



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

Source: LUXREVIEW

Retail LED Lighting Solutions

LIGHTINGFOR **IMPACT**



About Lighting for Impact

Lighting for Impact works with leading retailers and brands across all channels. Our mission is to enhance the in-store shopping experience for shoppers which, in turn — increases sales for our clients.

With more than 60,000 installations across North America, Lighting for Impact delivers results. Our team consists of both merchandising and engineering experts to help design, plan, and install affordable LED solutions that achieve your business objectives.

Lighting for Impact's leadership has, collectively, more than 30 years of retail experience — including merchandising design, in-store execution, category management, and sales — working for and with industry-leading solution providers, retailers, and CPGs alike.

Our innovative solutions maximize product presentation across entire store environments with a full portfolio of made-for-retail systems to draw in shoppers, direct attention, upgrade store environments, and influence sales.

Our portfolio of products includes:

- Easy-install LED shelf lighting systems for all metal and wire displays
- Backlit LED header panels that help improve navigation across aisles
- Uplit and backlit LED panel systems that make assortments pop on standard and custom shelving
- Wall Washers systems that achieve longer distances, ideal for wall display and pegged merchandising
- Myriad affordable LED options for original equipment manufacturers and marketers



The Power of Light

LED lighting has the power to help you better direct your shopper's attention where you want it, and move them to buy more — *and more frequently*. Easy and affordable to select, simple to install, and built to perform — all lighting includes a 5-year warranty so you can realize your merchandising vision with complete confidence.

Our merchandising systems are ideal for:

- All Retail Classes of Trade
- Center Store
- Health and Beauty (HBA)
- Checkout/Self-Checkout
- Liquor, Wine, and Beverage
- Refrigerated Categories

“...lighting can single-handedly influence the mood of the shopping environment, retailers must understand how they can use lighting...”

— Ron Lutz
EVP & CCO, Miller Zell



Grocery // Drug // Specialty

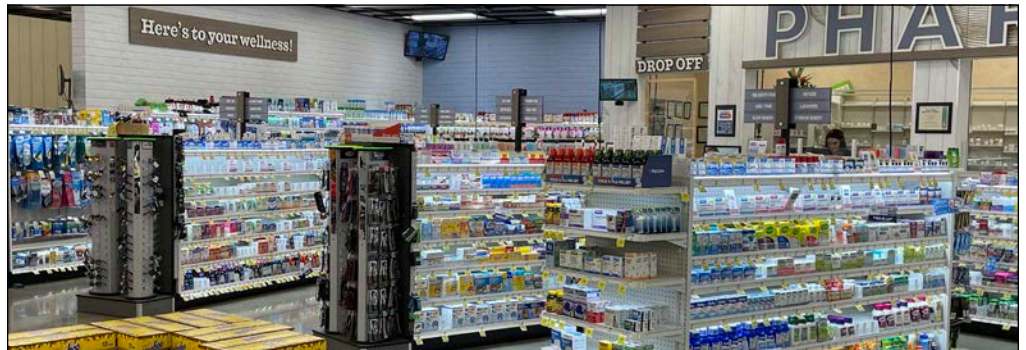
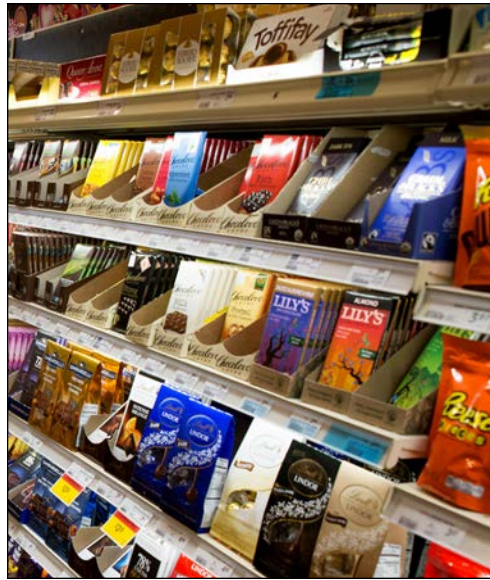
More and more retailers and brands are discovering how integrating LED lighting as part of in-store merchandising plans can dramatically improve both store presentation and sales performance.

Research shows shoppers' perception of stores — even the perceived “freshness” of products — is enhanced

when crisp, clean LED lighting is added to merchandising. LED lighting helps customers better see what's available, and helps them read labels more easily. An inviting environment not only helps shoppers quickly find what they need, but also gives them the excuse to linger longer — which translates into new sales.

“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 the items they love to buy.”

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





Health & Beauty (HBA)

The challenge for Health and Beauty Category Managers is trying to find ways to capture growing sales in the health and beauty segment, while helping to mitigate loss to online retailers.

HBA shopping is a more personal experience, requiring an environment that's intimate and inviting.

LED lighting, backlit header panels, uplit panels, valance lighting — each of these easy-to-install systems perform to create an ambiance and “mood” that sets the right tone for sales success. Ask us to share our HBA case studies on the difference lighting makes!

“We worked with Lighting for Impact to design an LED merchandising solution for our HBA department. The LED lighting makes the department feel more inviting for our shoppers to browse. We couldn't be happier with the results.”

— Lori Bryant
Project Manager of Store Planning, Big Y





Convenience

In the short time the convenience shopper dedicates to their in-store visit, attracting their attention to your store's unique offerings is easily achievable with LED lighting. For example, impulse buys nearly double when LED lighting is added to under-counter shelving at checkout.*

Our innovative, easy-to-install solutions

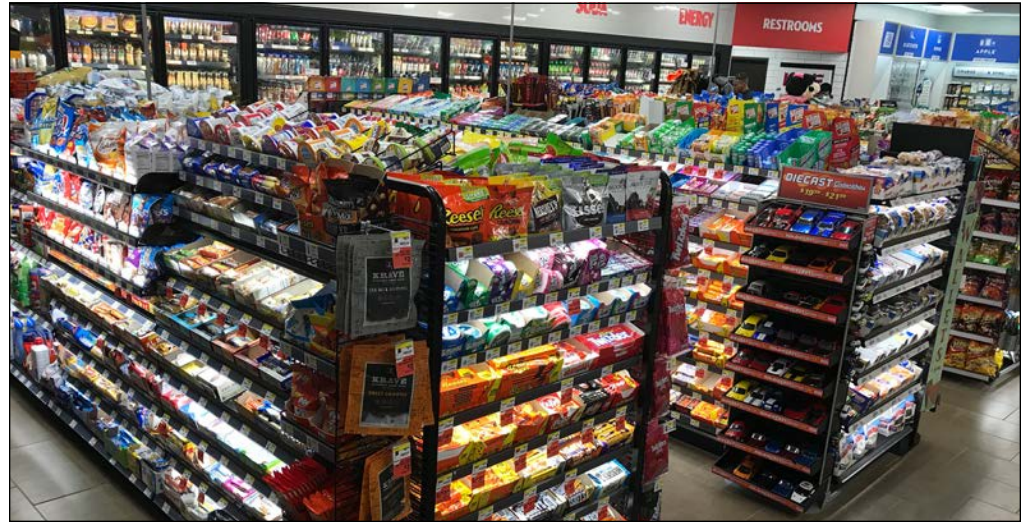
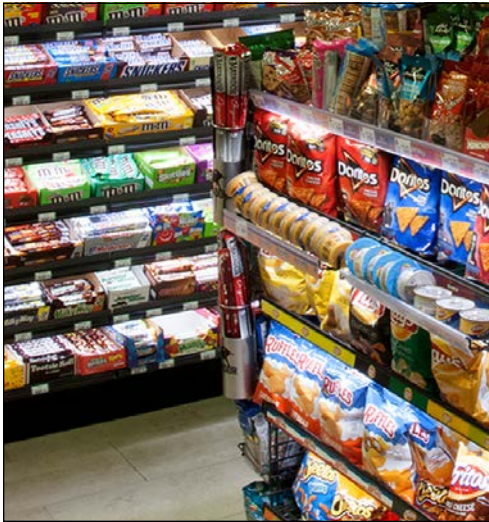
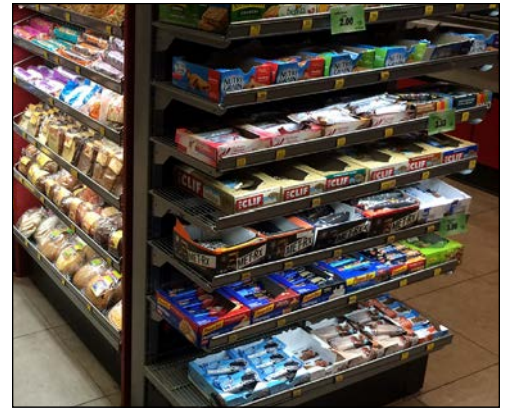
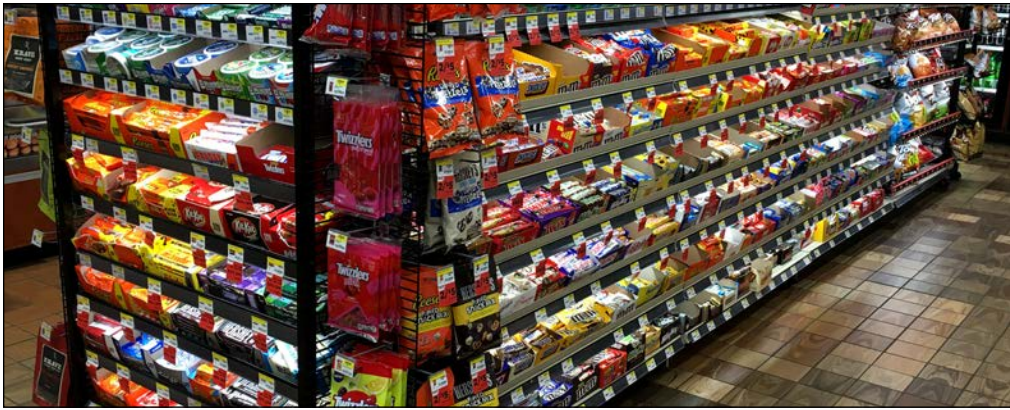
for existing metal and wire display fixtures makes store transformation a snap. We design for all standard shelving sizes, plus custom options for specialized displays.

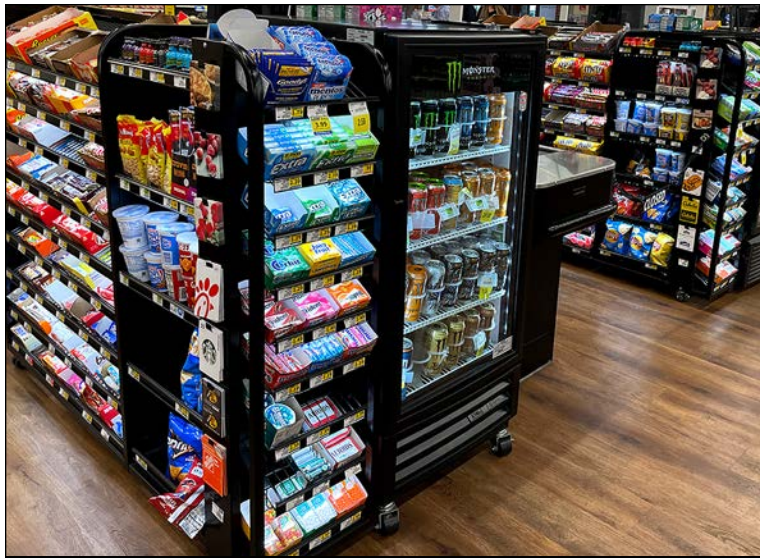
Easily refresh your coolers by switching from florescent cooler lighting to our popular LED cooler light replacements — and save money!

*Proprietary research/results conducted by retailers/brands and shared with Lighting for Impact.

“Lighting for Impact’s products are easy to work with all the way around. The overall view when you come into the store is brightened — and with the lighting installed the product is so enticing to the eye.”

— Ed Van Etten
Field Merchandise Manager, Circle K





Checkout // Self Checkout

Checkout is a very special place in the shopper's journey. It's not only the "last impression" your customer has of your store, but it's also a time when they're celebrating a completion of tasks — and emotionally ready to "treat themselves" for a job well done!

LED lighting makes a huge impact at

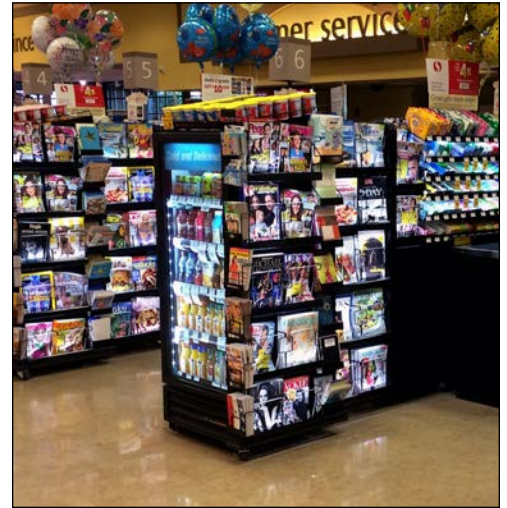
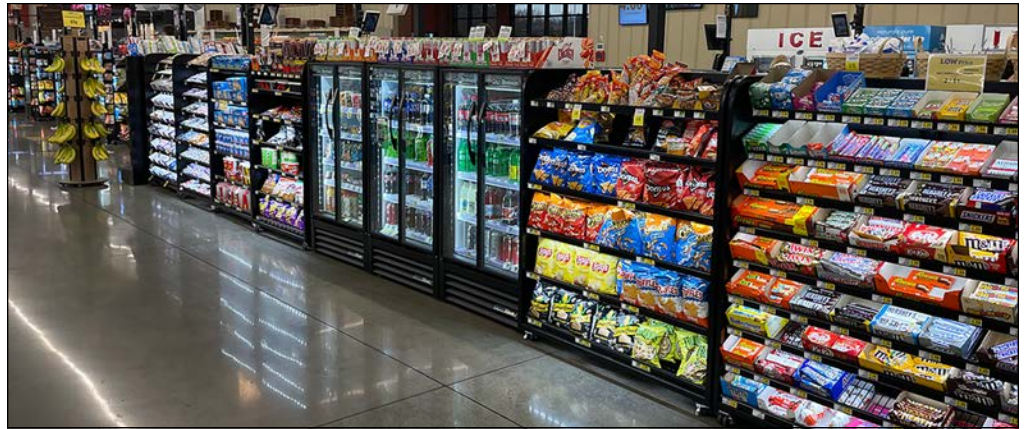
checkout, with lifts in confection and impulse sales of up to 20 percent over unlighted merchandising!*

An industry best practice, contact us to discover the difference LED lighting makes for your checkout lanes!

*Proprietary research/results conducted by retailers/brands and shared with Lighting for Impact.

"The front end is critical — it's a retailer's last chance to make a good impression with shoppers. These bright racks look more inviting and appealing."

— David Kennedy
Vice President of U.S. Grocery, Wrigley





Liquor // Wine // Beverage

Our versatile LED solutions are a favorite among liquor and wine merchants, as LED lighting “lifts spirits” — *literally* — creating a higher-end category shopping experience, which increases sales.

Convert your existing displays into bright spots for new sales — often without even requiring the removal of product

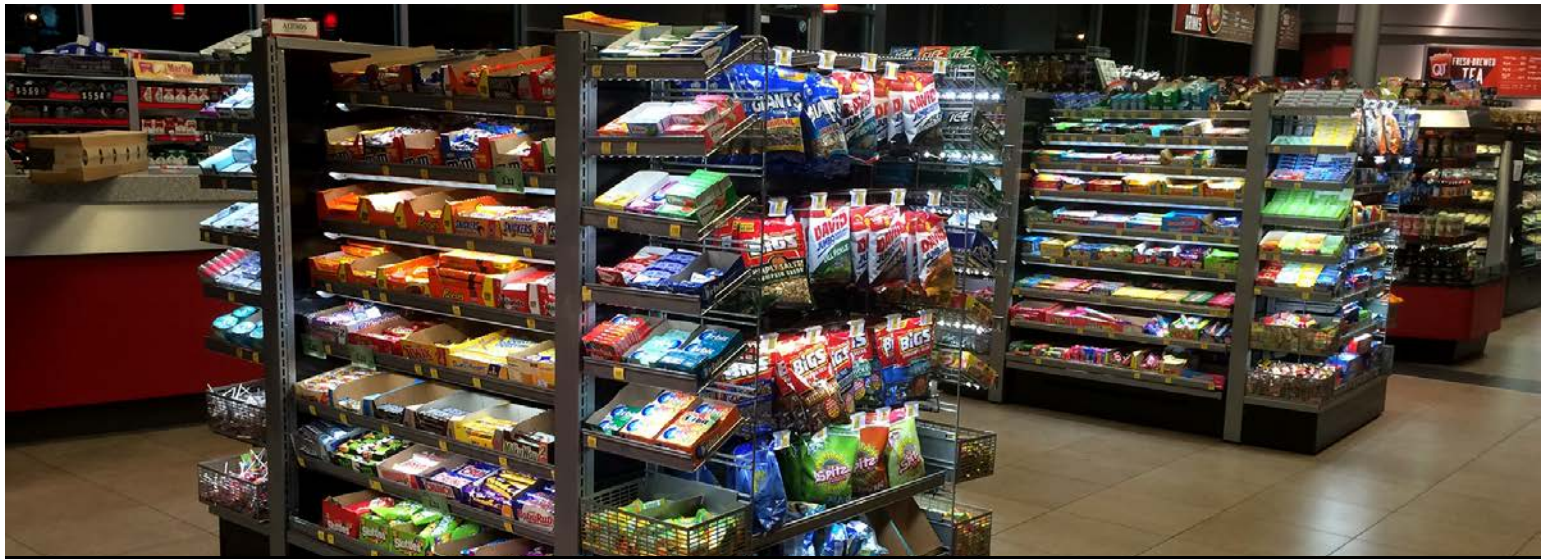
for system installation. Transformation is quick and easy!

We also offer energy efficient LED panels for backlighting or standard and custom shelf panels in which the product sits right on the panel — and is illuminated from the bottom of the bottle.

“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





Customized Display Solutions

Lighting for Impact loves to partner with like-minded creative display and marketing companies to deliver results for client objectives. Our team can help innovate and customize LED components to your merchandising needs and specifications. Our retail and engineering backgrounds make us a valuable partner in developing practical and affordable

merchandising solutions. We can also help value engineer solutions to save time and money on projects.

Let's collaborate on a project together! We're always happy to answer any questions you may have, or to quote on a project.

"Lighting for Impact is a great company to work with, and I have recommended them to many others I work with!"

— R. Jones, Laird Plastics



GROOMING ESSENTIALS

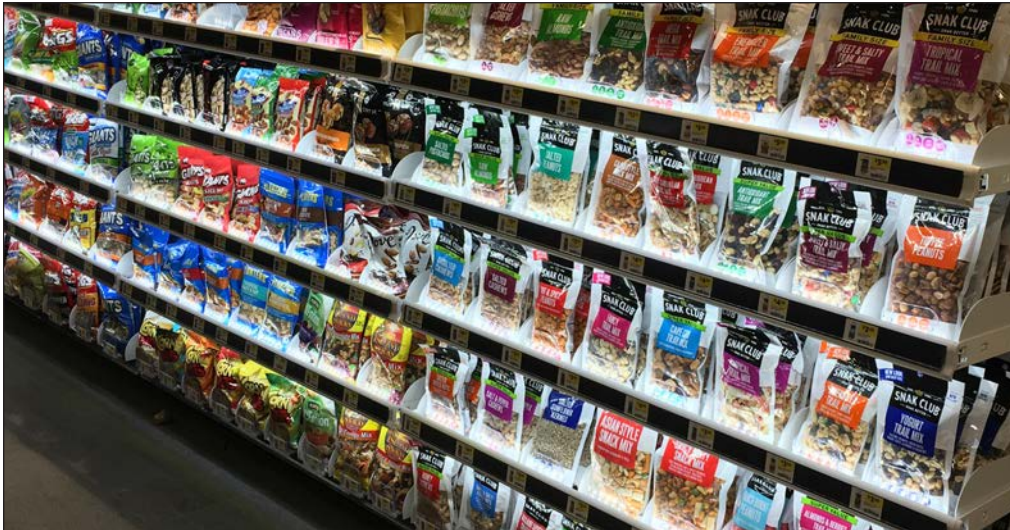
GET THE LOOK

1 Dove Men+Care body washes are specially formulated for men's skin. Featuring MicroHydrate technology, they provide hydration for healthier, stronger skin.

2 Dove Men+Care shampoos leave hair stronger and more resilient. Because the brand's shampoo doesn't just clean, it delivers care specially designed for men's hair.

3 Your skin also benefits considerably with a range of Dove Men+Care shower gels that scrub and hydrate, but also reduce the risk of irritation and protect the skin.

4 Big protection when shaving? Dove Men+Care shaving products are designed to be mild enough to leave your skin smooth, yet tough enough to keep you shaving all day long.



SWEET TREATS

2 for \$2

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 transform the way your customers see, shop, and spend. Contact us to discuss your merchandising projects today!

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