



| PERFECT LIGHTING

Attracting attention in a targeted way

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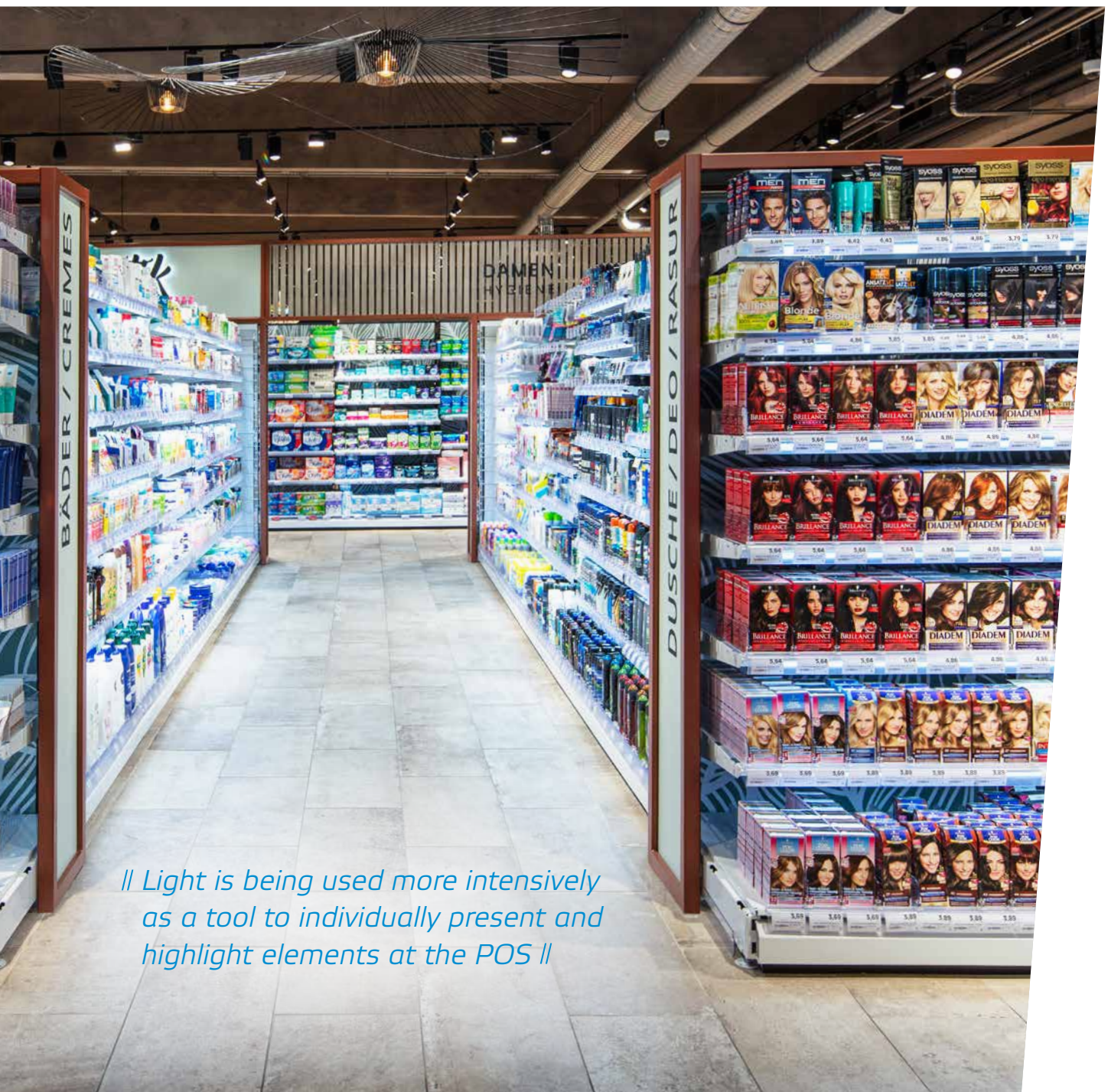
Attracting attention in a targeted way

■ **Regardless of the goods on offer:** the most important thing for retailers is their customers' attention. Using their light sources in a targeted way to showcase their goods makes it possible for them to steer buyers' attention to certain items, product information or available services. Current studies underline that lighting as a means of product presentation promotes sales. The positive influence on customers' purchasing behaviour becomes clearly measurable, particularly when combined with image and sound elements. Consequently, customers' dwell time at the correspondingly illuminated item was more than double while their willingness to make a purchase also significantly increased as a result of a targeted application of lighting.

Wanzl LED lighting systems have been geared towards a variable, highly flexible and safe use of lighting elements to give you many versatile presentation options.

Take the chance to clearly highlight various elements in your POS and make your items appear in the best possible light!





// Light is being used more intensively
as a tool to individually present and
highlight elements at the POS //





Inspiring presentation!

■ **Easy installation and quickly ready for use**, straightforward operation and smooth retrofitting where required: using the Wanzl LED lighting system makes handling lighting components for your product presentations and themes so simple.

Combine your light sources with any shelving system made by Wanzl. As a result you will be able to fully concentrate on making your visions a reality: the safety of electronic components is of course always guaranteed.





1 POWER RAILS
are attached to the rear walls and wirelessly provide the light source with power.



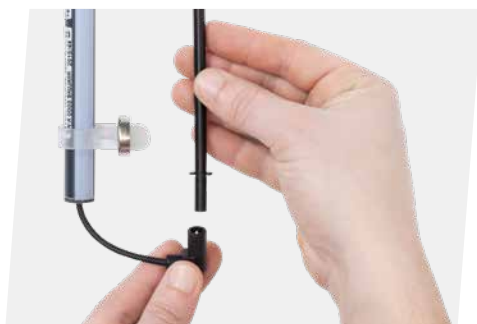
2 LED LIGHTS
can be attached on each shelf. Diffusing lenses guarantee homogeneous illumination.



3 SHELF INCLINATION
can be attached or suspended at different inclination angles if there is adequate light output.



4 MAGNETIC HOLDERS
guarantee secure attachment to the shelf. They feature grooves that enable LED lights' alignment at three different angles.



5 PLUG CONNECTORS
connect LED lights to the power rail and thus enable "invisible" power supply.

// Your benefits – at a glance //

- No tools required for installation
- Wireless power supply
- Illumination at different angles
- Very safe

■ Click and light up!

Setting up or converting Wanzl lighting systems is possible in a few steps. Shelf inserts can be attached, removed or their height can be adjusted without having to disconnect the power supply. A single click subsequently guarantees the power supply.



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