



Increase sales  
by 5% to 10%  
with cost-effective  
LED illumination...

## Undercounter LED Merchandising Look Book

LIGHTING FOR **IMPACT**





## Realize increased sales with our undercounter LED lighting...

Whether it's wood, wire, metal, glass, or plastic undercounter shelving at your store — Lighting for Impact has the perfect solution to bring attention to frequently overlooked impulse items at checkout.

Convenience shoppers allocate just a few minutes to shop in your store. Direct their attention to under the counter by adding our affordable, easy-to-install LED lighting. We've done extensive testing to validate candy and snack sales grow by 5% to 10% when illuminated at the point of purchase vs. stores without direct lighting.

Browse through this look book of samples, then give us a call for a quote!

Affordable. Simple. Dramatic. Effective.

The dramatic difference is easy to see...



BEFORE



AFTER

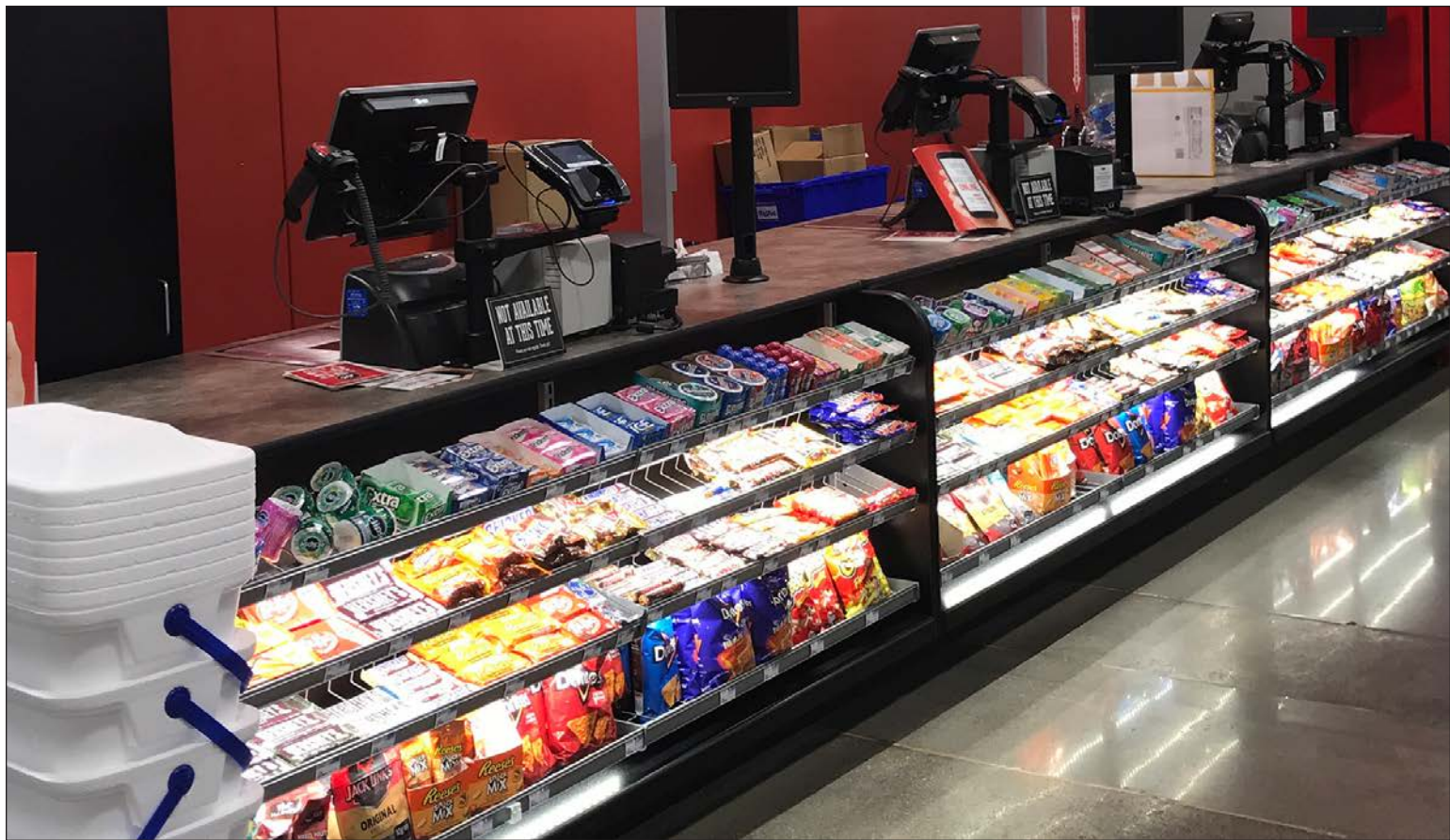


*"Lighting for Impact's LED system has helped boost sales in the confectionery category. The system has enhanced the visual impact of product that had gone unnoticed in the past. LFI's reliability, customer service and design expertise has made them a great partner for Wawa."*

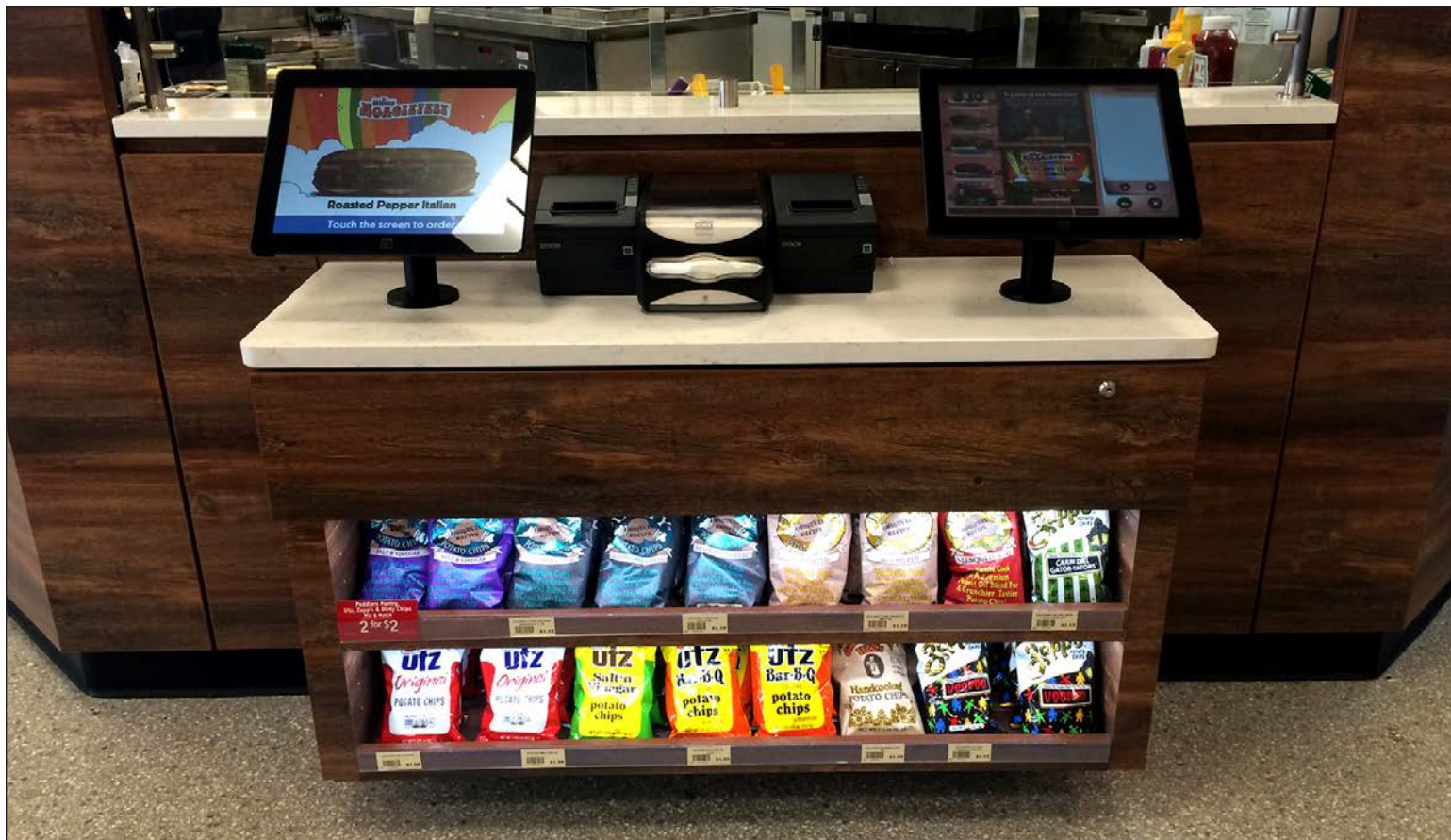
— Amanda O'Brien, Wawa

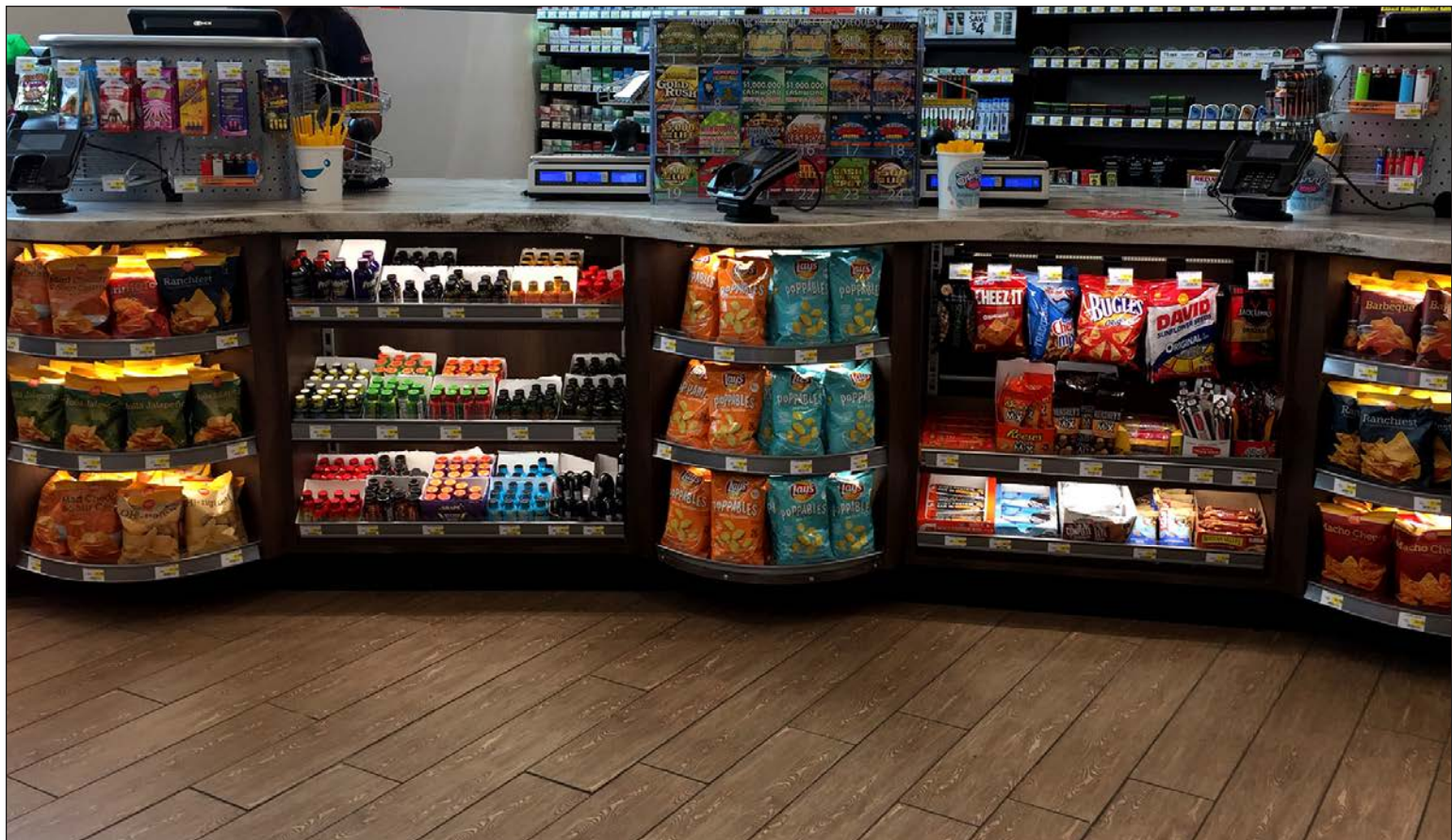


Research has shown customers select twice as many items from shelving with integrated lighting, than those with none.  
— LUXREVIEW



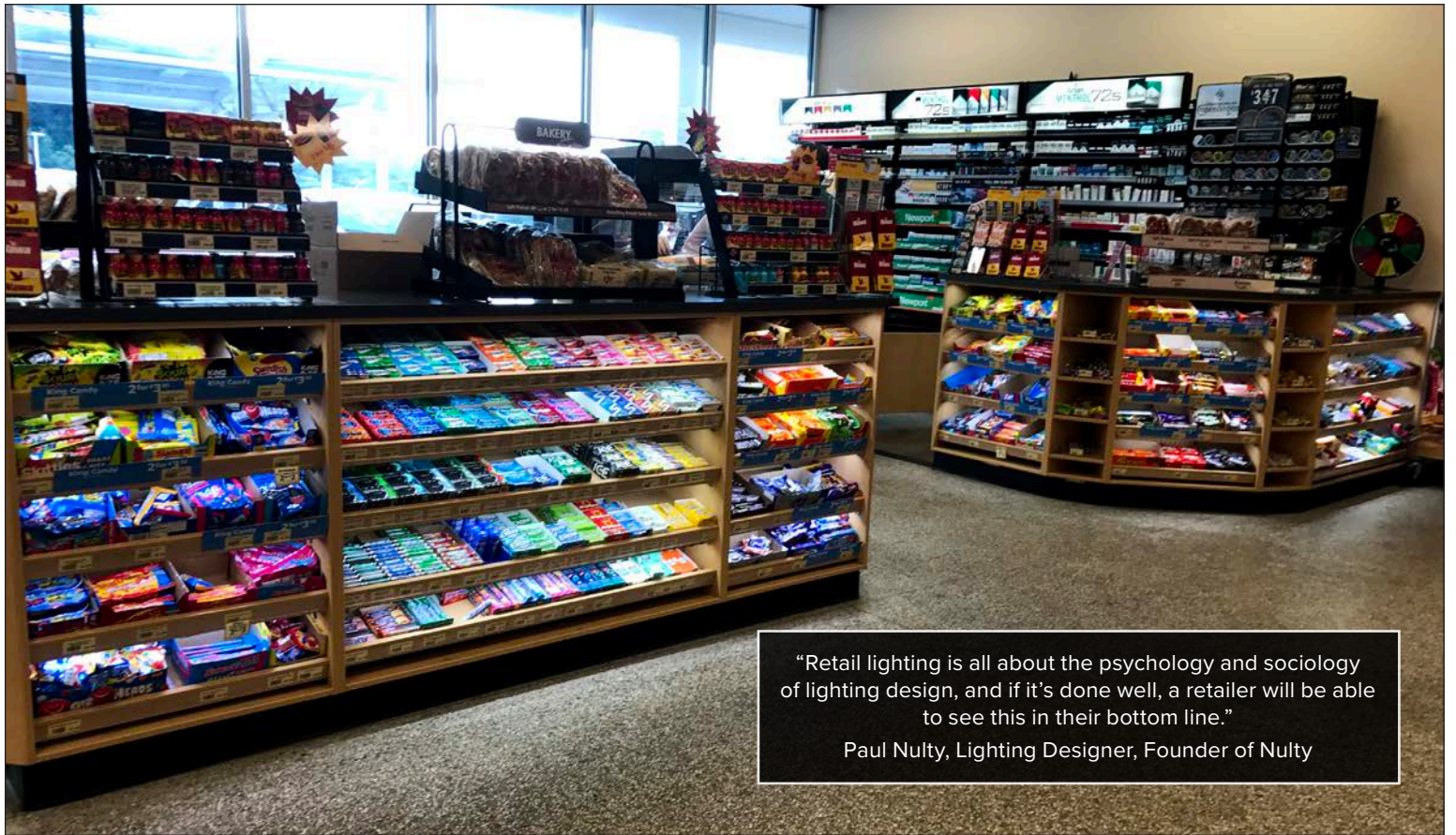












“Retail lighting is all about the psychology and sociology of lighting design, and if it’s done well, a retailer will be able to see this in their bottom line.”

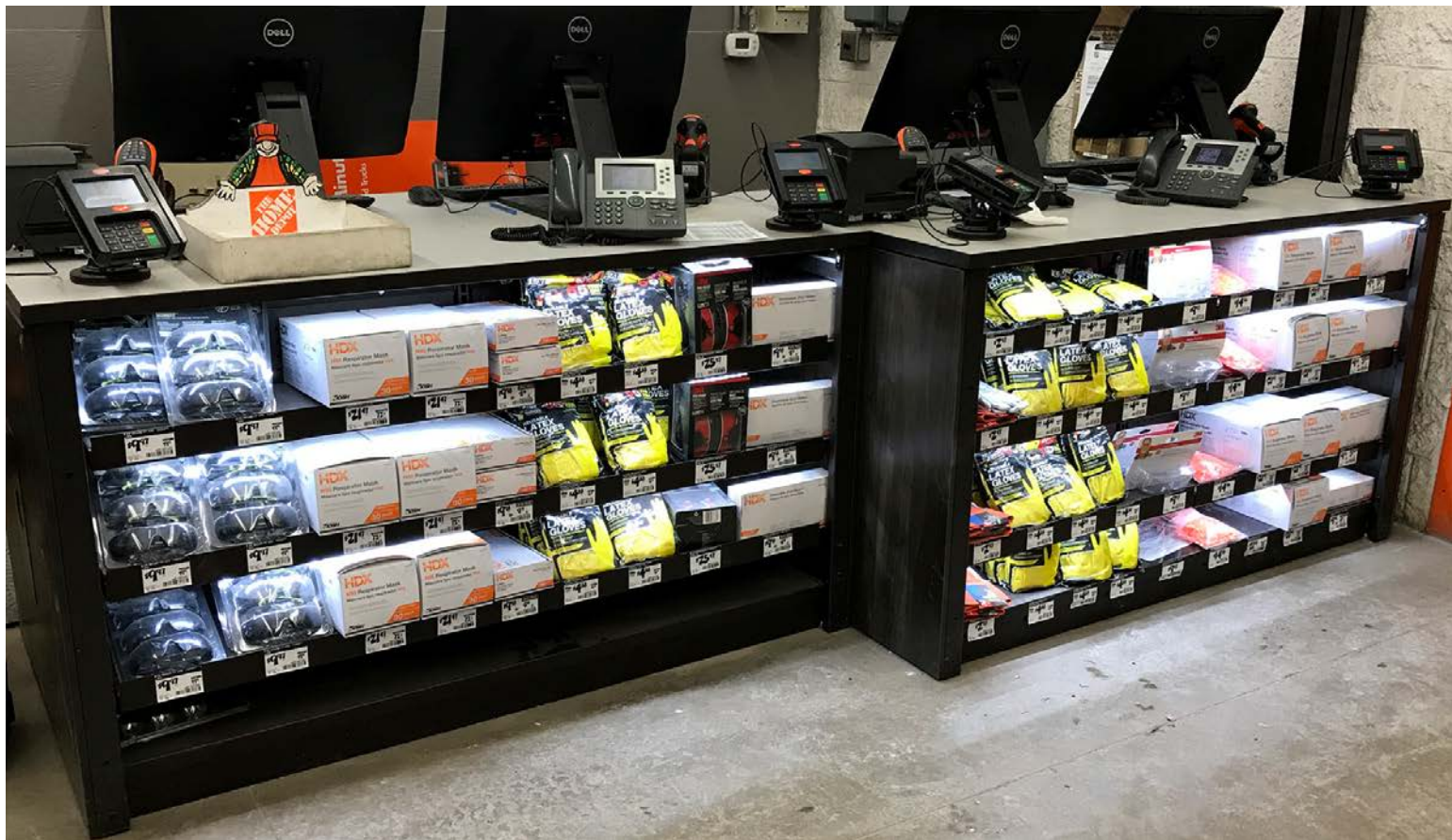
Paul Nulty, Lighting Designer, Founder of Nulty

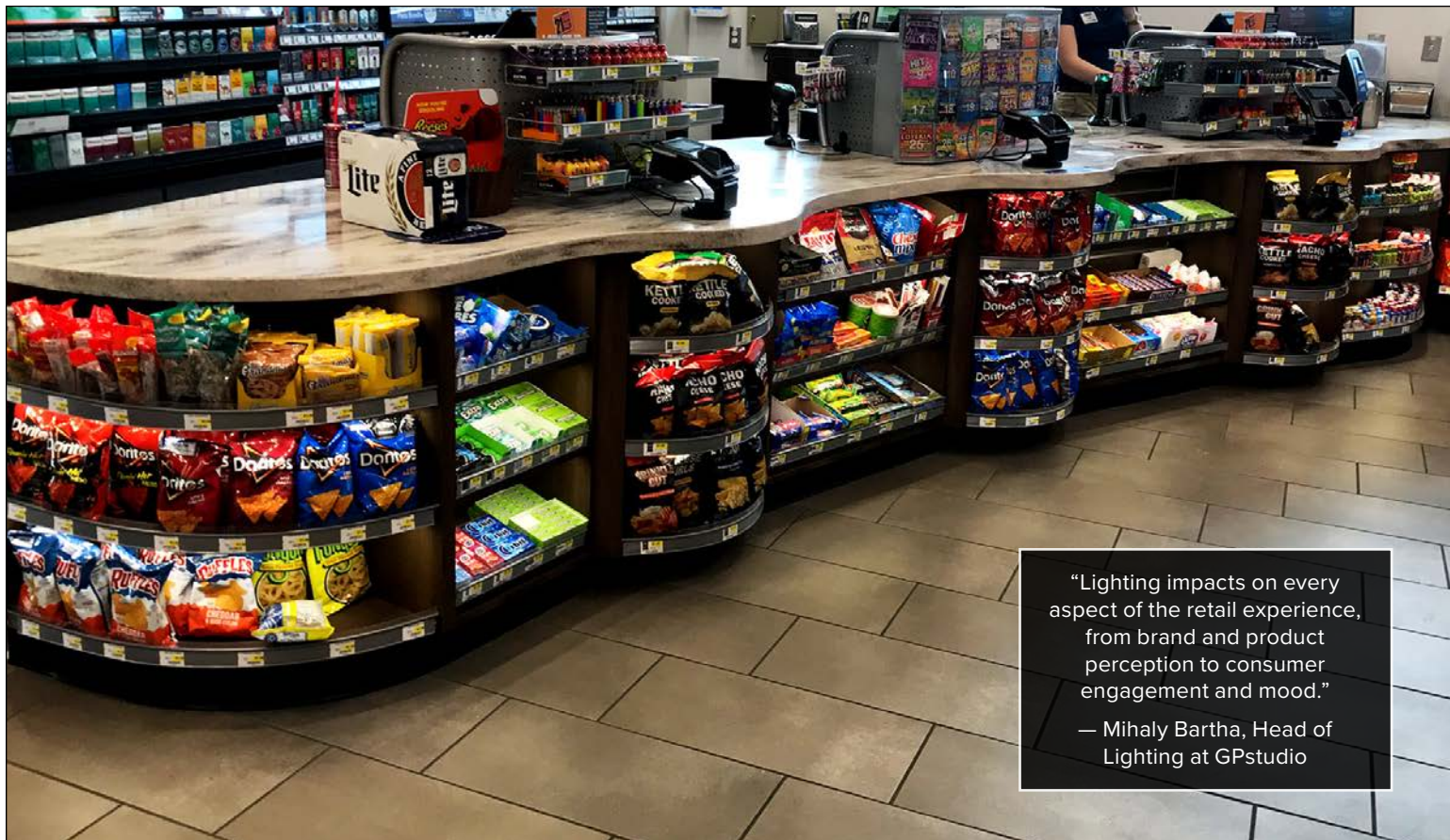






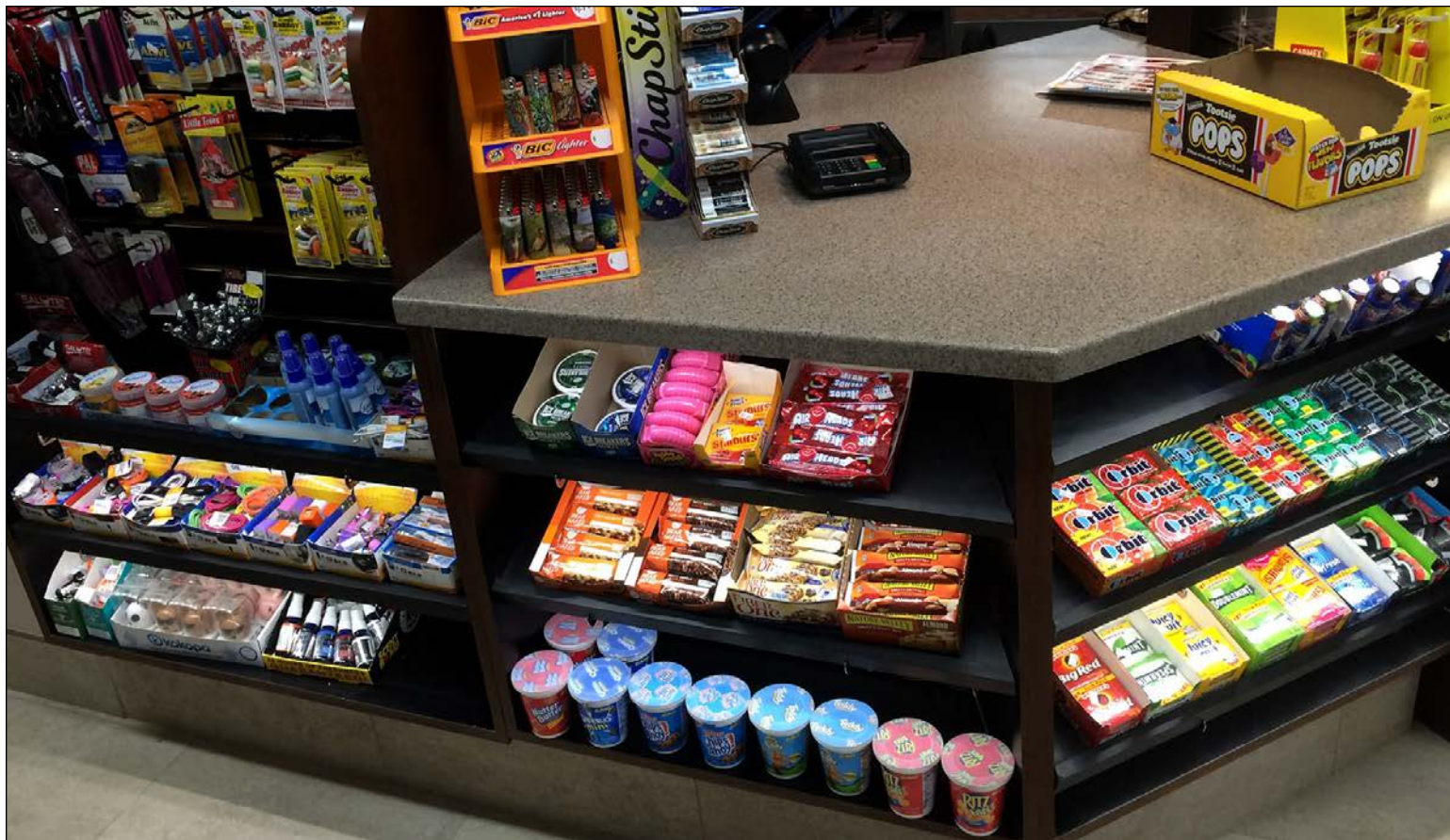






“Lighting impacts on every aspect of the retail experience, from brand and product perception to consumer engagement and mood.”

— Mihaly Bartha, Head of Lighting at GPstudio









Affordable. Simple. Dramatic. Effective.

There's never a good reason to delay success... Now's the perfect time to integrate LED lighting into your undercounter and checkout displays. Contact us to request a quote, or to discuss your merchandising projects today!

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