

RETAIL LIGHTING

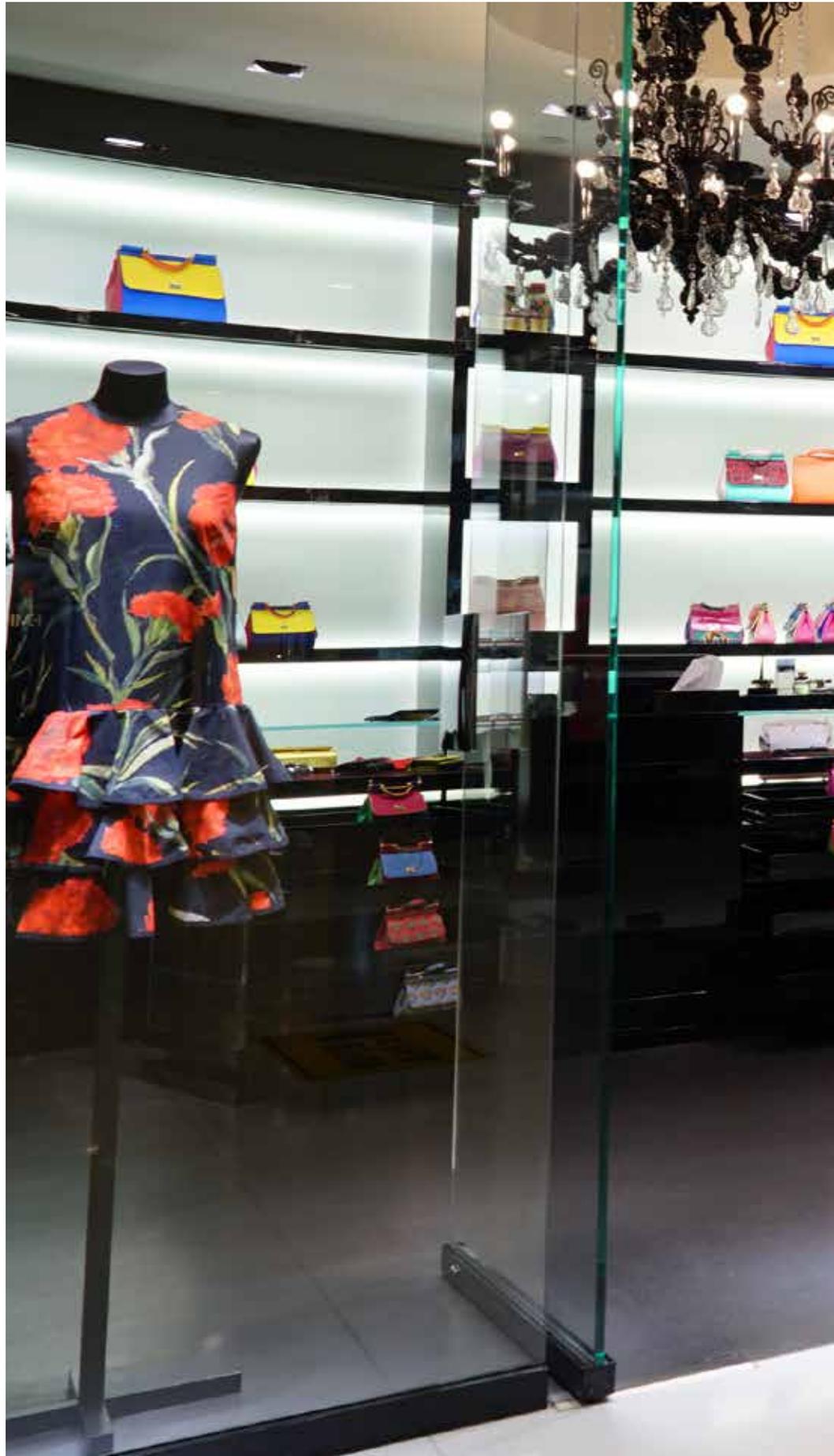
Lighting Solutions That Bring Your Store to Life

Lighting transforms a shopper's experience. An effective lighting design draws customers in, inspires them to make purchases, and to return later on. The right lighting not only can make colors pop, it can improve the perceived quality of products and materials. Produce looks fresher, jewelry sparkles brighter and that blue jacket turns into a must-have.

From accent to ambient, MaxLite offers a full range of LED lighting solutions for the retail environment. Our high-lumen LED lamps for track and rail fixtures provide exceptional accent and spot lighting with excellent color rendition, while our LED downlights offer general illumination that creates a pleasant in-store experience.

Increasing Sales, Reducing Costs

LED lighting not only inspires sales, it cuts operating costs. Our LED lamps and luminaires offer a long life and energy efficiency, which are critical for the operating hours of retail stores. By making the switch to LED, retailers can maintain and even enhance lighting levels using fewer lamps and lower wattages. Factor in the much longer lifetime of LEDs, and the reduction in energy and maintenance costs, and it all adds up to big savings.



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Case Study:

MaxLite LED Linear T8 Lamps Save Radcliffe Jewelers
More than 90 Percent in Energy in Display Case Lighting



“I installed the T8s, and they work absolutely perfectly. You can clearly see the difference. Before the cases were dull, and now the cases are bright and vibrant and the colors stand out.”

-- Shane Hresko
CEO of Bmore Green

Radcliffe Jewelers, a premier retailer of luxury merchandise in Towson, MD, wanted to decrease their energy consumption and increase the quality of light in two glass display cases that showcase figurines and other collectibles. The cases were lit with poor quality lamps that gave off a yellowish tint and produced a great amount of heat that altered the color of the figurines within the case. Shane Hresko and his team at Bmore Green were able to replace 50 35-watt MR11 halogen lamps in the two Radcliffe display cases with just four of MaxLite's 20-watt LED Linear T8 Lamps, reducing the energy consumption by 1,670 watts, or 95 percent.

MaxLite's lamps, in conjunction with a larger overall retrofit of the retailer's existing lighting products, enabled the store's air conditioning unit to turn off for the first time in the 15-year history of the store. The cool-operating LED products helped reduce the temperature within the store, enabling the outside ambient temperature of the mall to negate the need for air conditioning. The LED lamps will not fade the color of the figurines, which are now showcased in a brighter, higher quality light.



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Downlights	Accent and Display	Ambient	Functional	Refrigerated
Recessed Downlight Retrofits	✓	✓		
Adjustable Downlight Retrofits	✓			



Flat Panels	Accent and Display	Ambient	Functional	Refrigerated
FlatMAX Edgelit Panels		✓	✓	
Direct Lit Panels		✓	✓	



Lightbars	Accent and Display	Ambient	Functional	Refrigerated
Plug-and-Play Lightbars	✓			



Indoor Fixtures	Accent and Display	Ambient	Functional	Refrigerated
Polygon			✓	
Vaportights				✓



Lamps	Accent and Display	Ambient	Functional	Refrigerated
MR16	✓			
PAR	✓	✓		
BR	✓	✓		
T8	✓	✓	✓	✓



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At MaxLite, we work with you to create enticing retail spaces that spark product interest and sustain customer loyalty.



The longer shoppers stay in your store, the greater the chance they'll buy something.



We help retailers go beyond providing great products and help them deliver a great experience.

Customer Support

MaxLite offers a full range of complimentary services to support your lighting projects:

- Facility audits
- ROI calculations
- Local representation
- Lighting layouts
- Utility rebate assistance
- Lifetime product service

Utility Rebates Reduce Upfront Costs

While the long-term savings make LED the obvious choice over other lighting sources, utility rebate programs can reduce the overall cost of ownership. MaxLite offers many fixtures and lamps that are ENERGY STAR or DesignLights Consortium (DLC) qualified, making them eligible for nationwide rebate programs. We will work with you to transform the lighting in your buildings and facilities, while ensuring your upfront investment is paid back as quickly as possible. Our utility solutions team will even complete the rebate paperwork for you!

Why MaxLite?

MaxLite has more than 20 years of experience providing certified energy-efficient lighting solutions to the commercial building and residential markets. One of the first movers into LED technology in the industry, MaxLite offers an extensive line of state-of-the-art indoor and outdoor LED lamps and luminaires. We are a four-time recipient of the prestigious ENERGY STAR® Partner of the Year Award for our industry leadership and continue to be at the forefront of energy efficient technologies through the innovative research and development capabilities of our New Jersey headquarters and California facility.

MaxLite supports its products with the highest standards of quality assurance and customer support. We keep our products in stock and available for immediate purchase and delivery, shipping within the United State in one to three business days on standard orders. We are the lighting company that delivers certified quality LED solutions when you need them, and keeps delivering when you need us.



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