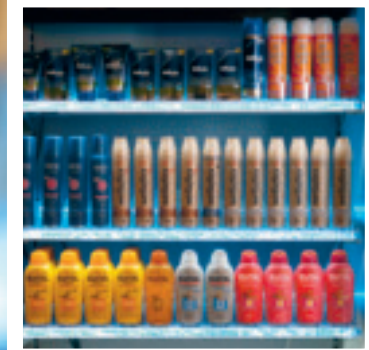




BRIGHTEN UP YOUR SALES

It is widely known that light play an important part of the in-store communication. Light adds ambiance to the product presentation and creates an appealing shopping atmosphere. More importantly, light will influence store sales.



Create a coloured ambience for your products!



From an environmental aspect it is also important to understand the needs for more green and energy saving solutions. This is one of the true challenges of today's retail: Improving the light while saving on the energy bill.

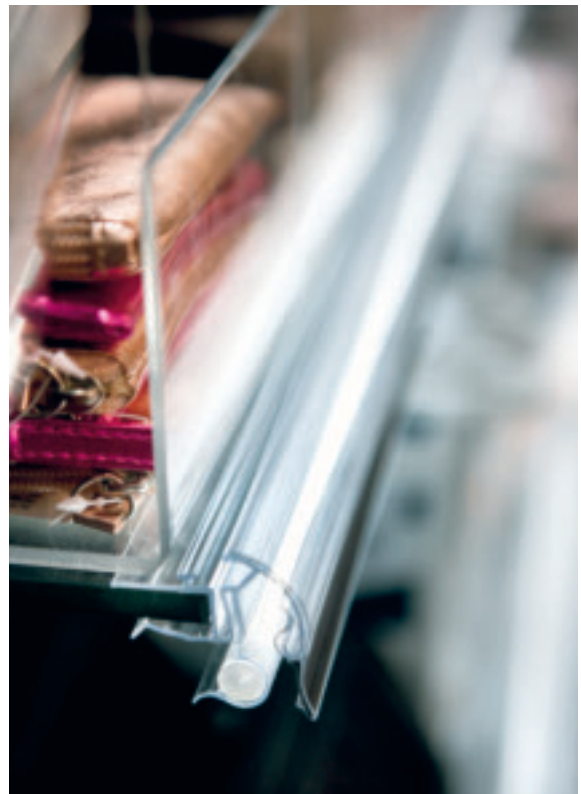




Ad'Lite™ and PowerTrack™ offers a more flexible, less energy consuming and more cost efficient solution compared to most available solutions on the market today.

The CCFL (Cold cathodes florescent light) technology is a cost efficient and less energy consuming alternative to current high voltage fluorescent light.

PowerTrack™ is a modular power supply system which brings low voltage electricity to the shelf edge. The system can be used for our proprietary Ad'Lite™ system but also for other accessories driven by low voltage power.

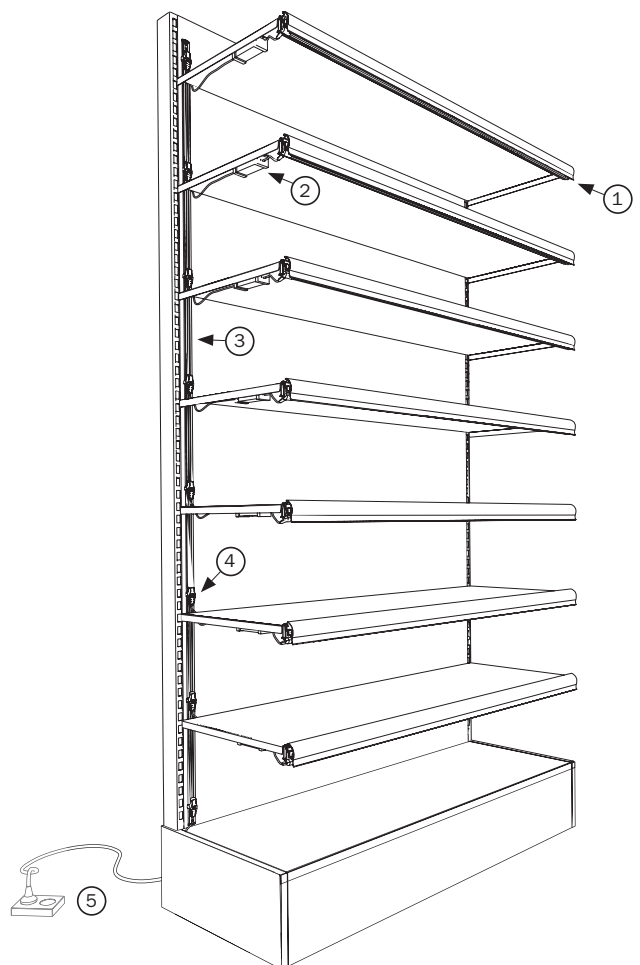


CATEGORY & IN-STORE COMMUNICATION



PLUG AND PLAY WITH AD'LITE™ AND POWERTRACK™

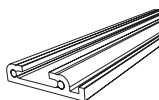
1. Start with the attachment of the CCFL lamps.
2. Connect the inverter to the CCFL lamp and attach it to the shelving
3. Attach the PowerTrack™ rail to the upright or on the gondola backpanel.
4. Connect the PowerTrack™ connectors to the rail.
5. Connect the power supply PT connector to the PT rail and plug-in the 220VAC contact to the wall socket.



POWERTRACK™



PT20-



PowerTrack™ rail with magnet tape

Colours: Gray (standard) and white. Lengths 900 and 1800 mm. Mounted with 19 mm adhesive or magnetic tape.



PT20-CT-AWGxx

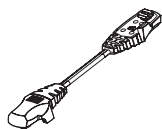


PowerTrack™ connector

Power Track connector 20 with 600 mm AWG18 or AWG16 cable. Colour: Black



PT20-CT-X2-AWGxx-

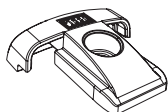


PowerTrack™ double connector

Power Track double connector 20 with 150 mm AWG16 cable. Colour: Black



PT20-END

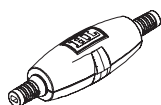


PowerTrack™ 20 termination end cap

For short circuit and grounding protection. Must always be installed on open rail ends before turning the power on. Colour black.



PT JOINT



Extension block

Extension block for electrical wires with support cover and strain relief. Maximum rating: 12VDC 15A. Standard colour: Black



CATEGORY & IN-STORE COMMUNICATION

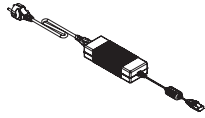
POWERTRACK™ ADAPTER



CCFL ADAPTER 8,0A PT20

CCFL Adapter

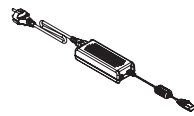
Power supply 8.0 Amps with PT20 connector.



CCFL ADAPTER 3,5A PT20

CCFL Adapter

Power supply 3.5 Amps with PT20 connector.



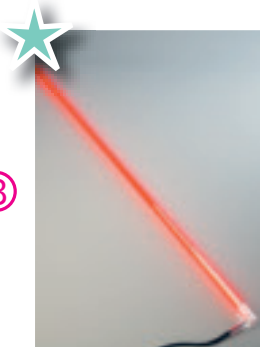
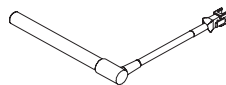
AD'LITE™



CCFL LAMP 595

CCFL Lamp

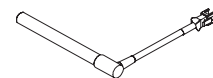
Length 595 mm. Standard colours: White and Blue.
The CCFL lamp is encased by a special, patented tube (d=10 mm).
Water splashing and dust protected.

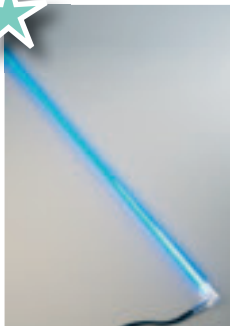


CCFL LAMP 890

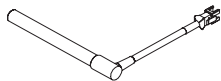
CCFL Lamp

Length 890 mm. Standard colours: White, Blue, Red and Yellow. The CCFL lamp is encased by a special, patented tube (d=10 mm).
Water splashing and dust protected.





CCFL LAMP 995



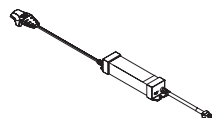
CCFL Lamp

Length 995 mm. Standard colours: White, Blue and Red. The CCFL lamp is encased by a special, patented tube (d=10 mm).
Water splashing and dust protected.

AD'LITE™ INVERTER



CCFLINV 900/1000 PT20

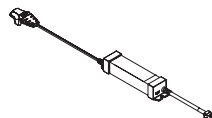


CCFL Inverter

A small efficient device designed specifically to drive the associated CCFL tube length.
For 900/1000 lamps with PT20 connector



CCFL INV 600 PT20



CCFL Inverter

A small efficient device designed specifically to drive the associated CCFL tube length.
For 600 lamps with PT20 connector.

