



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

—LUXREVIEW

Display Lighting Solutions Convenience Look Book

LIGHTING FOR **IMPACT**

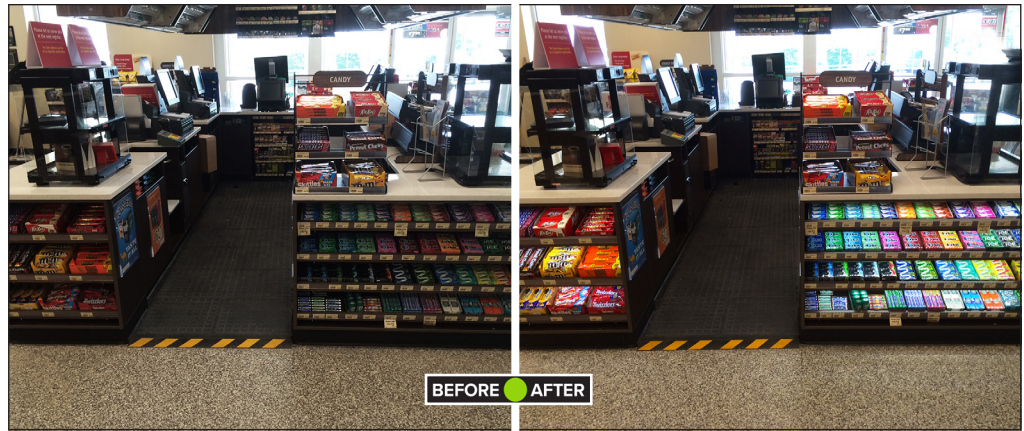


Our display lighting solutions get results everyone can see...

Lighting for Impact is a proven leader in helping retailers elevate their shoppers' experience and grow store sales.

Today's shoppers base their store selection (*and ultimately, loyalty*) on the experience they'll have in the short time they share. Our innovative made-for-retail solutions are affordable, easy to install, and are proven to increase sales and profitability.

There's simply no easier, better, or more impactful update you can make to grow your bottom line than integrating our portfolio of display lighting solutions in your store. See ROI in days not years.



Why Lighting for Impact?

"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 2019 customer survey respondents said LED lighting has helped positively influence sales
- 100 percent of same respondents believe LED lighting makes a positive impact to the in-store environment

Proven results...

The difference is easy to see!

Performance of Illuminated Sections*	
Dollar Sales	+43.7%
Unit sales change	+37.1%
Shopper Conversion	+32.0%
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%



BEFORE AFTER

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

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.



*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%. Percentages can vary based on store location and other in-store factors.



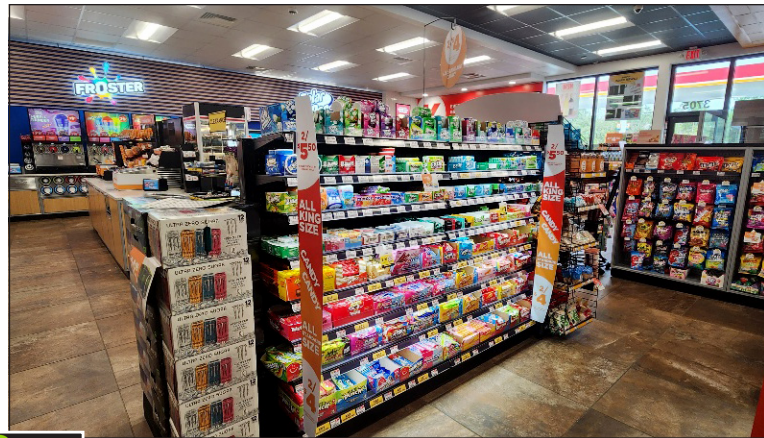
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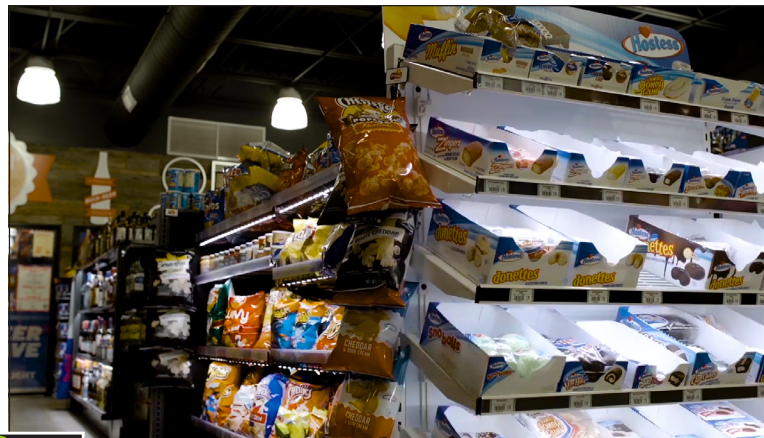
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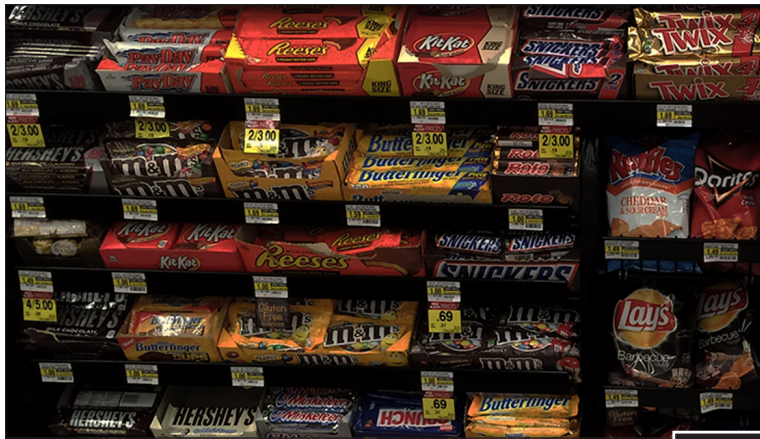
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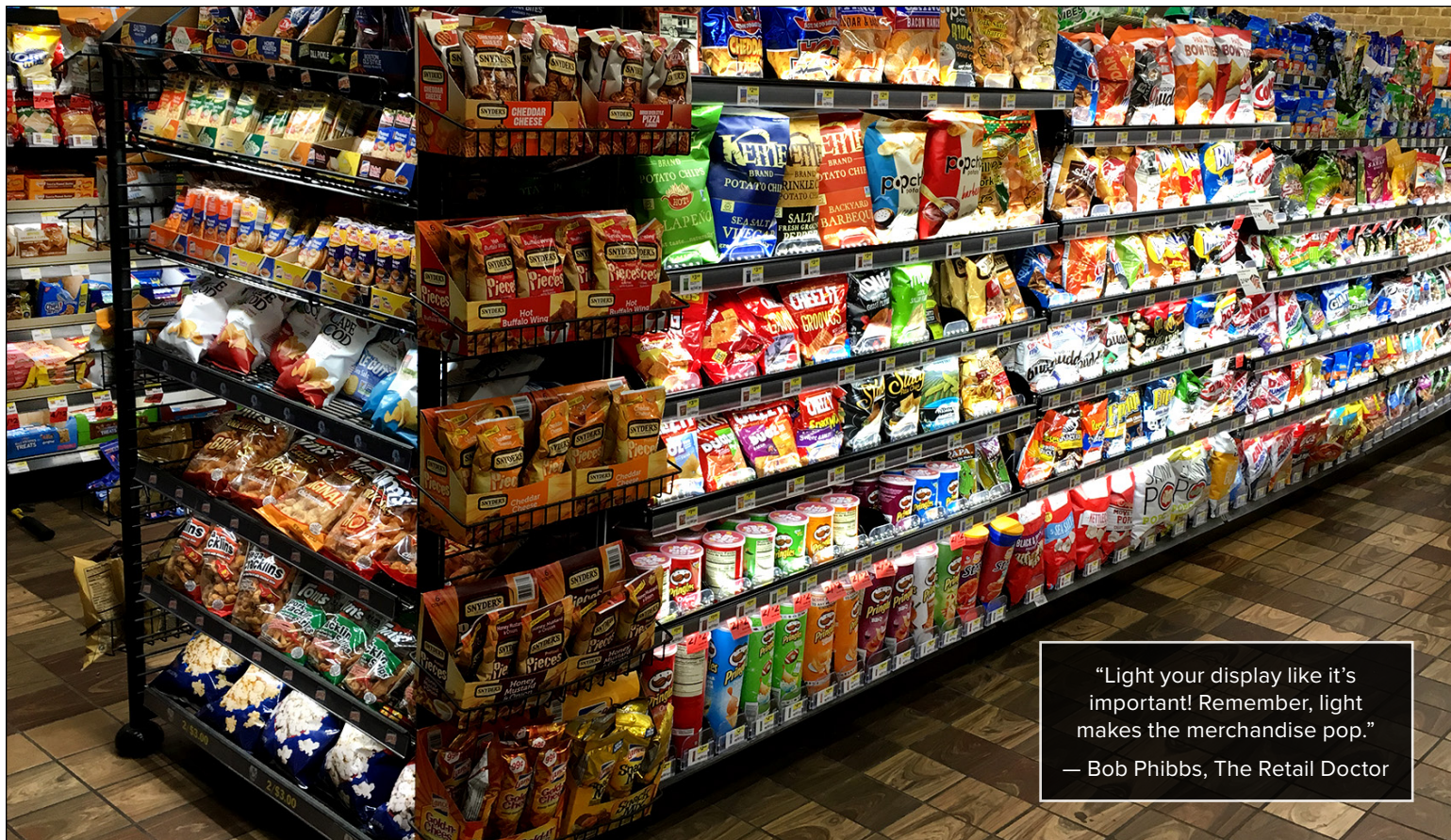
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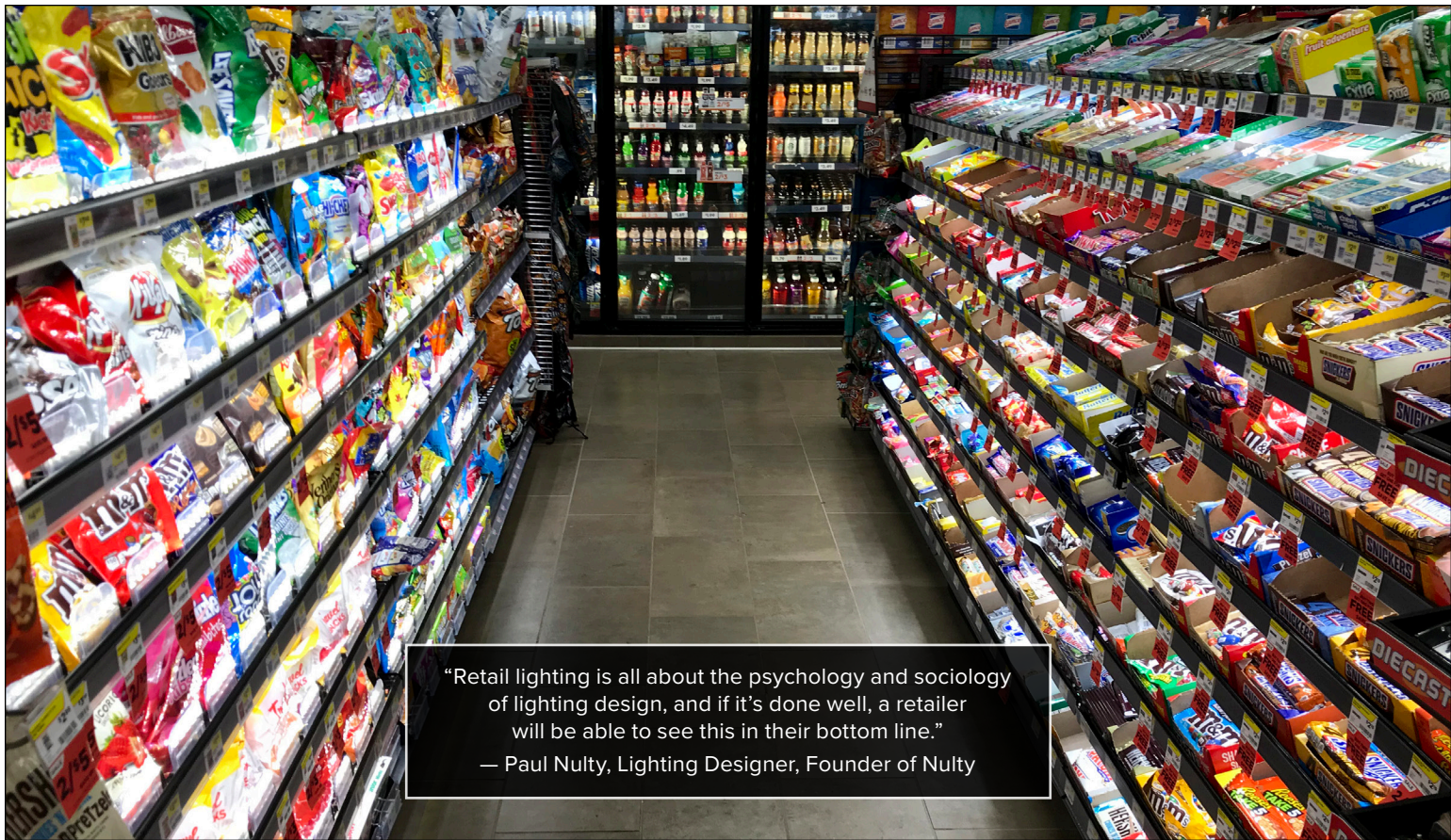




“Light your display like it’s important! Remember, light makes the merchandise pop.”

— Bob Phibbs, The Retail Doctor



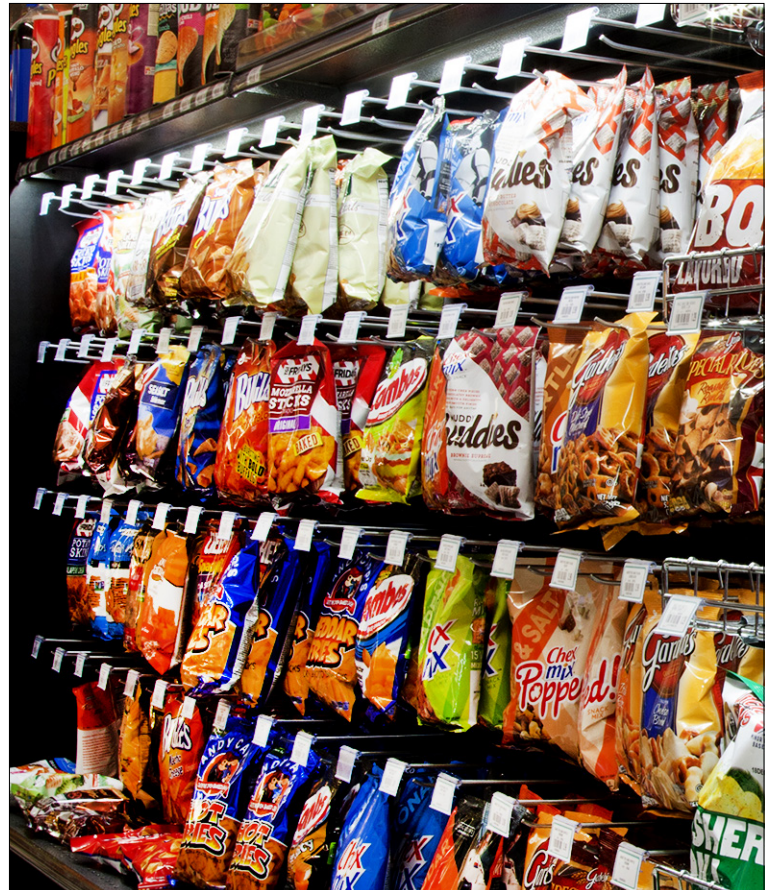


“Retail lighting is all about the psychology and sociology of lighting design, and if it’s done well, a retailer will be able to see this in their bottom line.”
— Paul Nulty, Lighting Designer, Founder of Nulty



“Lighting 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.”

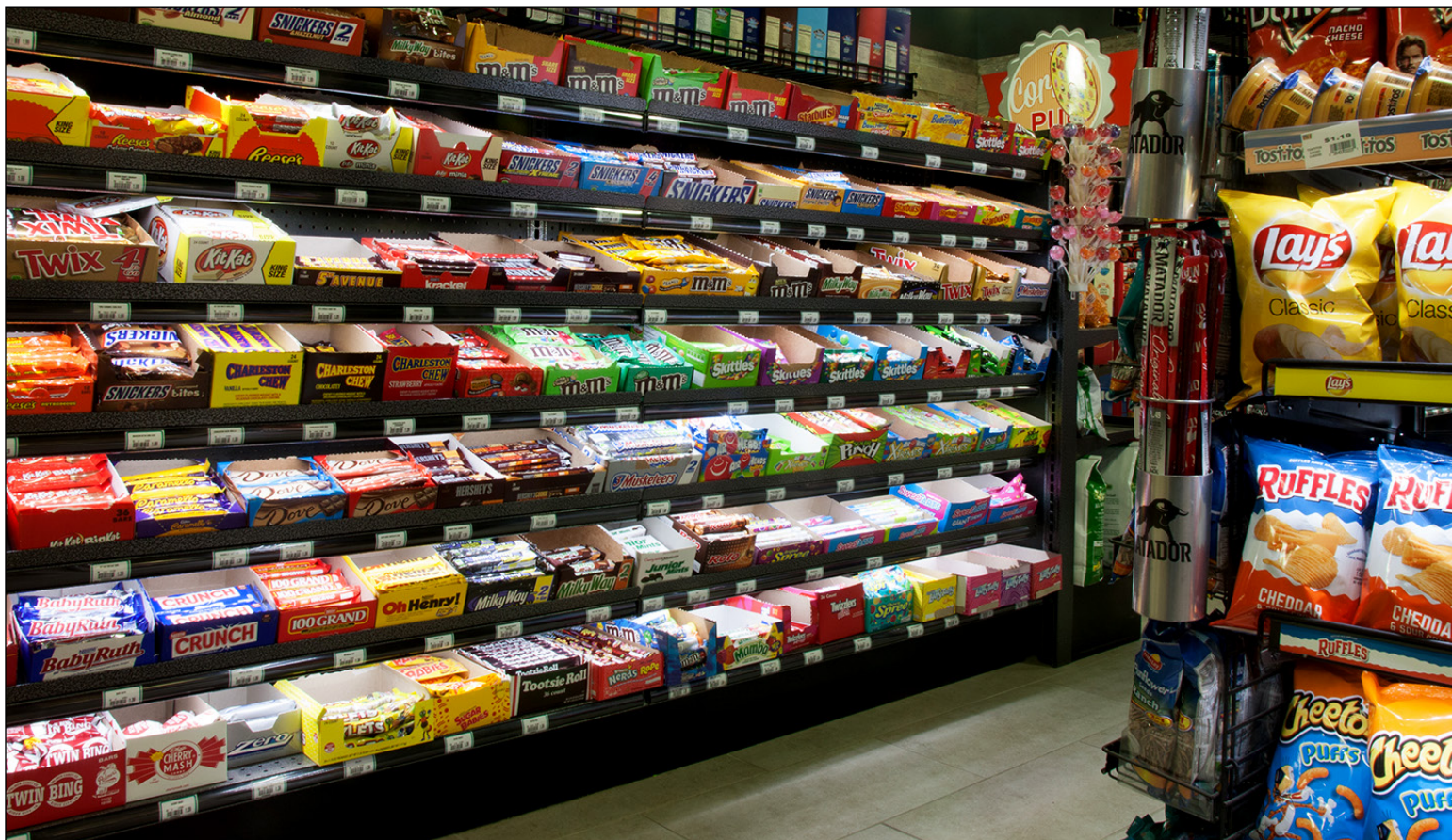
— Libby Langdon, Interior Designer

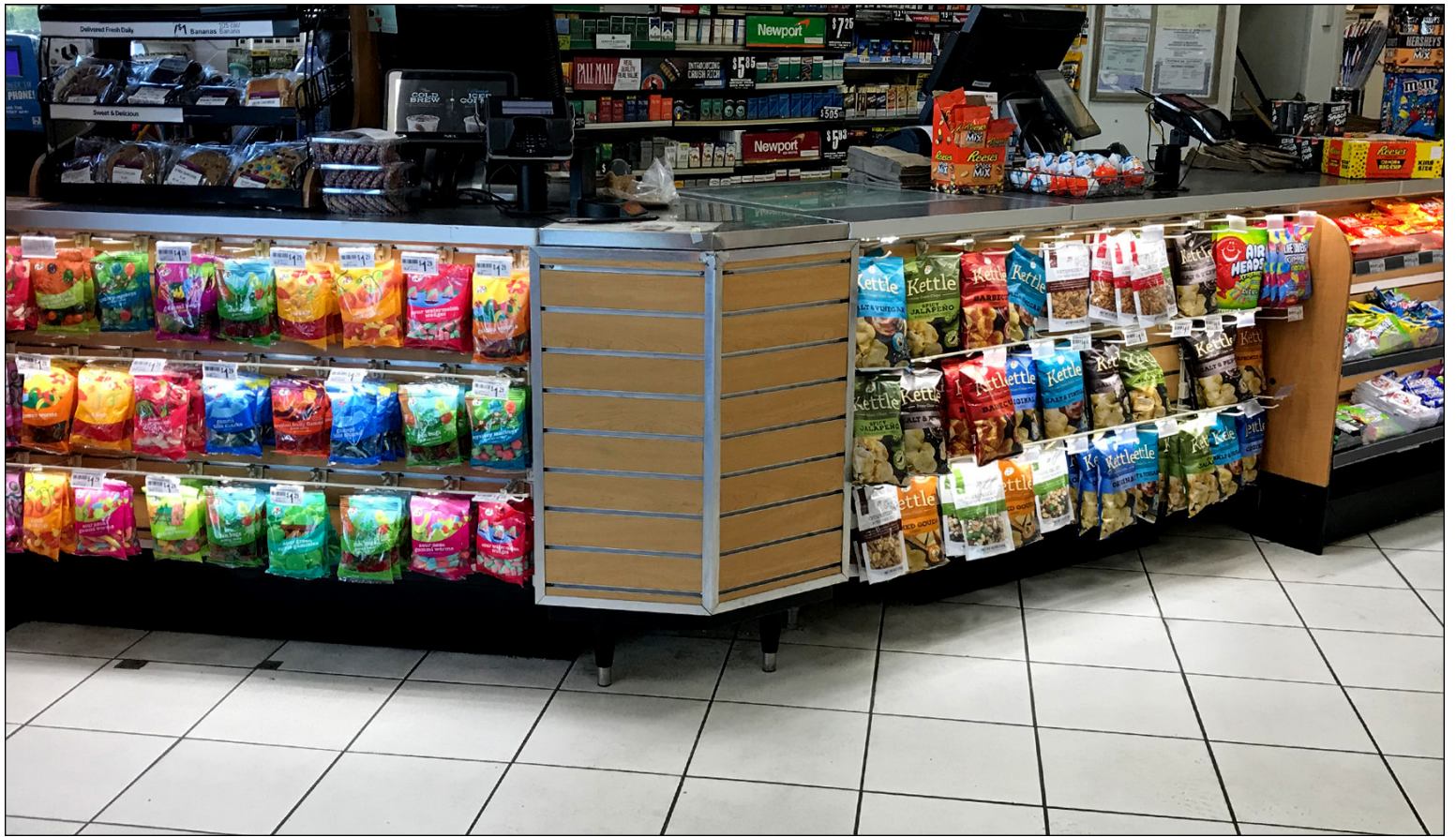




“Lighting impacts on every aspect of the retail experience, from brand and product perception to consumer engagement and mood.”
— Mihalý Bartha, Head of Lighting at GPstudio



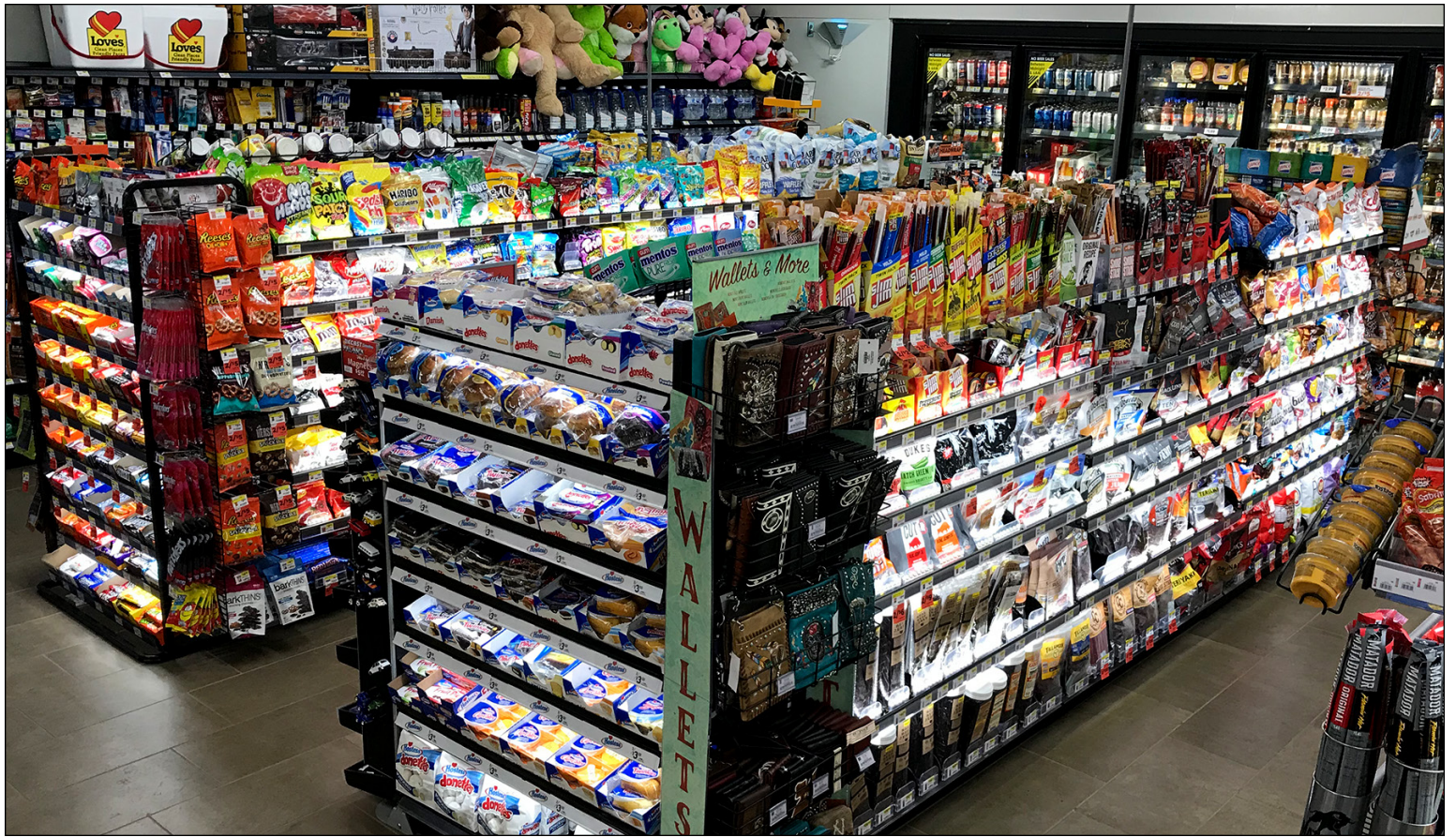














The Six Lighting for Impact Advantages

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 recommendations.



Quick Customized Quotes

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



Value Engineered LED Systems

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



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 our easy-to-install LED lighting into your store's displays. Contact us to request a quote today!

Scan to download our full LED Merchandising Solutions catalog.

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