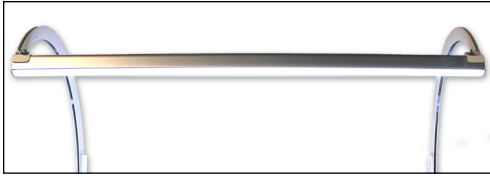
A photograph of a retail store aisle, likely a beauty or hair care section. The shelves are stocked with various hair products, including bottles of shampoo and conditioner, and boxes of hair color. The lighting is a key feature, with long, curved, recessed fixtures mounted above the shelves, providing bright, even illumination. The ceiling is a standard drop ceiling with exposed trusses. The overall atmosphere is clean and well-lit.

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

— LUXREVIEW

# Valance Lighting Merchandising Look Book

LIGHTING FOR **IMPACT**



## Our Valance Lighting get results everyone can see...

Valance lighting offers retailers an easy and effective way to upgrade the in-store experience. Proven to enhance the perception of product assortments and value, illumination will “wow” your shoppers — resulting in higher sales, profitability, and loyalty.

With more than 60,000 installations across North America, top retailers rely on our LED merchandising solutions to positively impact their shoppers’ basket sizes — and the bottom line. Contact us today to learn more!



### “100% YES!”

Q: Do you believe LED lighting makes a positive impact to the in-store environment?

LED lighting enhances product visibility and your shoppers’ perception of the merchandise. Shoppers report positive feedback on LED lighting designs — commenting that “merchandising is more noticeable,” “the store seems cleaner and brighter,” and “products appear to be fresher.”

In a 2019 year-end Lighting for Impact customer survey, 90 percent of respondents answered “yes” to the question: Do you believe LED lighting has helped positively influence sales? And, 100 percent of respondents answered “yes” to the question: Do you believe LED lighting makes a positive impact to the in-store environment?



Mounts easily in existing slots

Power concealed by shelving/product

Power can drive other on-shelf systems

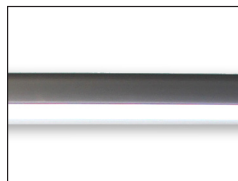


## The Power of Light

Illuminating key areas will result in a step-function change in your shopper's attitude and behavior. Your illuminated areas will also be well positioned for the future. The system is both expandable and compatible with digital messaging and IoT solutions.



Two standard lengths are available — 3-foot and 4-foot.



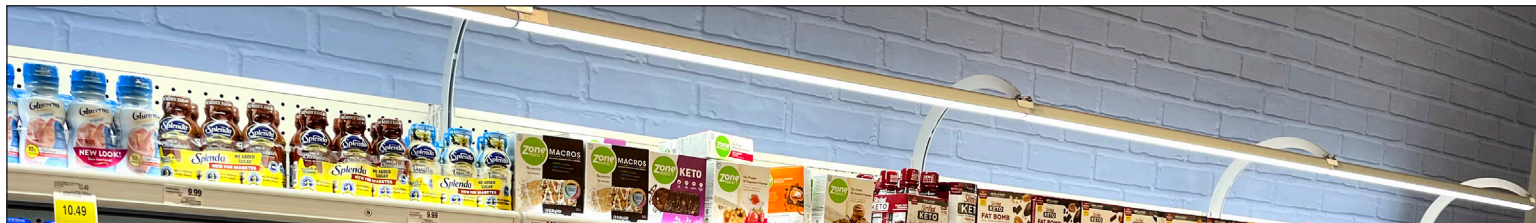
Diffused lenses provide perfect light distribution (no diodes visible).



Unique bracket design makes wire management effortless. No tools, clips, or wire ties required.



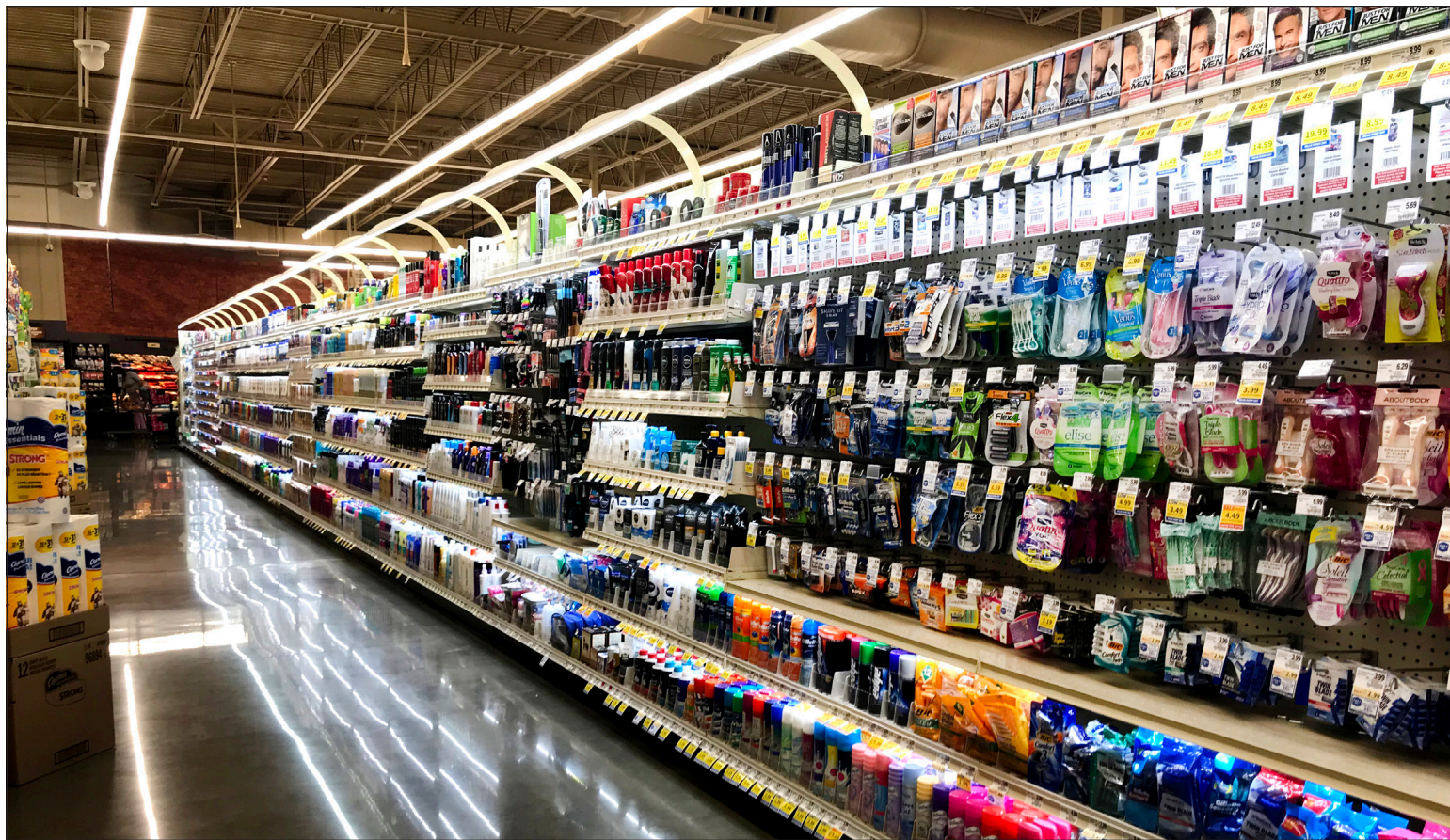
Thumb screw allows for one-handed mounting in hard to reach locations.





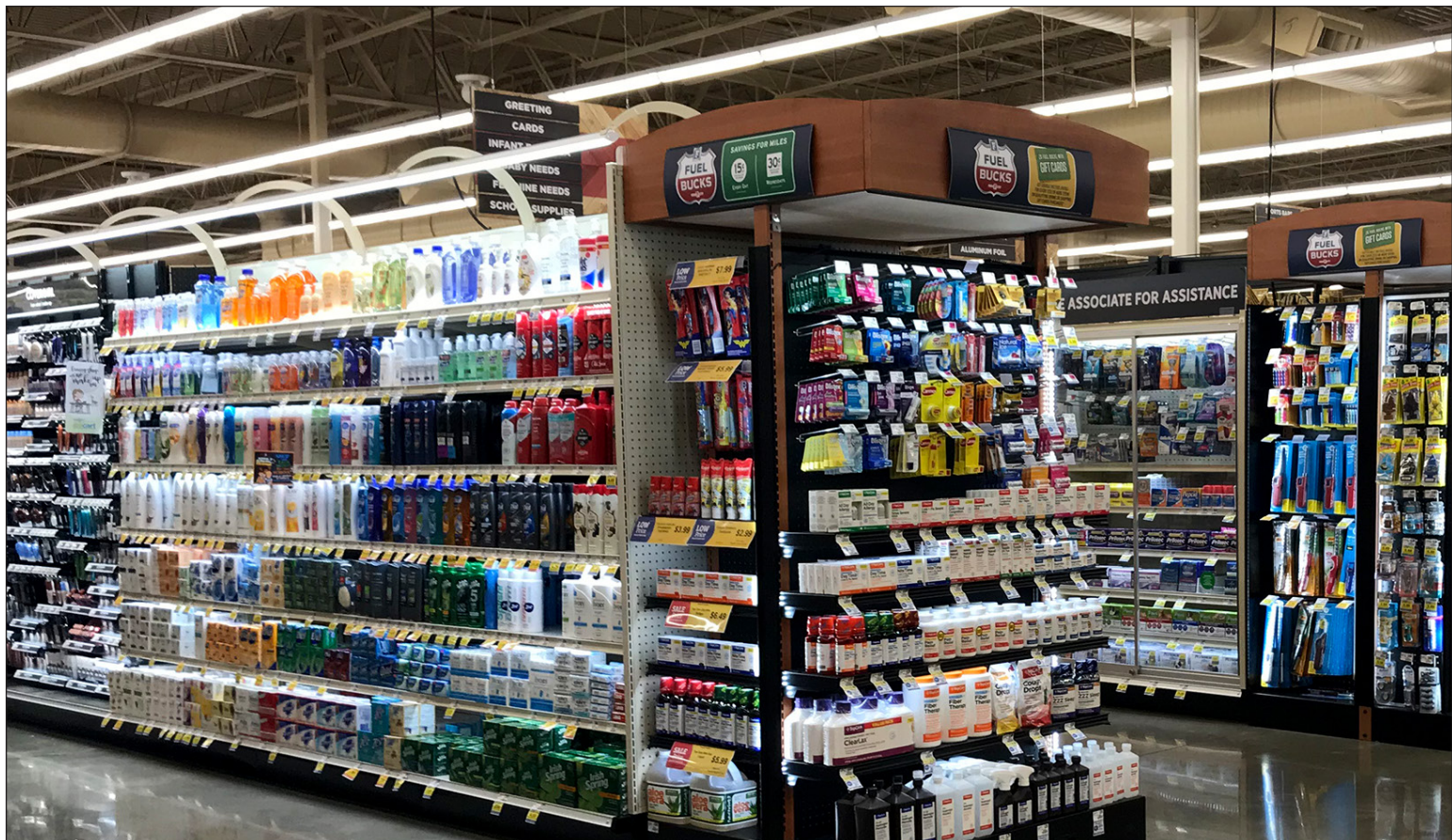








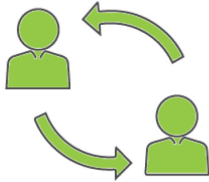






# The Six Lighting for Impact Advantages

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 integrate our easy-to-install LED Valance lighting into your displays. Contact us to request a quote today!

Scan to download our complete LED Merchandising Solutions catalog.

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LIGHTING FOR **IMPACT**

