

Lighting for Impact

Product Solutions Look Book

LIGHTING FOR **IMPACT**

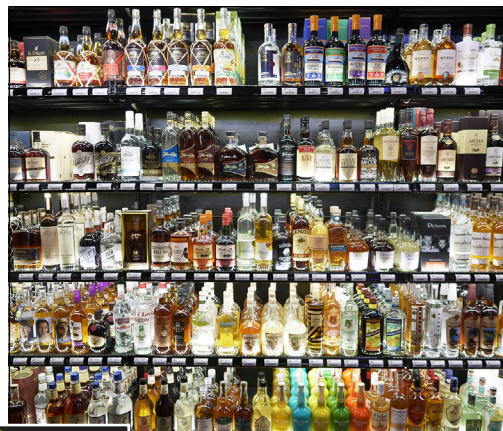


Our solutions deliver **results** everyone can see...

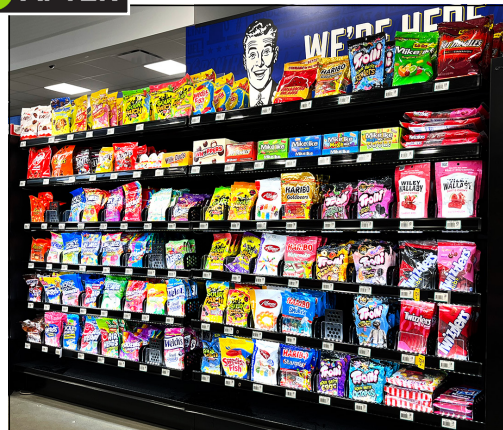
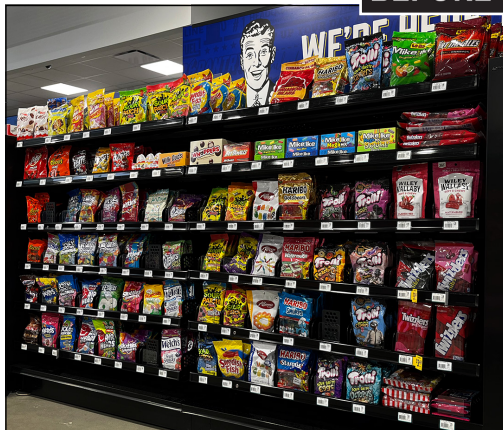
The simple integration of our affordable shelf and display lighting delivers measurable results, and has evolved into a modern retail best practice.

Our lighting solutions perform at more than 70,000 locations across North America — and are **proven to increase your sales.**

- Improve shopper engagement with your display merchandising
- Enhance the overall appearance of the in-store environment
- Influence shopper perception of quality, freshness, and value
- Augment loss prevention measures
- Increase your sales and profitability



BEFORE  **AFTER**





“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 for Impact offers solutions for a wide variety of retail applications...



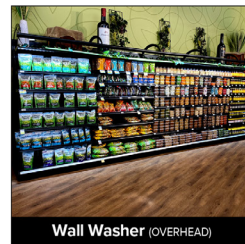
C-Channel (DOWN LIGHTING)



J/Q-Channel (UP/DOWN LIGHTING)



W-Channel (UP/DOWN LIGHTING)



Wall Washer (OVERHEAD)

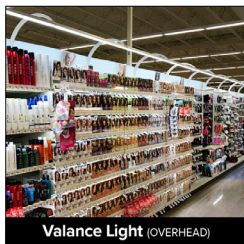
A product portfolio that performs...

All of our energy-efficient LED lighting features a **5-year warranty**, and our power systems

“future-proof” your store through their compatibility with the latest on-shelf technologies.



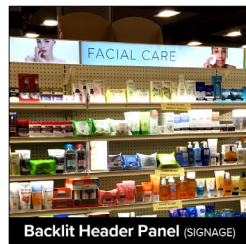
The following pages offer an overview of our products, their mounting options, and our solutions installed in different channels, categories, and in-store locations.



Valance Light (OVERHEAD)



Uplit Panel (UP LIGHTING/SURFACE)



Backlit Header Panel (SIGNAGE)

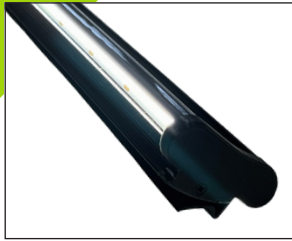


Panel Lighting (BACKLIGHT/OEM)



NEW! Q-Channel Solution

[UP/DOWN LIGHTING]



Patent Pending

Our newest product is engineered to create superior up/down product lighting while maximizing ease of installation. It installs in just seconds — *with no tools required!*

Clipping securely into the existing shelf front ID rail, the COB lighting emanates up/down with no visible diodes. The design profile mirrors the traditional ID rail for price tags and signage.



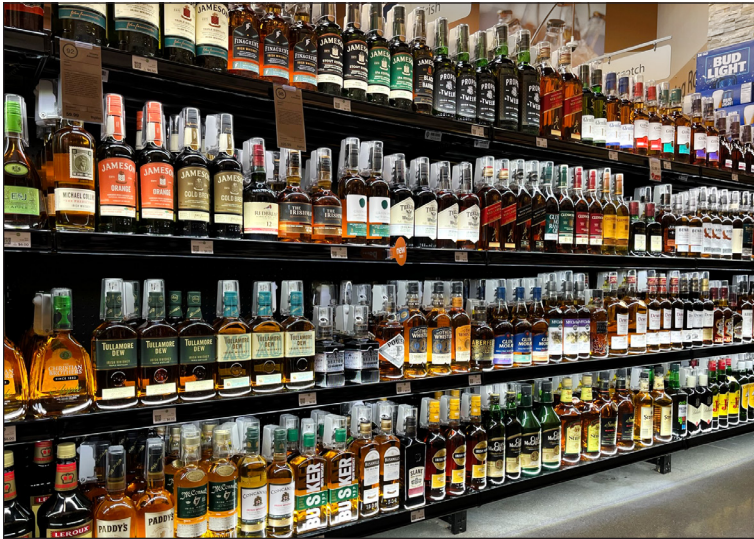
Features:

- Up/down lighting self-contained in lightweight, yet durable product
- Available in standard 3' and 4' lengths
- Installs easily and features its own pricing ID rail
- COB (Chip-on-Board) LED lighting; zero visible diodes/diffused glow

The Q-Channel is compatible with all major **PUSHER** systems, including:

- Carlson-Airflo
- Endoff
- Henschel
- Retail Space Solutions
- RTC
- Siffon
- Trion

Q-Channel Applications

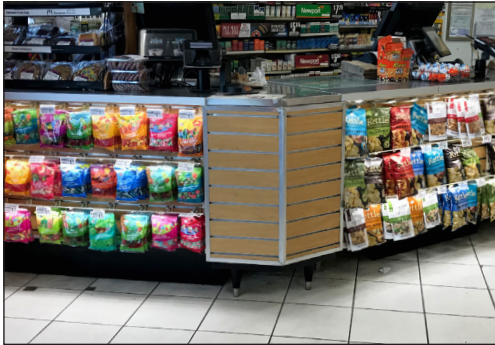
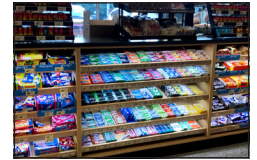
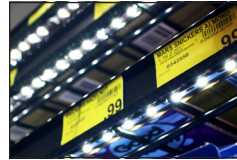
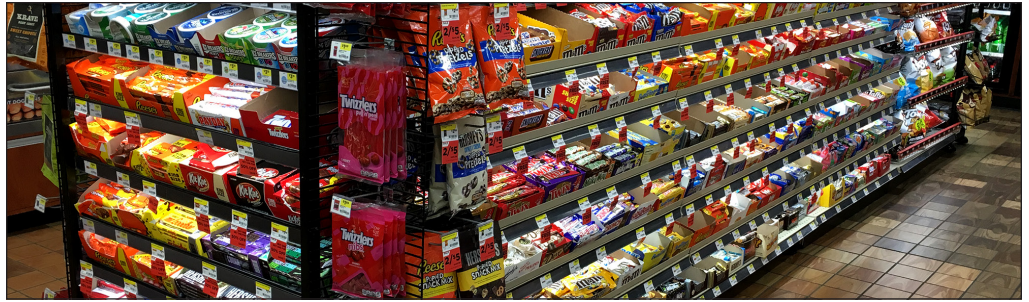


C-Channel Solution

[DOWN LIGHTING]



The C-Channel is among our most versatile and widely-used solutions. With a variety of mounting options, C-Channels easily install on metal, wood, wire, glass, plastic, pegged merchandising, and more!



Magnetic Mount



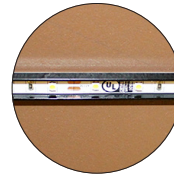
Any metal shelving easily accepts our C-Channel lighting. Powerful, rare Earth magnets keep channels in position.

Clip Mount



Our patented wire shelving and pegged solution clips lock C-Channels into position, keeping components secure.

3M Tape Mount



Powerful adhesive mounting from 3M locks C-Channels into position easily. No mounting tools are required.

Screw Mount



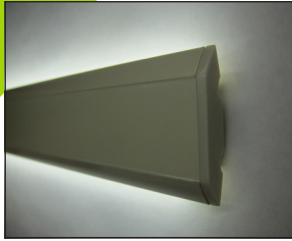
Our screw mount clips are ideal for many different applications including undercounter cabinet installations.

C-Channel Applications



W-Channel Solution

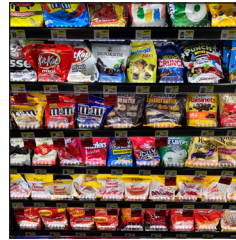
[UP/DOWN LIGHTING]



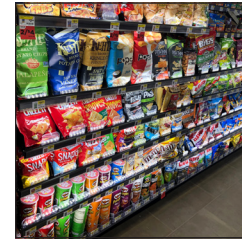
Lighting for Impact's W-Channel is adaptable, commanding shopper attention in many different applications. Illuminating up/down, W-Channels are ideal for pusher trays and difficult-to-light pegged merchandising.



Specialized mounting options allow the W-Channel to work with any of today's latest designs in pusher tray systems.



Patented mounting bracket design installs on standard gondola shelving and includes pricing ID channel.



Durable design allows W-Channels to stand up to the most active retail environments — while remaining out of the way for customers and staff.



W-Channels are extra ideal for lighting in any setting that relies on pegged merchandising for product display.

W-Channel Applications

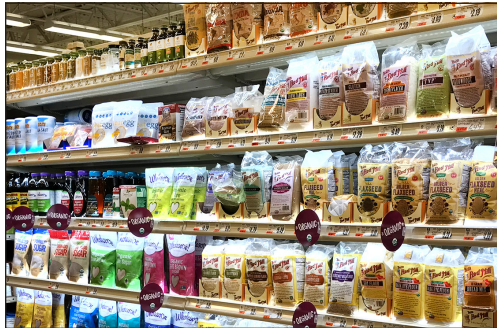


J-Channel Solution

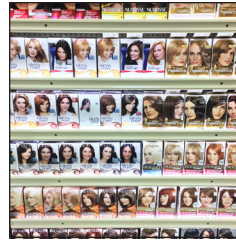
[UP/DOWN LIGHTING]



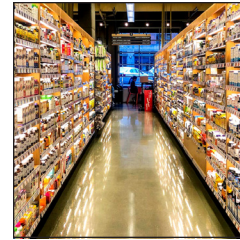
The J-Channel's patented design installs on all standard gondola shelving via the existing pricing ID channel. Installation is as simple as x2 quarter-turns of its secure attachment cam mounting system, and it features its own ID channel.



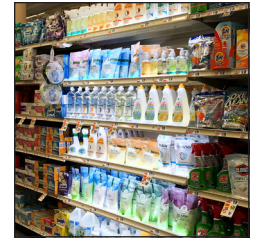
Specialized mounting design allows the J-Channel to affix to the shelf front edge by clever use of the existing pricing ID channel.



The UP/DOWN lighting design of the J-Channel results in a versatile and powerful merchandising tool for any display type in the in-store environment.



Ideal to enhance center store, the J-Channel is perfect for elevating the shopper experience in health & beauty aisles.



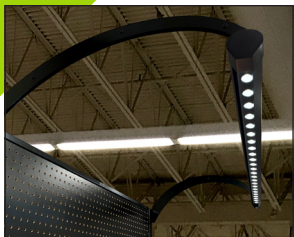
The difference J-Channels make is so notable, clients frequently use them to promote and highlight their private label selections.

J-Channel Applications



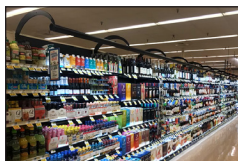
Wall Washer Solution

[OVERHEAD ILLUMINATION]

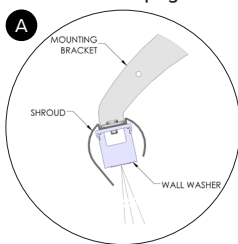


Ultimate Flexibility: The Wall Washer offers 4 different mounting options

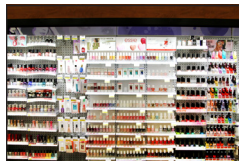
While the Wall Washer — *Standard* (pictured below) features its own 180° swivel mounting bracket, the *High Output* unit can be mounted four different ways — offering the ultimate in design flexibility.



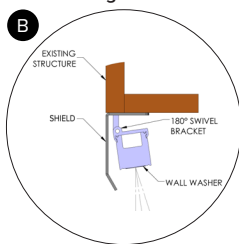
Gondola Upright



Bracket and shroud mounting uses universal brackets to attach unit to fixture via standard uprights.



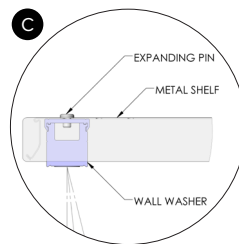
Existing Structure



Mounts directly to existing facade via provided screws and features 180° swiveling for precise positioning.



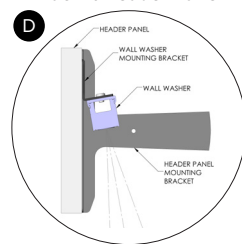
Metal Shelf



Pin mounting uses existing hole pattern in shelf to attach unit with expanding pin.



Backlit Header Panel



Header panel clip mounting uses two brackets to attach unit to back of panel.

Wall Washer Applications

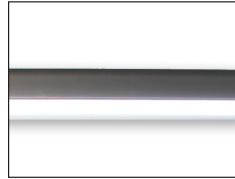


Valance Light Solution [OVERHEAD ILLUMINATION]



Lighting for Impact's LED valance lighting helps you simply and affordably apply overhead illumination to your displays.

Added to existing gondola shelving, our valance light instantly upgrades the look of your merchandising. Use in Health & Beauty aisles to create a more intimate, upscale shopping experience — or across aisles to add improved lighting and ambiance.

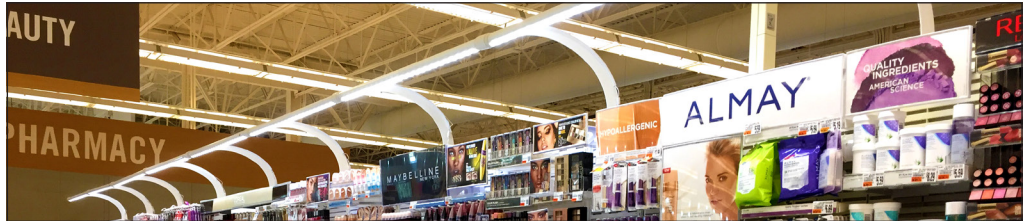


Two standard lengths are available — 3-foot and 4-foot.

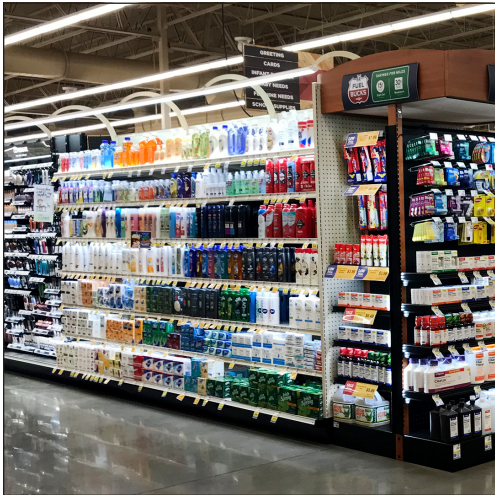
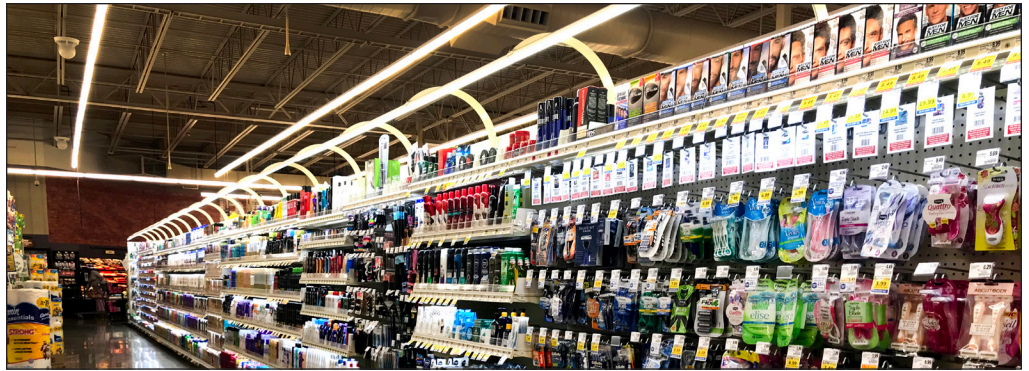
Diffused lens provides perfect light distribution (no diodes visible).

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.



Valance Light Applications



Panel Lighting Solutions

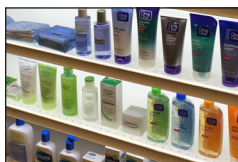
[BACKLIT SIGNAGE/SURFACE LIGHTING]



Backlit, uplit, integrated, and more...

Light panels are used to create our popular Backlit Header Panels that serve as elegant category signage and wayfinding systems (See bottom photo).

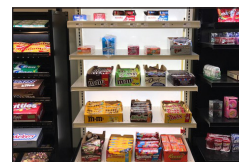
LED panels offer multiple design options, and are ideal for beverage merchandising as the light makes the product's attributes, labeling, and color come alive. Our panels are also used in custom integrations by display and fixture designers.



Standard 3' and 4' gondola shelf sizes are available as well as custom sizing.



Our lighting panels help create award-winning displays that get attention.



Light panels easily turn ordinary fixtures into enhanced experiences for shoppers.



Ideal for beverage displays, lighting can shine through product — creating an effect.

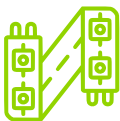


Panel Lighting Applications



The Lighting for Impact Advantages

We're experts in the design and implementation of retail shelf and display illumination. We're passionate about innovation and offer top-quality products that elevate the shoppers' experience — and are proven to increase sales. More than 70,000 locations across North America rely on our lighting solutions. Our dedicated customer service teams are ready — and stand "at your service."



Custom Design Consultations

Tell us your vision. We'll provide comprehensive designs, various options, and a few additional ideas for your consideration.



Customer-Centric Culture

Exceeding customer expectations is our passion. Our company's way of working is "Customer-First." We don't just say it — *we do it!*



Value Engineered Systems

Our system is component-based, providing quality, flexibility, and value. It's "future-proof" to grow as your needs evolve — and includes a 5-year warranty.



In-Stock Inventory — No Back Orders

Large in-house inventory that's ready to ship. No waiting! In 2023, our on-time and complete performance measurement was an industry-leading 99.85%!



Fast Response and Delivery

Call us and we'll answer! Two-day turnaround on quotes, ten-day lead time on orders. Expedited shipments available if you're in a pinch or have a deadline looming.



Expert Installation

Our national network of reliable installation professionals can manage your installation process from start to finish. We'll provide a quote — nothing to lose!

What Others Are Saying...

Check out what retail industry leaders have to say about Lighting for Impact.

“Lighting for Impact’s LED system has helped boost sales in the confectionery category. The system has enhanced the visual impact of products 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**

“To be the best, you have to use the best components available. Lighting for Impact is the supplier of lighting products for Fixturelite. Our long-standing partnership has allowed us to integrate an effective, simple-to-install lighting system that puts the right light in the right place to drive sales upward. We value LFI’s expertise when it comes to retail lighting.”

— **Troy Geis, Fixturelite**

“People want to have an experience. With the lighting...it’s a thousand percent. Absolutely. I am very happy! The lighting does it. It makes it a showpiece!”

— **Jimmy Ciaccio, Gaspar’s Liquor Shoppe**

“The overall view when you come into the store is brightened — and with lighting installed the product is so enticing to the eye. Lighting for Impact is always attentive and willing to come up with forward-thinking solutions...not just lighting. We really enjoy working with Lighting for Impact. Their products are easy to work with all the way around!”

— **Ed Van Etten, Circle K**

“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, Coborn’s**

“I have been working with Lighting for Impact for the past 5 years and the customer service experience has simply been amazing. On top of this, the quality of their product is fantastic. The lighting lasts forever and is very durable.”

— **Mark Carter, Shopco USA**

“Shoppers love the look and we love the increase in sales. In new and remodeled stores, we now illuminate our feature categories — including pharmacy, health & beauty, spirits & wine, bakery, security cases, snacks in produce, and some end caps. Lighting for Impact works closely with us in every store and category to optimize illumination and provide the best value for our money. Lighting for Impact has been our partner in this quest, and the results have been nothing short of amazing.”

— **Ross Purdy, Food City Stores**

“This product is impressive and makes you stand out against competition. I’ve had them install it — and have installed some myself. It’s easy to install and not intrusive to any display. They have many options for attaching with clips and magnets that you don’t even notice any wiring, and they’re easy to adjust as sets change. Lighting for Impact is very responsive and quick to ship and install. We will continue to do business with them.”

— **Tony LeMasters, Circle K**



Affordable. Simple. Dramatic. Effective.

There's never a good reason to delay success... Now's the perfect time to integrate our easy-install LED lighting into your store's displays.

See your sales and profitability in a whole new light!

Contact us to request a quote today!



Scan to download our 24-page catalog.

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LIGHTING FOR **IMPACT**