



Spirits & Wine LED Merchandising Look Book

LIGHTING FOR **IMPACT**



With today's omnichannel consumer, it's all about the shopping experience...

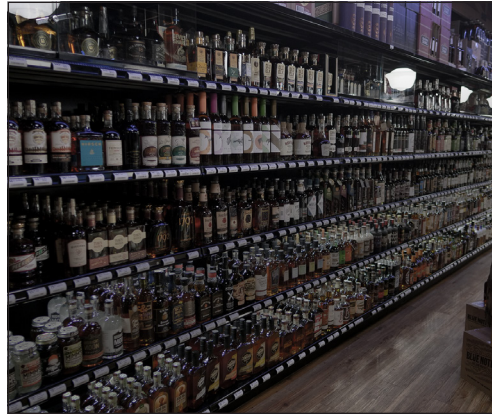
While factors like competition, product trends, and demographics continue to influence liquor and wine sales, it's the convenience, service — and the *shopping experience* that drive success. No matter your competitive advantage — be it product expertise, in-store events, or social selling, your in-store display merchandising must look great, be easy to shop, and elevate the experience for your shoppers.

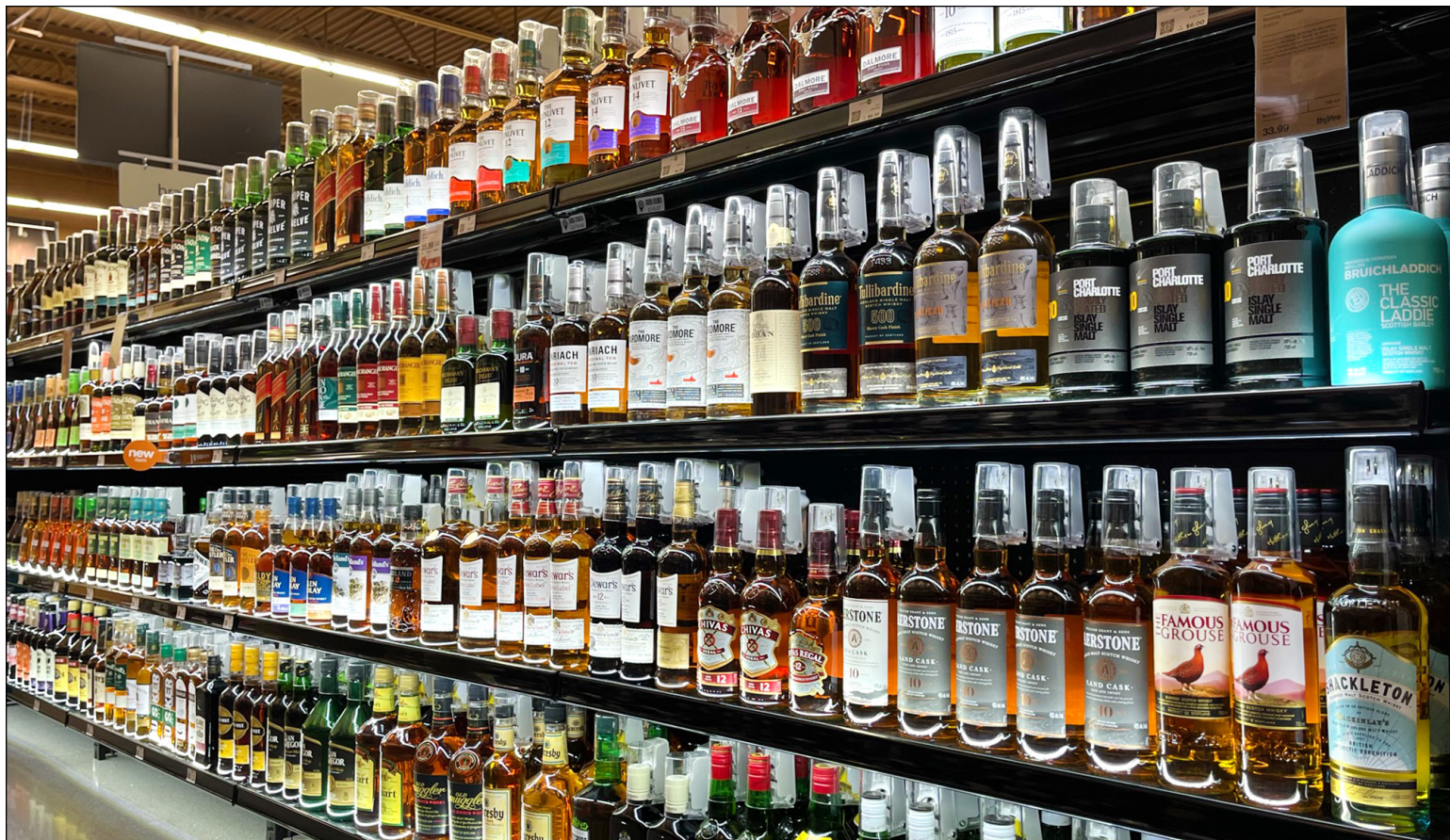
There's no easier or more affordable way to upgrade your category merchandising and shoppers' experiences than by adding LED lighting. It creates the “wow” factor and has your store “instagram ready” overnight!

Affordable. Simple. Dramatic. Effective.

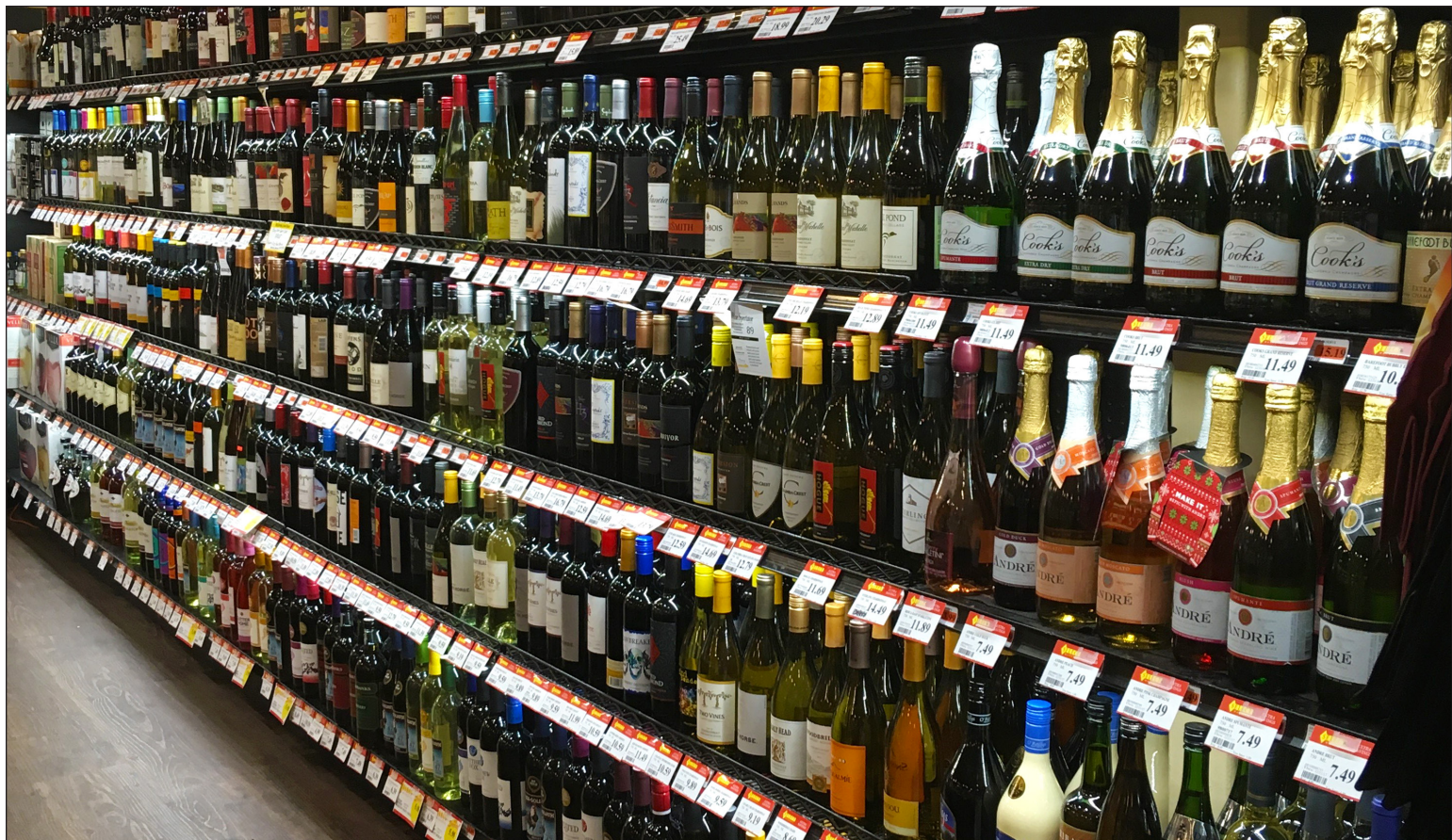


BEFORE  AFTER











BEFORE



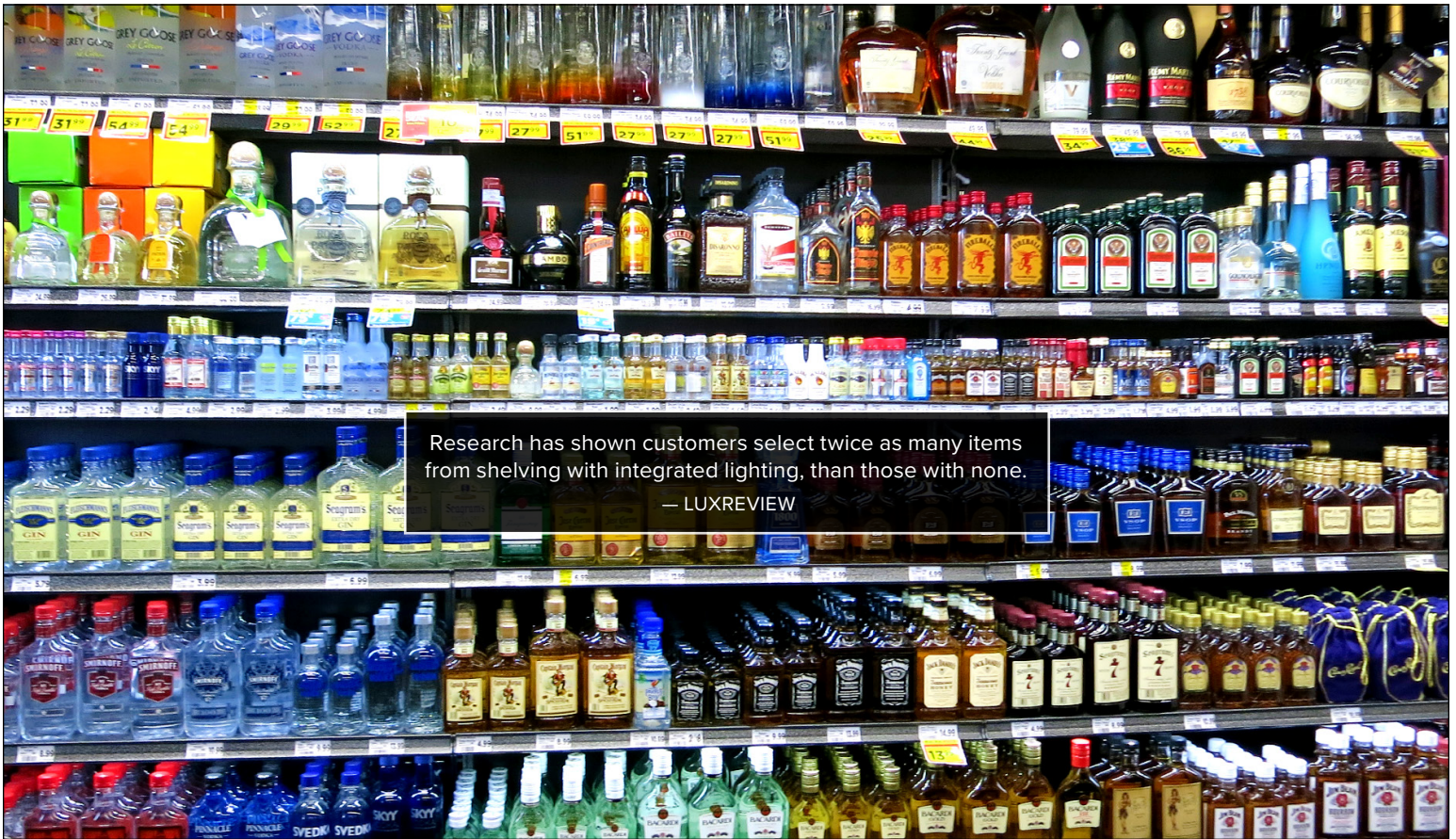
AFTER



“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







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





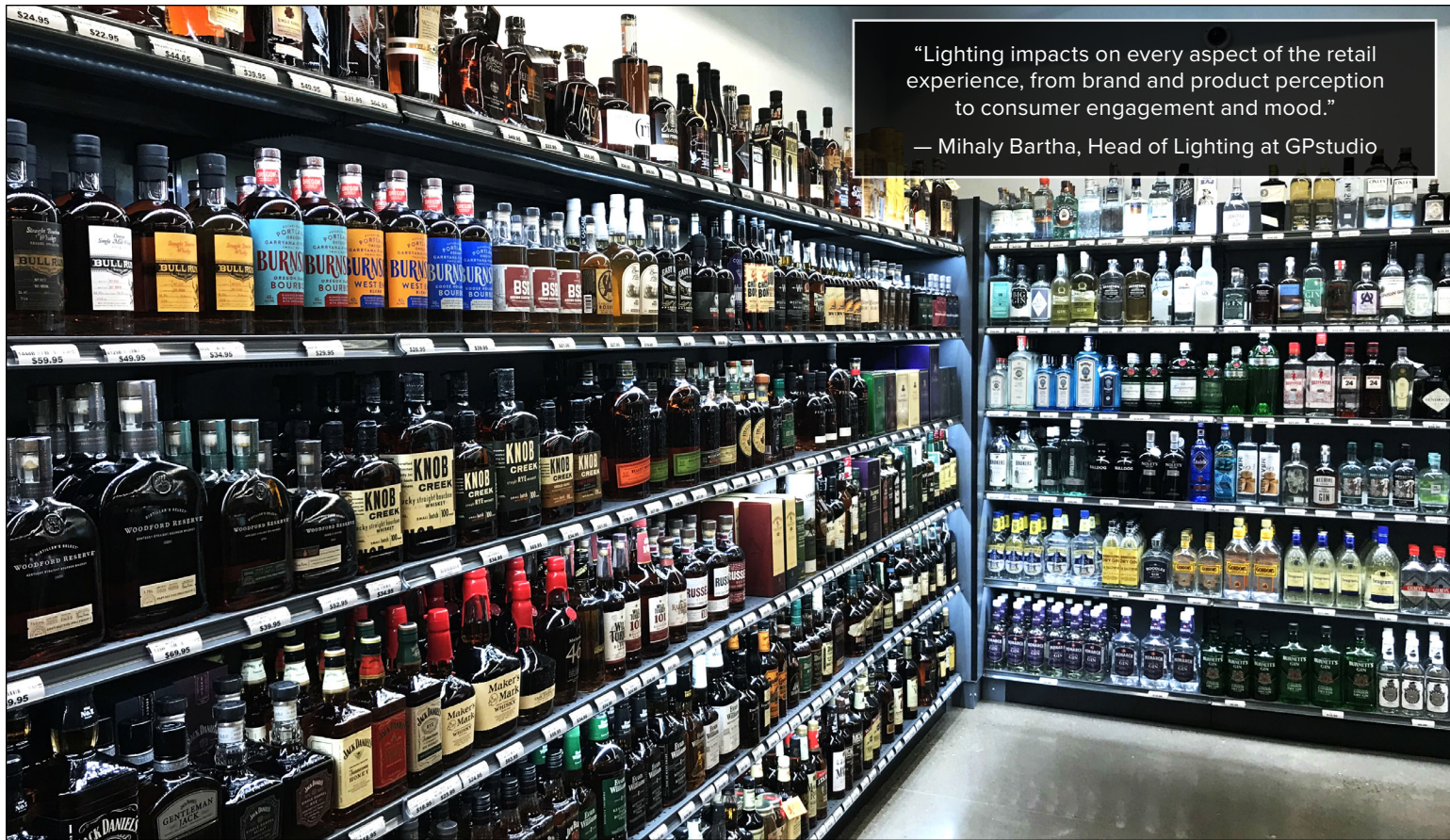


“Lighting should be a top priority in store design to enhance the retail environment and highlight products. Because lighting can single-handedly influence the mood of the shopping environment, retailers must understand how they can use lighting to shape their customer experience.”
— Ron Lutz, EVP & CCO, Miller Zell









“Lighting impacts on every aspect of the retail experience, from brand and product perception to consumer engagement and mood.”

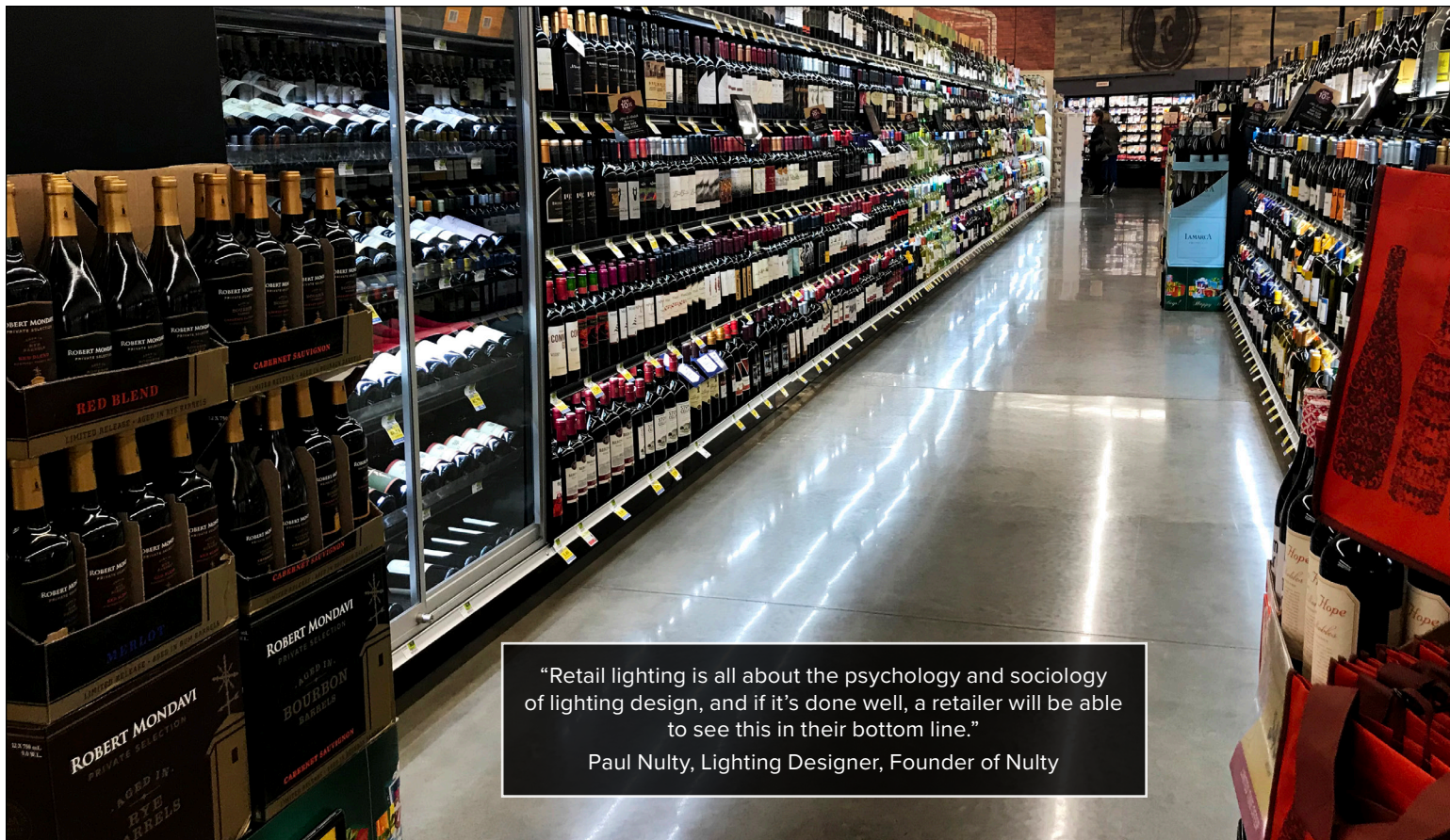
— Mihaly Bartha, Head of Lighting at GPstudio











“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

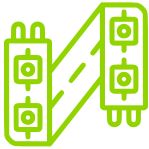






The Six Lighting for Impact Advantages

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.



Scan to download our
LED Merchandising
Solutions catalog
today!



Affordable. Simple. Dramatic. Effective.

There's never a good reason to delay success... Now's the perfect time to integrate our easy-to-install, made-for-retail LED lighting into your liquor and wine displays. Contact us to request a quote or to discuss your merchandising projects today!

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

844.218.4112
www.lightingforimpact.com



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