

Introduction

PROMOLUX lights are balanced spectrum low radiation merchandising lights designed specifically for fresh food display

REGULAR LIGHTING DAMAGES FRESH FOOD Heat and radiation from traditional display case lighting contributes significantly to discoloration, surface warming, drying and degradation of food products. Unlike any other, Promolux lamps are engineered to maintain the color, freshness and nutritive value of fresh foods by assuring low rates of photochemical change. Promolux lamps filter the portions of visible and non-visible spectrum that damage and discolor fresh meat & seafood, deli meats, cheeses & prepared dishes, produce & salads and other fresh merchandise in retail grocery displays.

90 DAY PAYBACK FROM INCREASED SHELF LIFE Bridging the gap between lighting and food, Promolux lights illuminate products in the truest light and keep perishable foods fresher, longer - right up to code date. the freshness of products is maintained longer and the shelf life may be increased up to 100%. In most instances, shrinkage reductions alone pay for the investment in Promolux within 90 days.

FRESHNESS IS SOLD BY EYE APPEAL A retailer has done their job when the customer puts the product in his or her basket EVEN when it is not on their shopping list. That product was chosen because your customer felt it looked good and perceived it to be fresh. Color plays a VERY important role in the customers' mind. Fresh products are sold only by eye appeal, and impulse buying is directly related to the visual aspect of the presentation.

PROMOLUX COMPLETES YOUR MERCHANDISING & FOOD SAFETY PROGRAM Faced with maintaining the freshest, safest and most appealing displays, retailers are looking for solutions. Promolux is the solution to many of those challenges and a valuable key in merchandising and perishables programs. Installing Promolux lights in display cases gives retailers the peace of mind that they are merchandising their perishables in the best light and *ensuring their customers receive the freshest and safest product possible!*



Fresh Foods Protected & Merchandised with Promolux Safe Spectrum Lights

INTRODUCTION / BACKGROUND



PROMOLUX lights use Safe Spectrum® Technology. Safe Spectrum® is lighting technology designed specifically for food safety, shelf life and merchandising.

Safe Spectrum® by Promolux represents the fulfillment of twenty-plus years of lighting design for the display of fresh foods. Knowledge gained through years of research by renowned international food science laboratories, universities and dozens of field trials has led to a breakthrough in retail grocery display lighting. The result is industry-leading performance with:

- **INCREASED FOOD SAFETY**

Lower surface temperatures result in reduced pathogen growth

- **IMPROVED SHELF LIFE**

Including improved maintenance of color, nutritional integrity & flavor

- **SUPERIOR MERCHANDISING**

Unparalleled color presentation in retail food displays

Safe Spectrum® lighting is engineered to keep foods fresher longer, while providing the most attractive display possible.

Specify Promolux Safe Spectrum® lighting in all perishable food merchandising programs for improved Food Safety, Shelf Life & Visual Appeal.

www.safespectrum.com
www.promolux.com



Benefits



LOWEST RADIATION

PROMOLUX lights filter the portions of visible and non-visible spectrum that damage and discolor fresh meat & seafood, deli meats, cheeses & prepared dishes, produce & salads and other fresh merchandise in retail grocery displays.

Minimizing radiated heat from lamps in the case reduces surface warming, drying, discoloration and bacterial growth and ensures fresh foods stay fresh longer.

TRUE COLOR DEFINITION

PROMOLUX lights illuminate products in the truest possible light. Fresh products are sold on eye appeal only and impulse buying is directly related to the visual presentation of the product.



LONGER SPECTROGRAPHIC STABILITY

PROMOLUX lights are coated with multiple phosphors and as a result maintain their high standards of color reproduction and spectrographic stability much longer than most other lamps.

OEM ACCEPTED

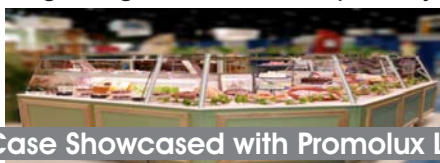
PROMOLUX's many satisfied customers include not only retailers from all over the world, but leading case manufacturers such as Barker, Southern Store Fixtures, Hussmann, Hill-Phoenix, Tyler and many others. Promolux lights are often installed at factory by these OEMs because Promolux helps the case perform as it was intended and as a result the manufacturer receives fewer call backs.

HEALTH INSPECTOR APPROVED

PROMOLUX quality is recognized in written approval by food inspectors in many countries throughout the world, as well as food inspectors and health departments in the United States. Promolux lights are accepted by food inspectors because they have been color tested and the results proved Promolux lights do not distort the appearance of fresh food.

PROMOLUX EXPERIENCE

PROMOLUX lamps have been manufactured and distributed world wide for over 20 years with thousands of satisfied customers. Recognizing the need for a specialty display case light that protects perishable food, Promolux is the only guarantee of high quality, unparalleled protection and superior color rendering.



Deli Case Showcased with Promolux Lights