy-efficient LED lighting features a **5-year warranty**, and our systems “future-proof” your store through their flexible, component-based design and power compatibility with the latest on-shelf technologies. Lighting for Impact is an ideal integration for:

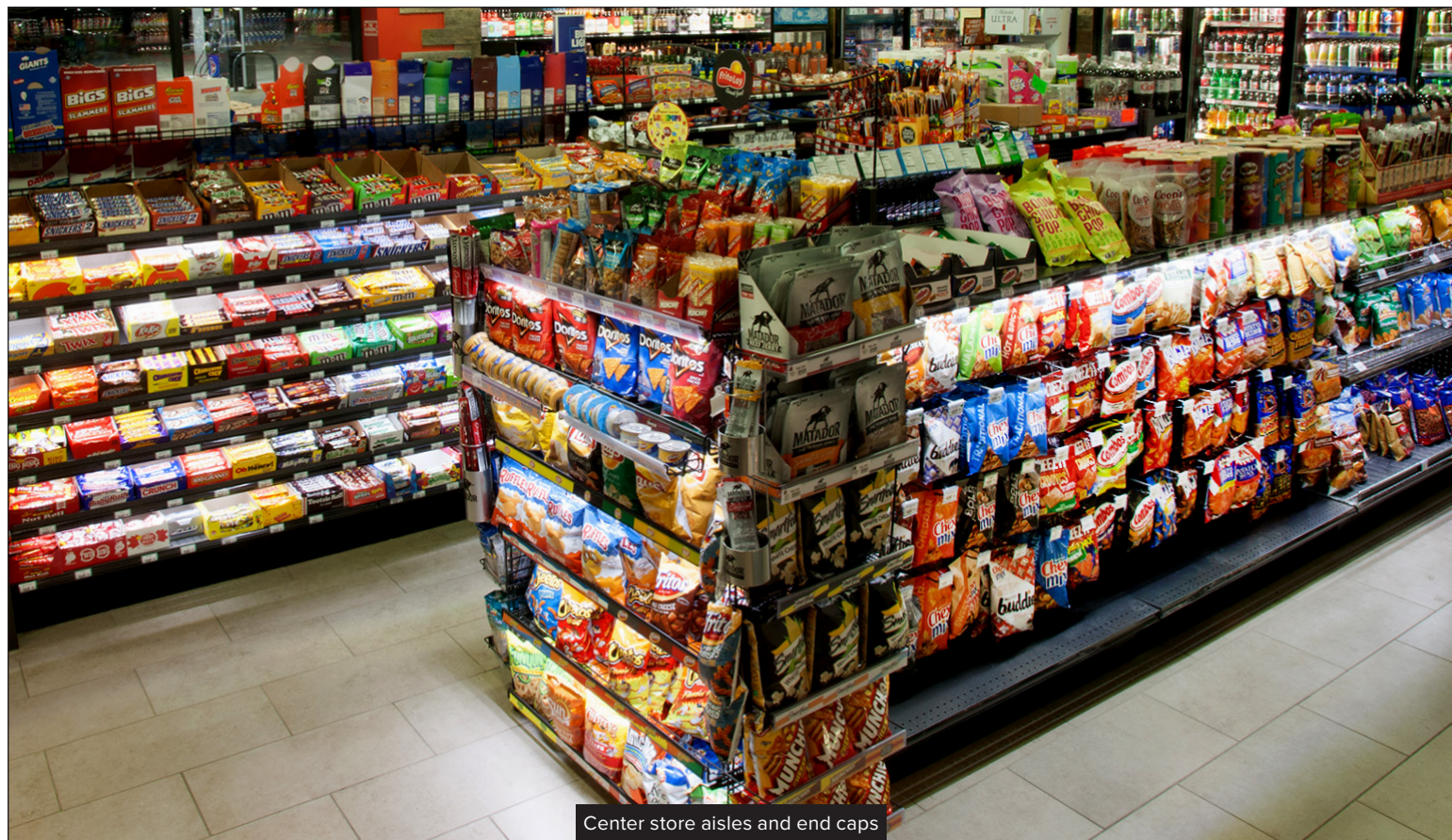
- Center store aisles and end caps
- Checkout and undercounter displays
- Display walls and security cases
- Pegged displays and pusher systems
- Coolers and beer caves



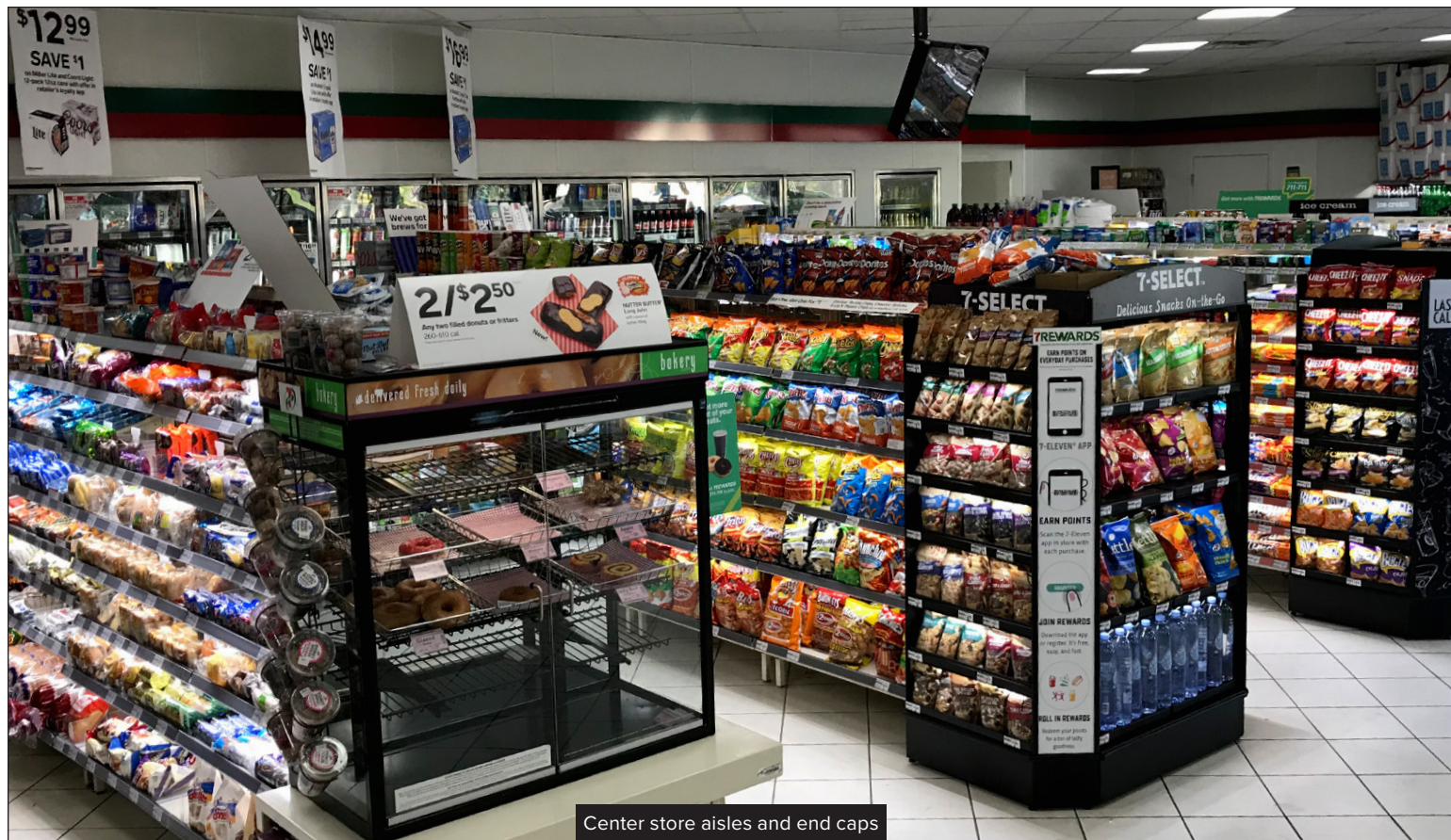




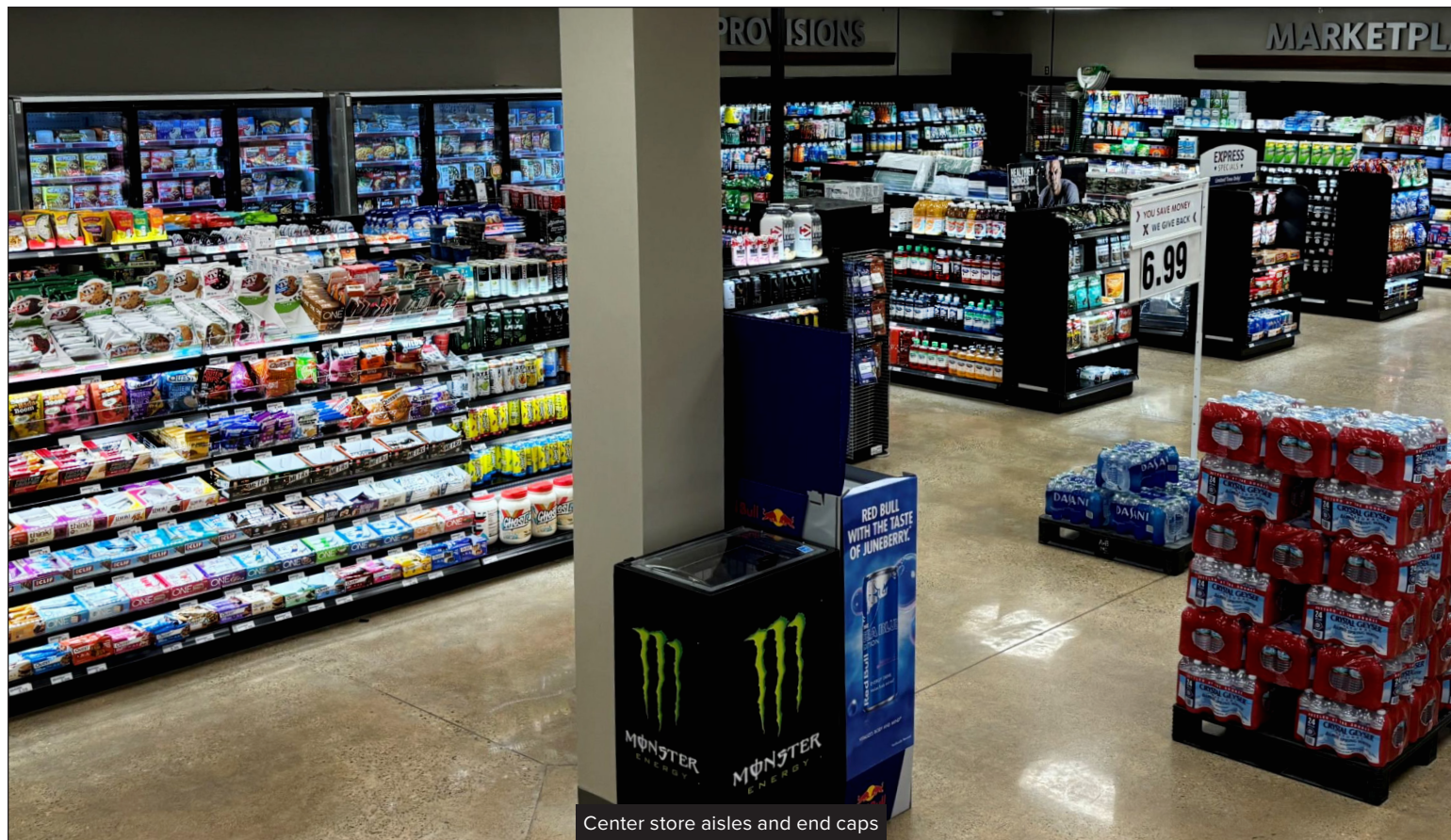
Center store aisles and end caps



Center store aisles and end caps



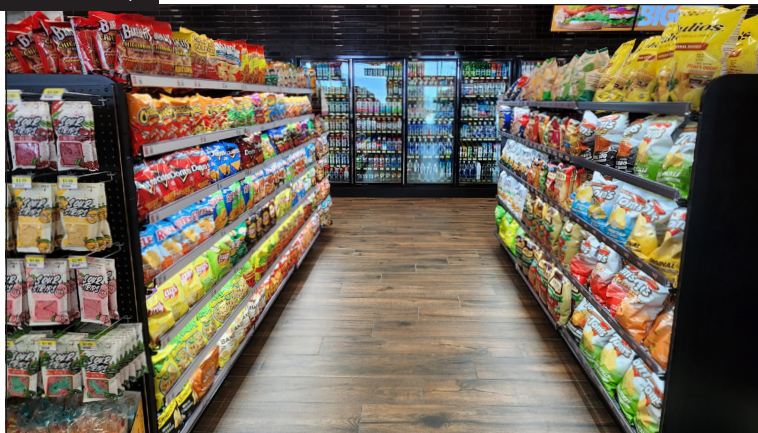
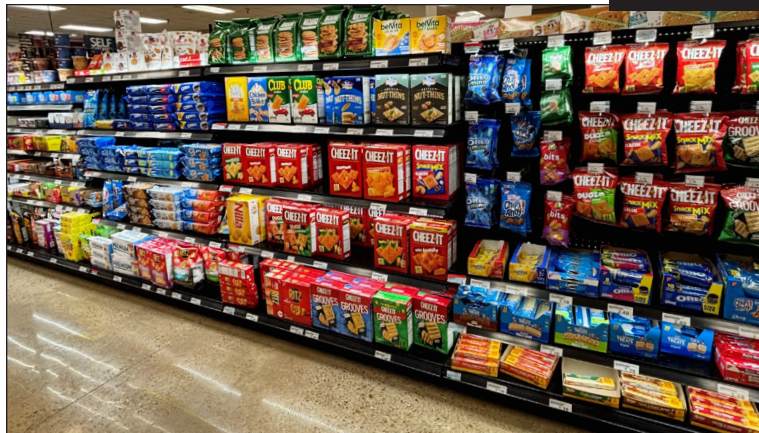
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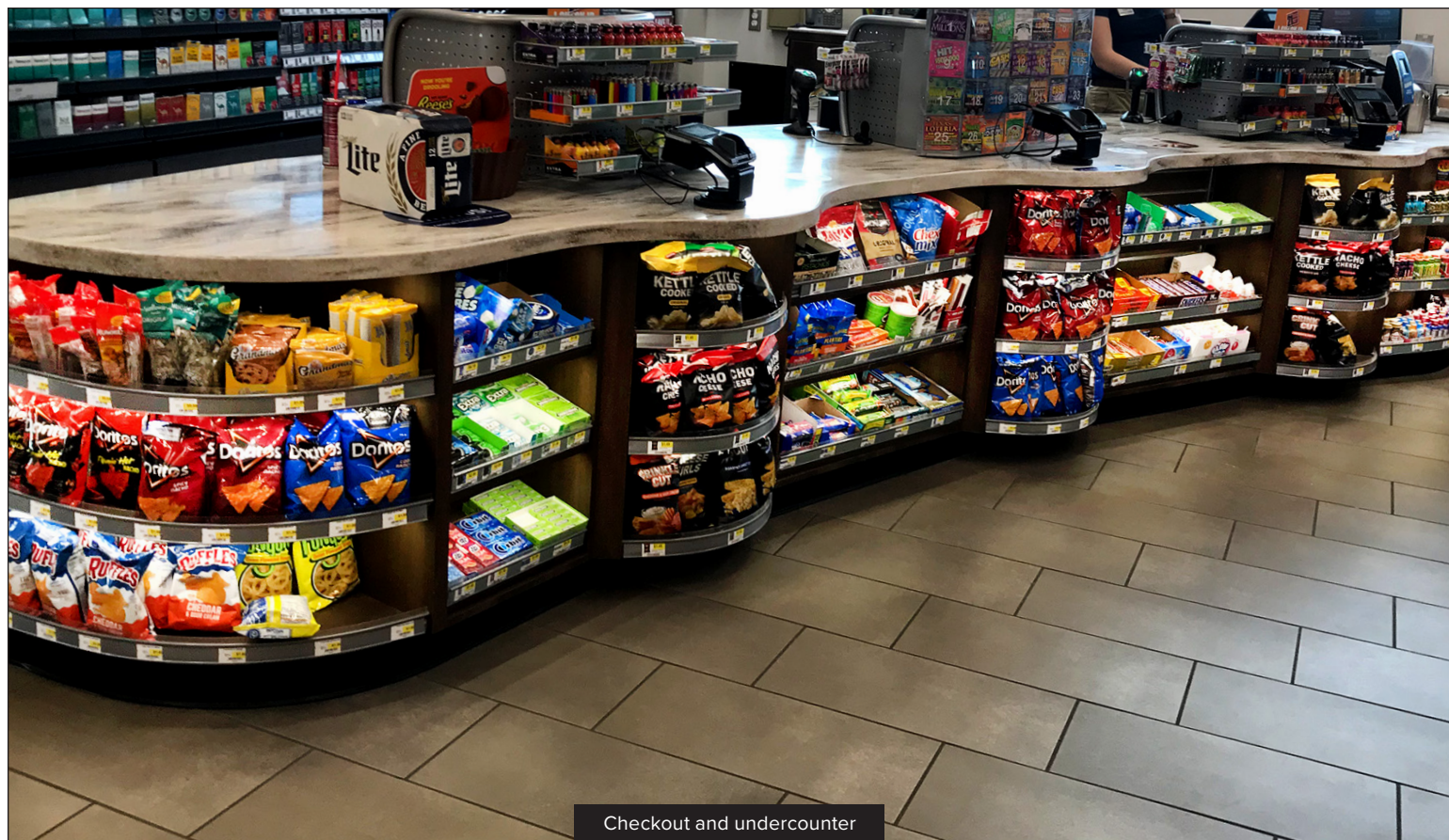




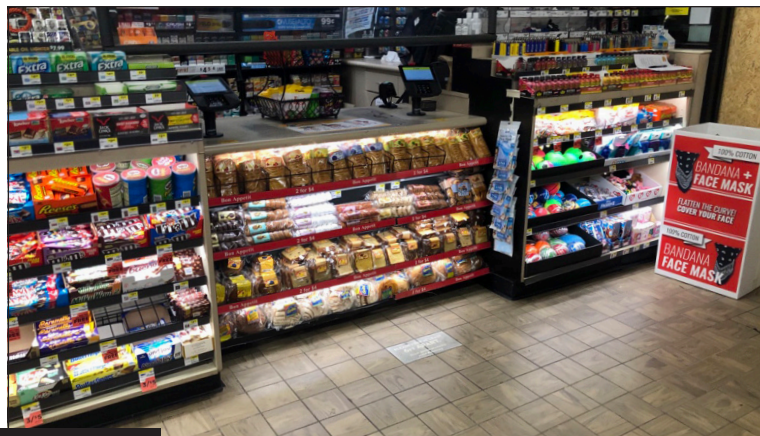
Checkout and undercounter



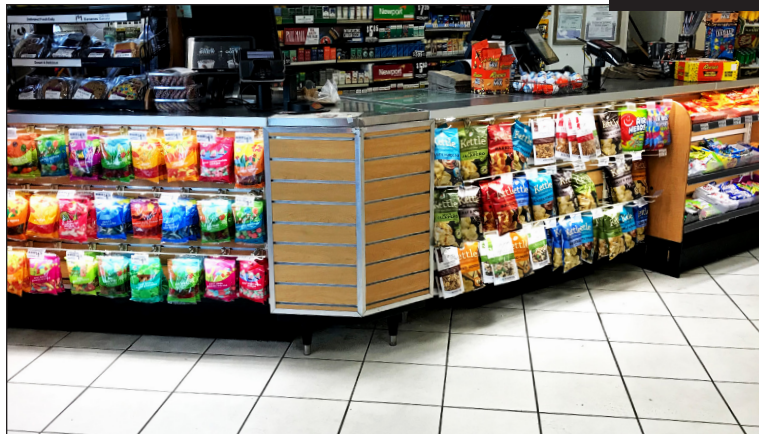
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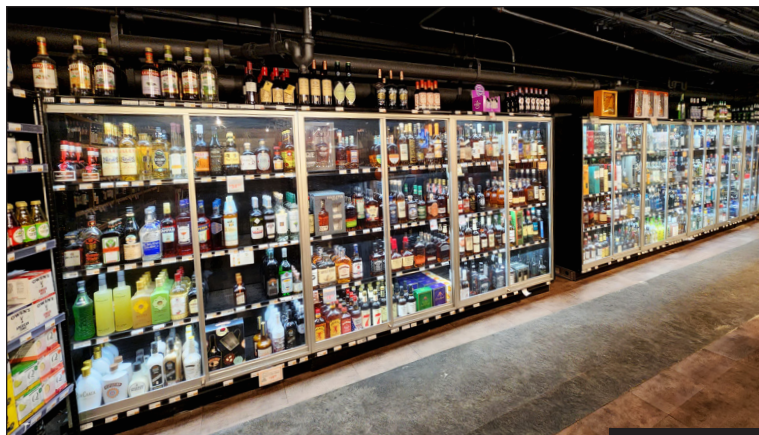
Display walls and security cases



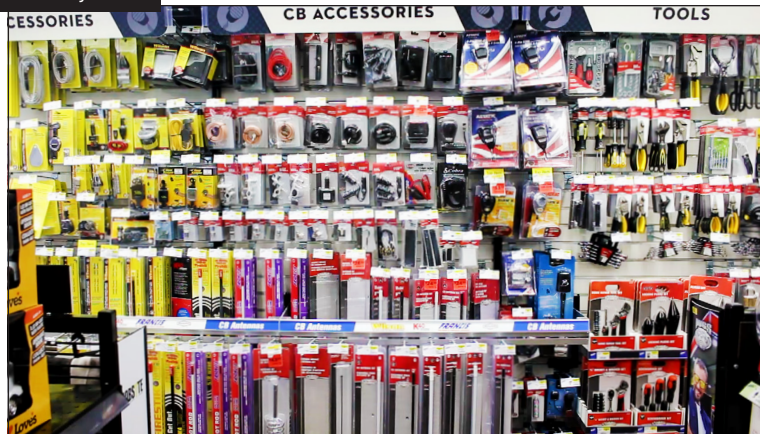
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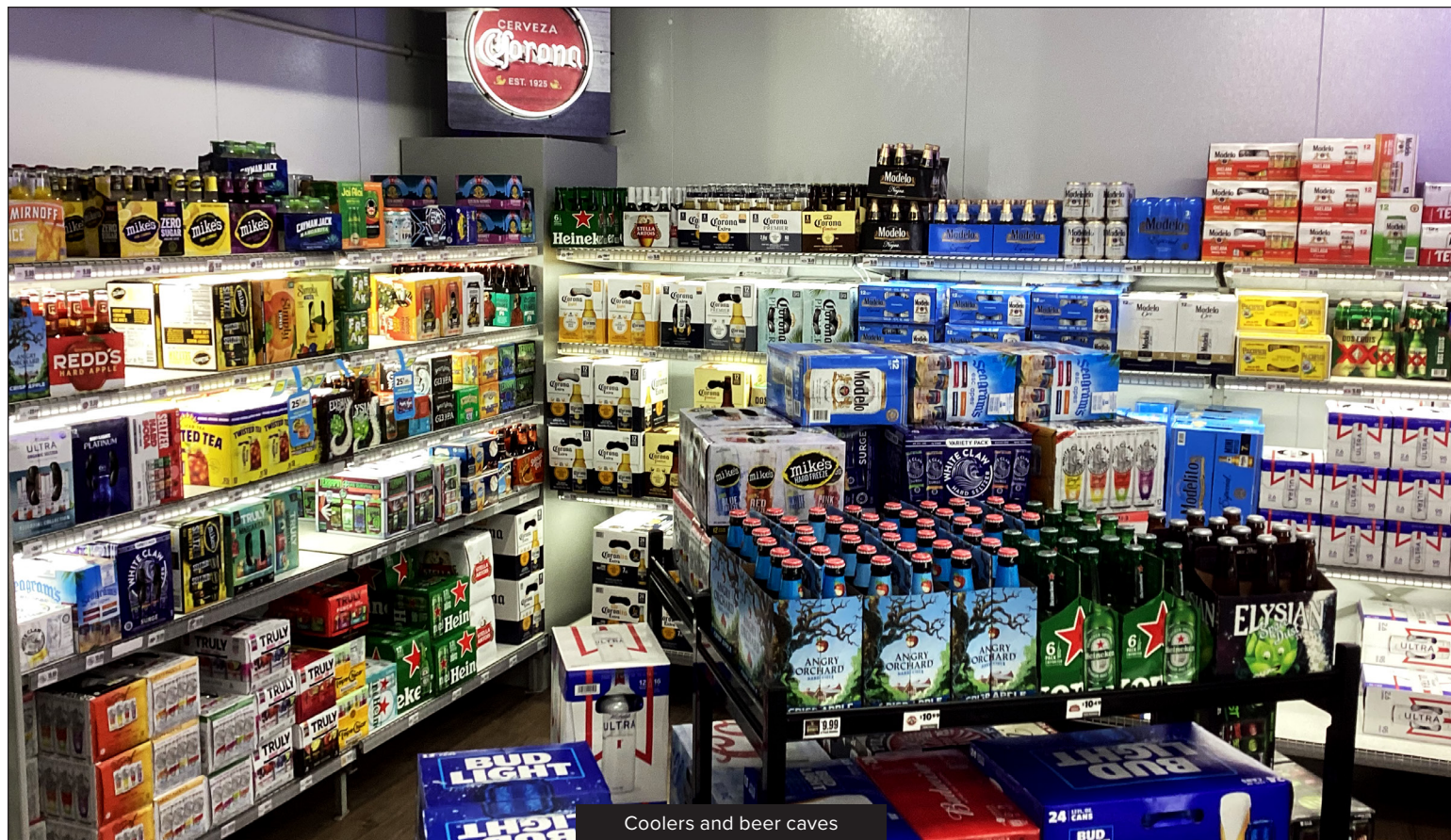


Display walls and security cases





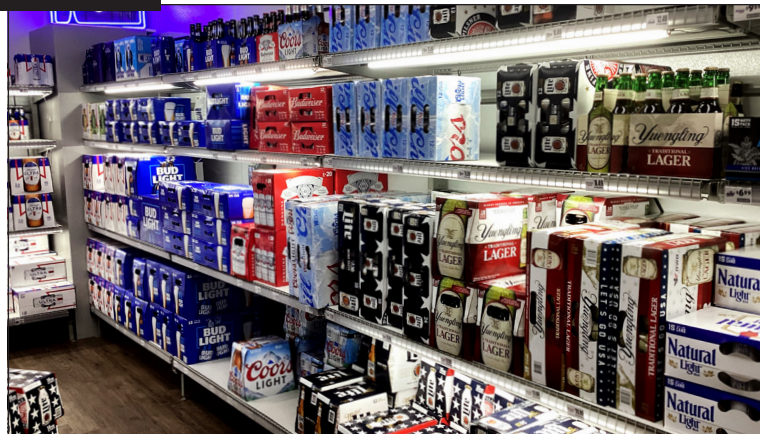
Coolers and beer caves



Coolers and beer caves

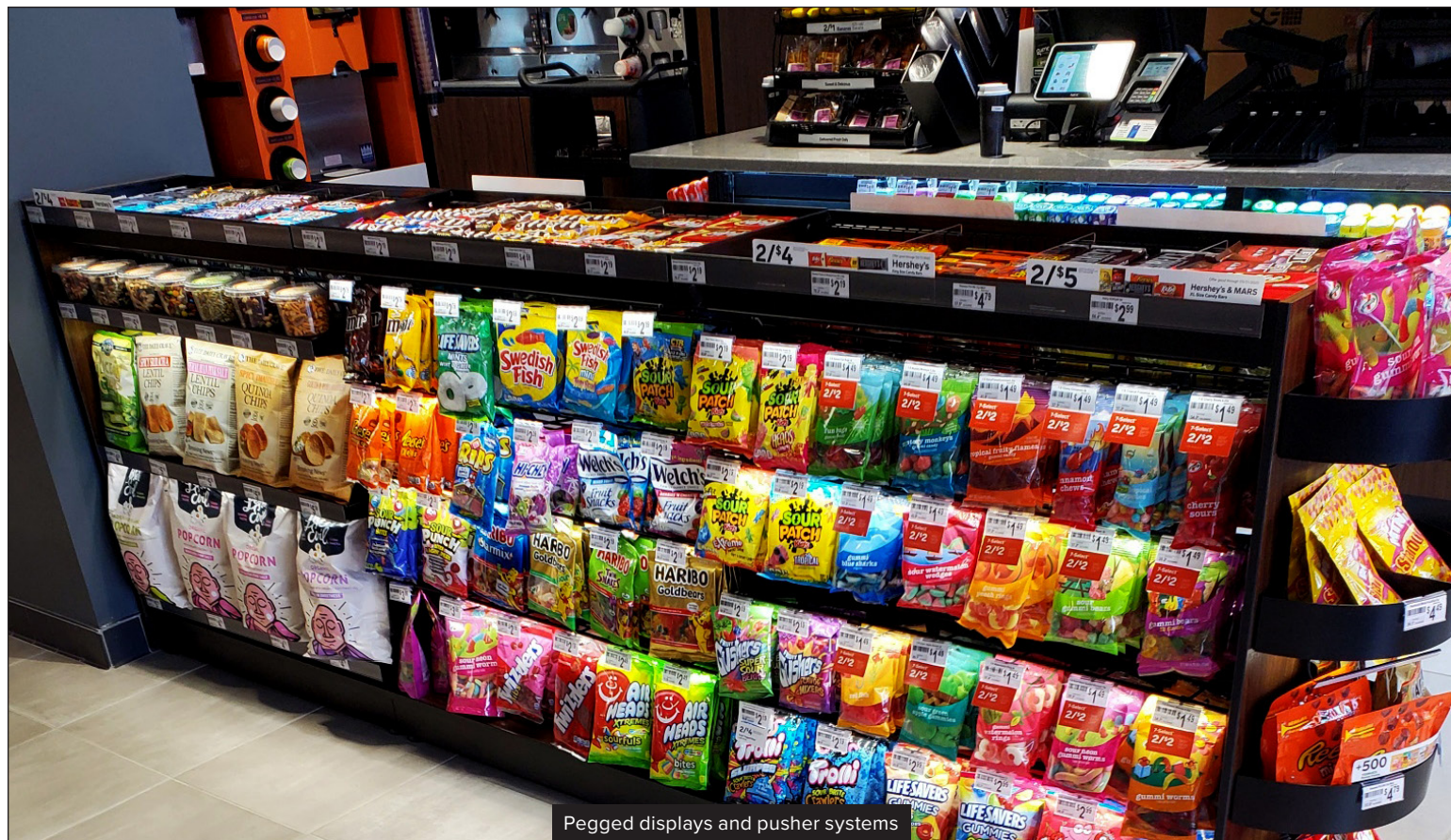


Coolers and beer caves

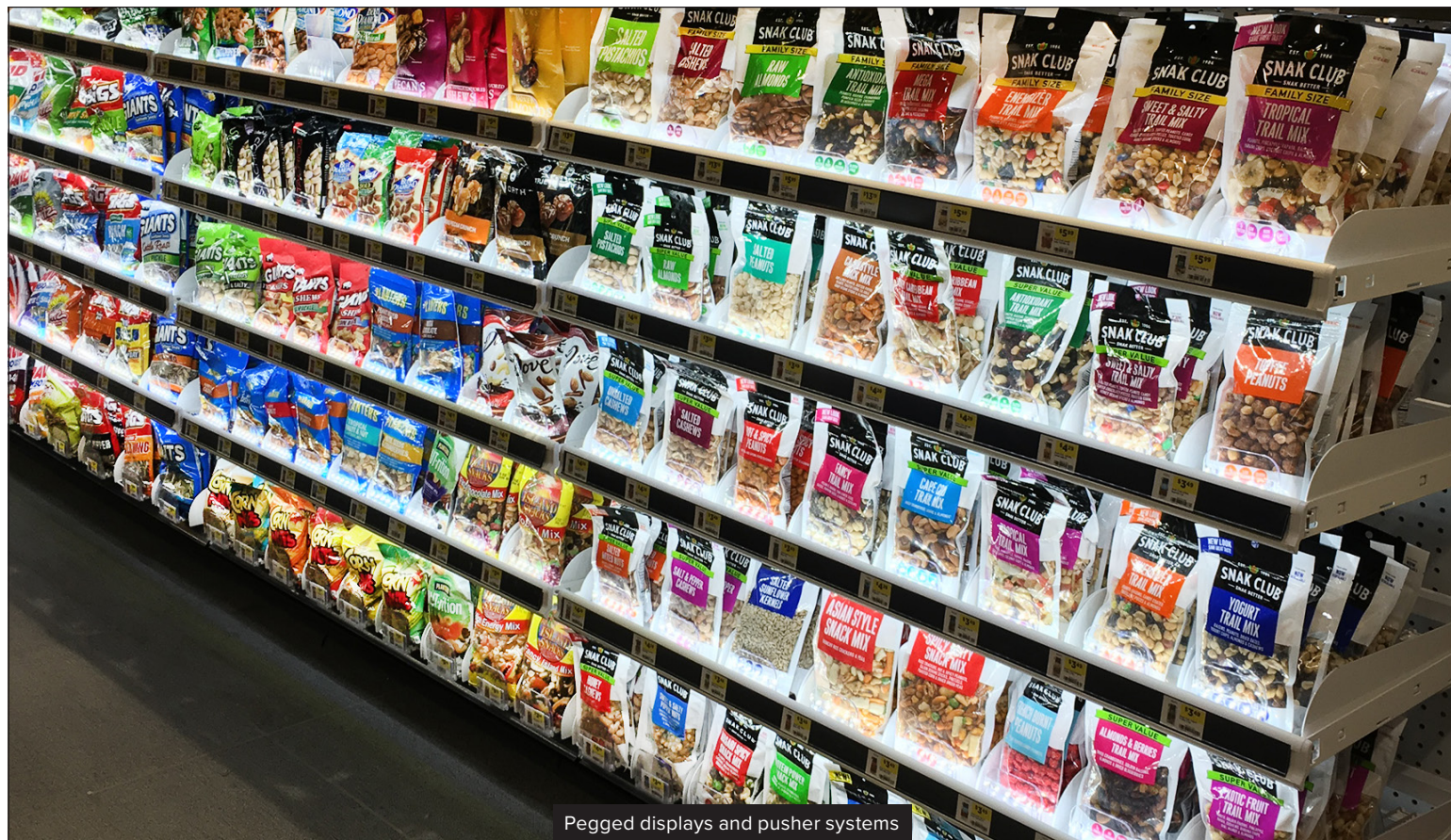




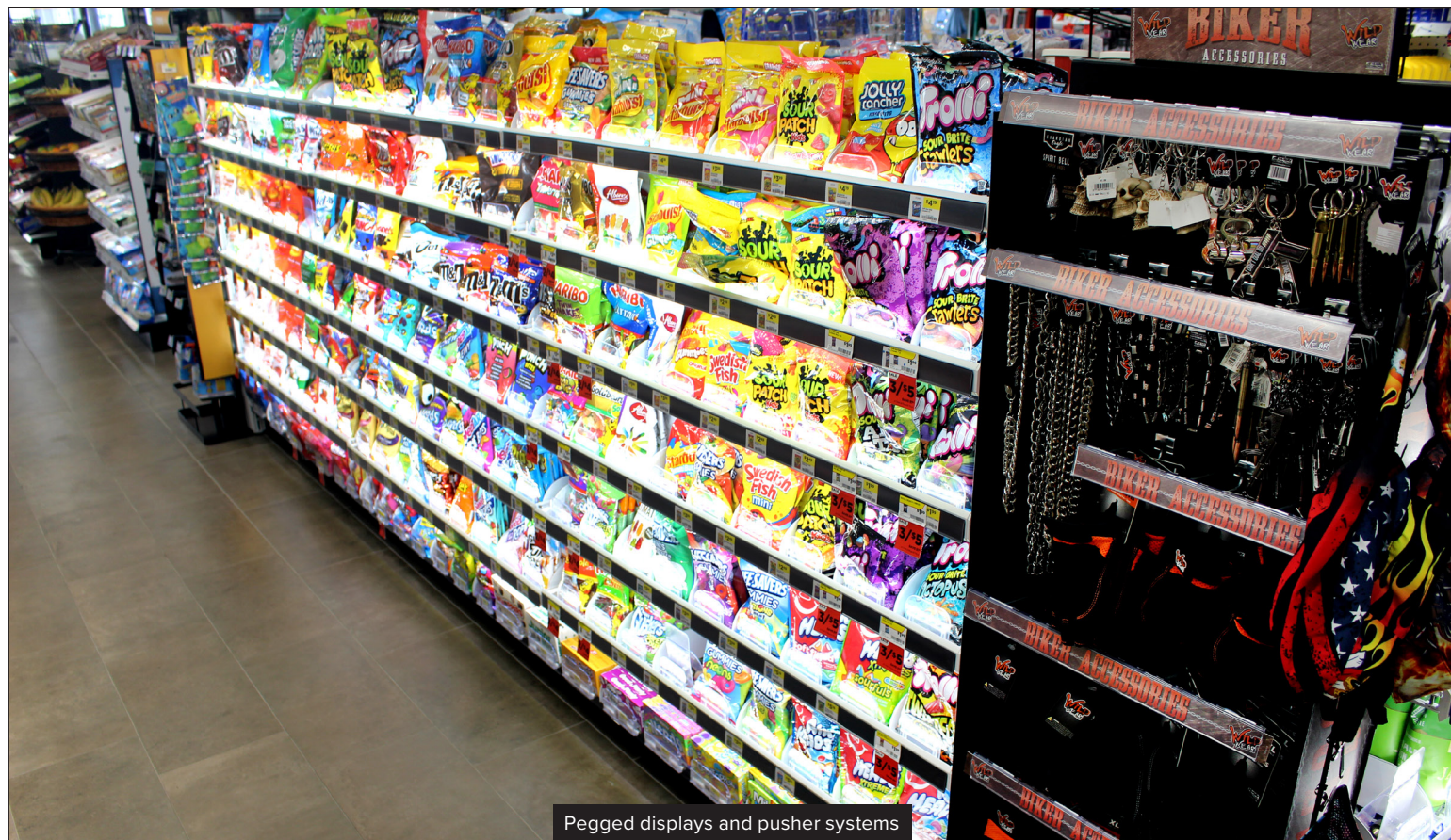
Pegged displays and pusher systems



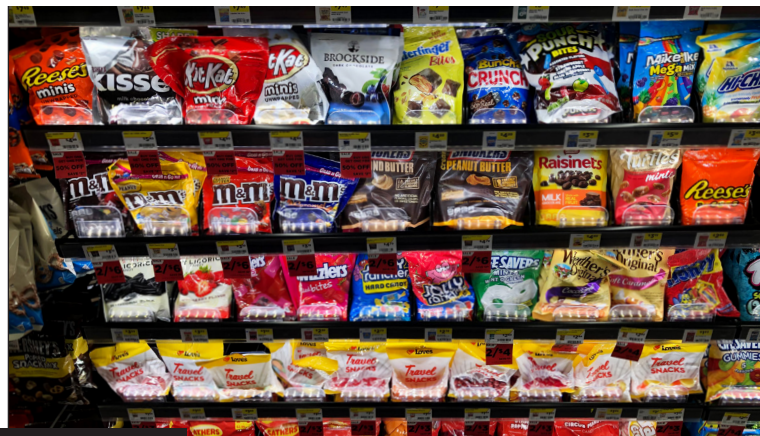
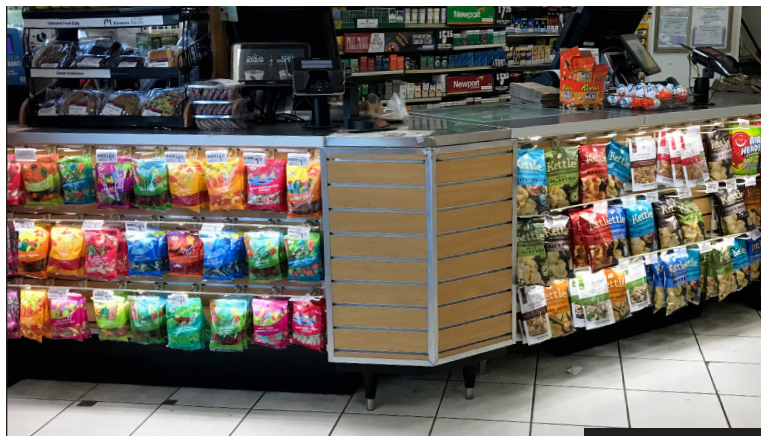
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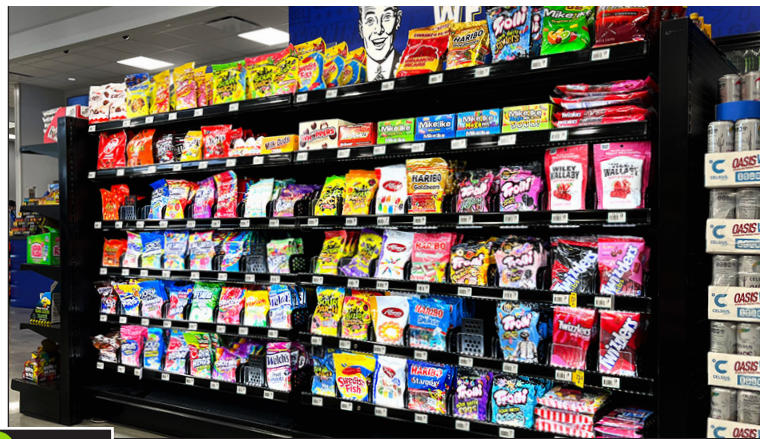
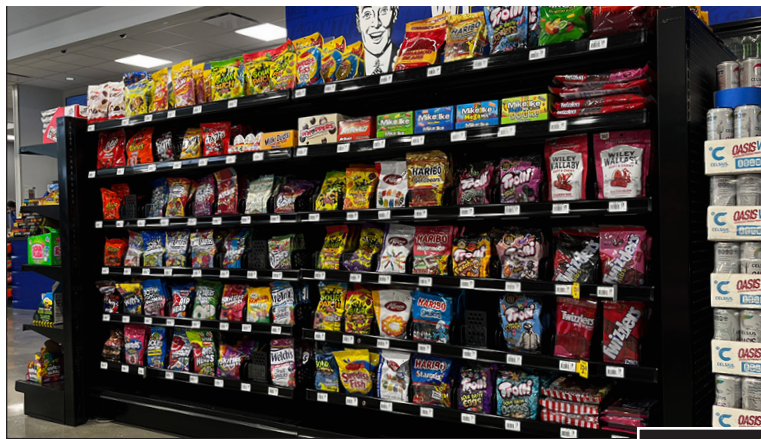


Pegged displays and pusher systems



Pegged displays and pusher systems





BEFORE  **AFTER**



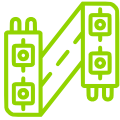


BEFORE AFTER



Why Lighting for Impact?

We're experts in the design and implementation of retail shelf and display illumination. We're passionate about innovation and offer top-quality products that elevate the shoppers' experience — **and are proven to increase sales**. More than 70,000 locations across North America rely on our lighting solutions. Our dedicated customer service teams are ready — and stand “at your service.”



Custom Design Consultations

Tell us your vision. We'll provide comprehensive designs, various options, and a few additional ideas for your consideration.



Customer-Centric Culture

Exceeding customer expectations is our passion. Our company's way of working is “Customer-First.” We don't just say it — *we do it!*



Value Engineered Systems

Our system is component-based, providing quality, flexibility, and value. It's “future-proof” to grow as your needs evolve — and includes a 5-year warranty.



In-Stock Inventory — No Back Orders

Large in-house inventory that's ready to ship. No waiting! In 2023, our on-time and complete performance measurement was an industry-leading 99.85%!



Fast Response and Delivery

Call us and we'll answer! One to two-day turnaround on most quotes, ten-day lead time on orders. Expedited shipments available if you're in a pinch.



Expert Installation

Our national network of reliable installation professionals can manage your installation process from start to finish. We'll provide a quote — nothing to lose!



"The overall view when you come into the store is brightened — and with the 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**

"The Lighting for Impact team is flexible, knowledgeable, 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 retail layout. Lighting for Impact has made huge Impact on our store retail merchandising."

— **Jesse Newman**, **High's**

"Lighting for Impact's 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**

"Lighting for Impact has been a great resource for lighting in our stores. They're both creative and affordable — versus other LED lighting companies."

— **Leona Burke**, **Circle K**

"Light your display like it's important! Remember, light makes the merchandise pop."

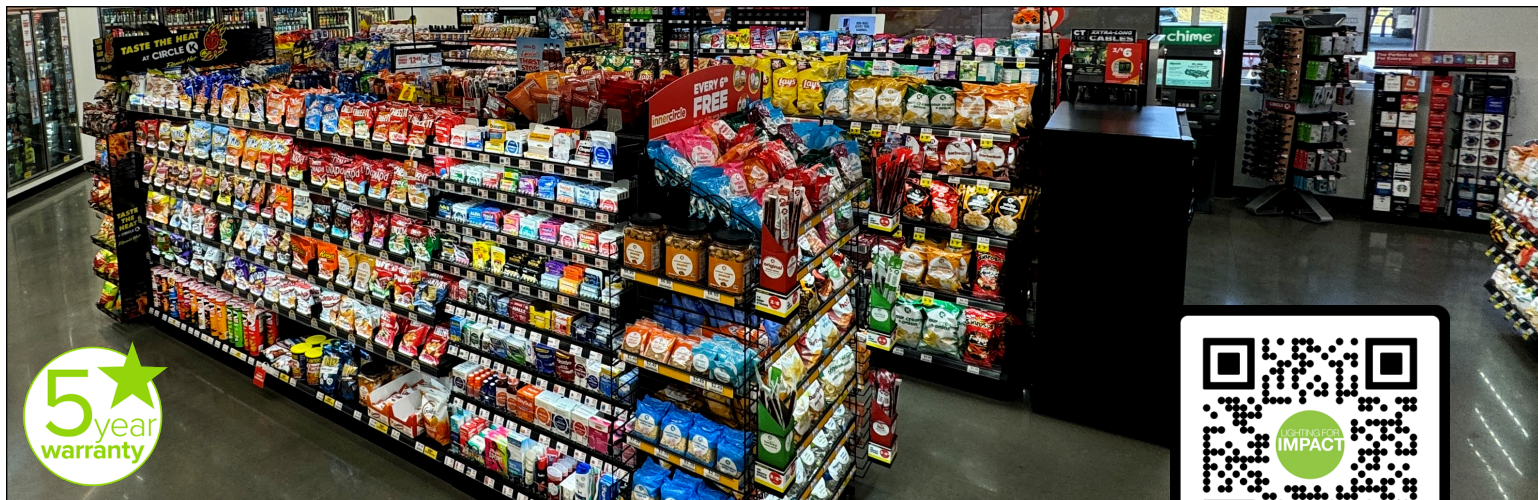
— **Bob Phibbs**, **The Retail Doctor**

"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**

"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-install LED lighting into your store's displays.

You'll see your *sales and profitability* in a **whole new light!**

Contact us to request a quote today!

Scan to download our full LED
Merchandising Solutions catalog.

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LIGHTING FOR **IMPACT**