



Why LED Lighting at Retail?

LIGHTING FOR **IMPACT**

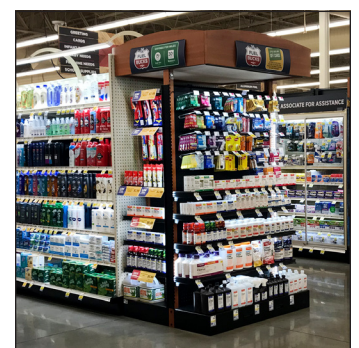
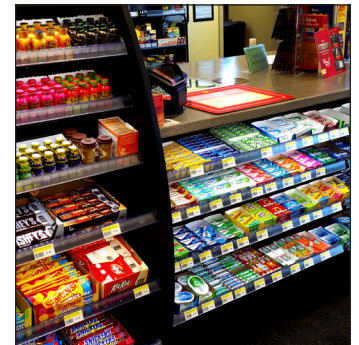
The simple and effective integration of our innovative lighting transforms your in-store shopper experience. Areas such as checkout displays, end-caps, center-aisle displays, and under-counter displays can all be enhanced. Lighting is proven to command attention and result in elevated sales and shopper loyalty. Our made-for-retail lighting solutions will transform the way your customers see, shop, *and* spend!

Proven results! >>>

Our most recent test reinforces that illumination not only improves the shopper experience, but leads to significantly higher unit and dollar sales — *and* profitability! Simple and effective. You *will* sell *more* by including our lighting in your display merchandising designs.

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%.



Our solutions get results everyone can see!



What kind of LED lighting options are available?

Designed specifically for retail, all of Lighting for Impact's systems are engineered to stand up to high-traffic, heavy-shopping/stocking, and *best of all* — **proven to increase sales!** Our team has years of experience with all types of retail shelving and fixture designs. In addition, all power systems add value through their compatibility to power additional accessories and cutting-edge retail technologies, like LCD displays, IoT solutions, and omnichannel tech.

Our LED lighting elevates your shoppers' experience and achieves results across the store. Products include:



C-Channel



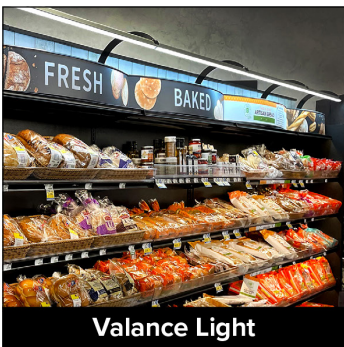
J-Channel



W-Channel



Wall Washer



Valance Light



Uplit Panel



Backlit Header Panel



Panel Lighting

What others are saying about our LED lighting...

Lighting for Impact's LED systems have helped boost sales in the confectionery category. The system has enhanced the visual impact of product 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
Retail Space Manager, Wawa

"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
SVP Sales and Marketing, Coborn's

Learn more about LED merchandising on our NRF2023 Big Show Resources Page!



At your service...



Paul Rinaldi
Vice President Business Development
407.489.2422
paul@lightingforimpact.com

Lighting for Impact
3201 S. 6th Street
Lincoln, NE 68502

844.218.4112
www.lightingforimpact.com

