

LED Retrofits  
by Hillphoenix.

Look on the **Bright Side**



Short of installing all new cases, a retrofit to upgrade case lighting from fluorescents to LEDs is the most efficient and economical way to create the most impact on a store's merchandising efforts. It's far less expensive — ROI is typically 2 to 2.5 years. It is certainly more energy-efficient and definitely the way of the future. LEDs are simply a smarter solution for a host of reasons few in the industry really dispute.

# BETTER THAN New



### **So, Why Are Some Still Hesitating To Make The Switch?**

Perhaps, because traditions die hard. Fluorescents have been around for years. It is much easier to change out a bulb for the umpteenth time than confront the inevitable. But like it or not, LEDs are inevitable. On the rise just as surely as fluorescents lose their candle power over time and become dim.

**LEDs are the future, just as surely as fluorescents lose their candle power over time and become dim.**

### **The LED Future Is Too Bright To Ignore.**

It's not even a matter of preference. It's physics. Quality LEDs emit light at wavelengths that reproduce true colors. Lighting at 3000K and 3500K (CCT) with a CRI of greater than 80 provides some of the best color rendering of any LED on the market. Use 3500K for brilliant Blues, Whites, Reds, Yellows and all the other colors to showcase packaged Meats, Dairy and Cheese in their best light.

Customers will notice. Fresher looking displays are more enticing. They create more customer interaction. More product gets sold. Which leads to more and faster turnover and a healthier bottom line.

Customers will also notice, if only unconsciously, that a case with inadequate lighting makes the product look "off." They'll pass. Maybe the meat hasn't been cooled properly. Maybe the produce is old. Or, maybe it really is old age — fluorescent lights age at different rates and the loss in brightness will be readily apparent along a row of cases. On the other hand, LEDs maintain consistent brightness throughout their lifetimes.

**Hillphoenix**

A **DOVER** COMPANY

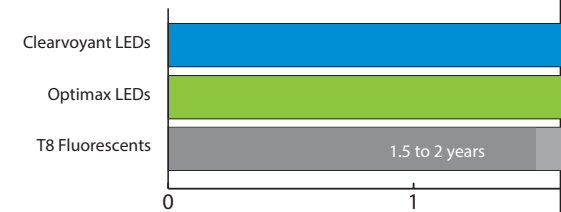


# Save

# MORE THAN MONEY

### Save Your Energy.

Instead of resisting the move to LEDs, embrace it. Right away, you'll realize an energy savings of 75% over typical T8 fluorescents. LEDs last 3 times longer than fluorescents—5 years compared to 1.5 to 2 years for T8s. Up to 50 times longer than incandescents. When it comes to energy, it really is all about the light.



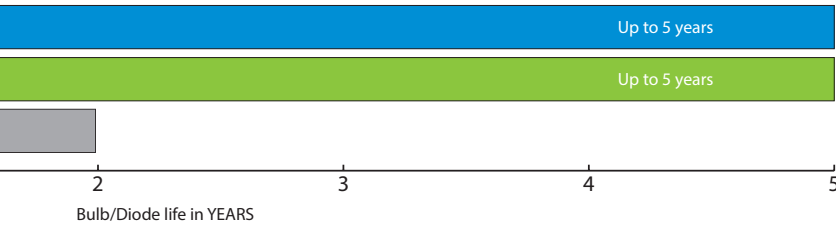
Change to Clearvoyant® or Optimax™ LEDs and realize an energy savings of 75% over typical T8 fluorescents.

LEDs increase light output approximately 6% at 41 degrees F. T8s reduce light output about 40% at 41 degrees F. For T5s it's even worse—a decrease in light output of approximately 75% at 41 degrees F. Significant numbers when you consider the impact lighting in refrigerated display cases can have on shopper behavior. Speaking of output, 80% of the electrical energy that powers fluorescent light bulbs is converted into heat energy and wasted. Only 20% is used for visible light.

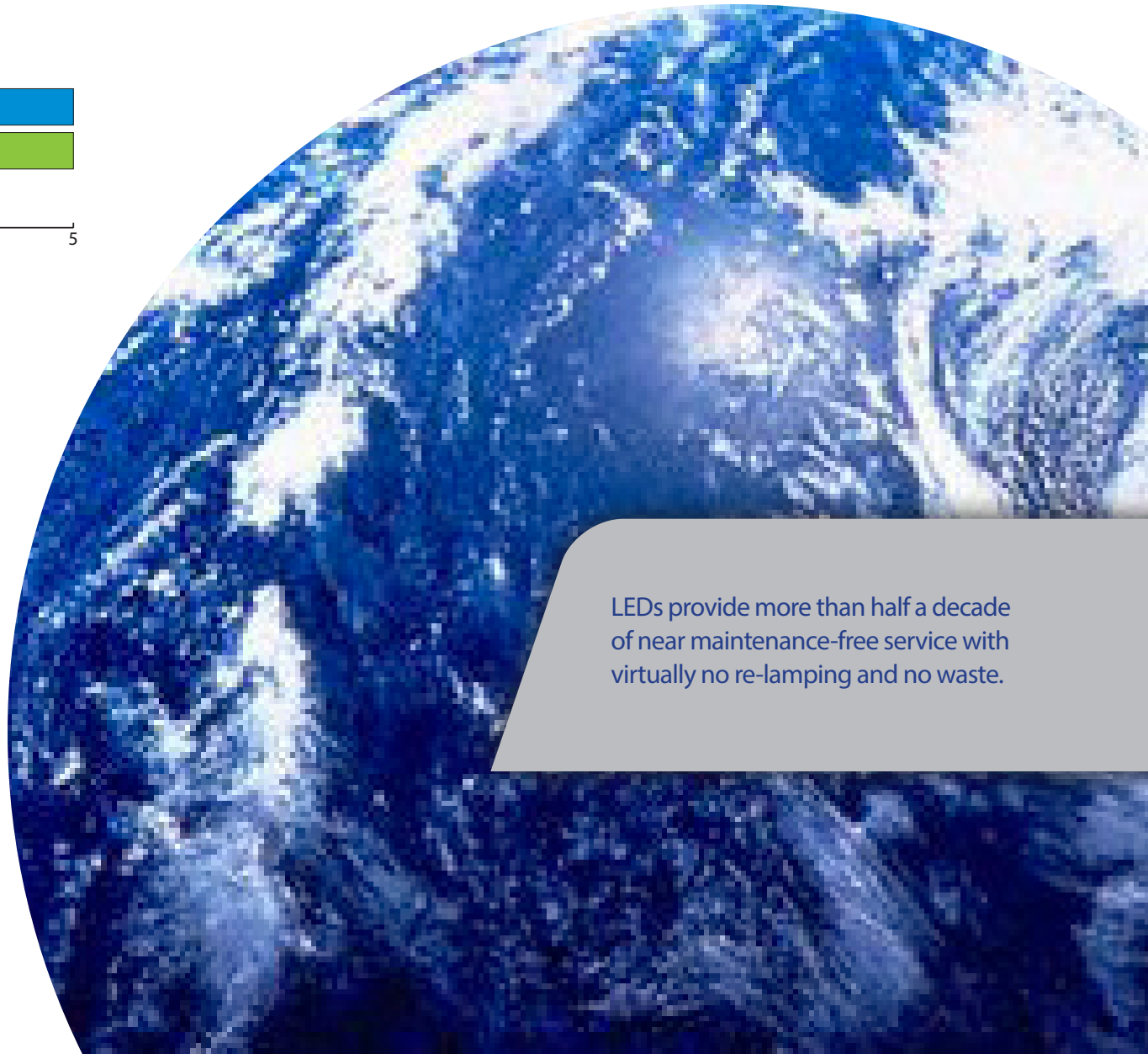
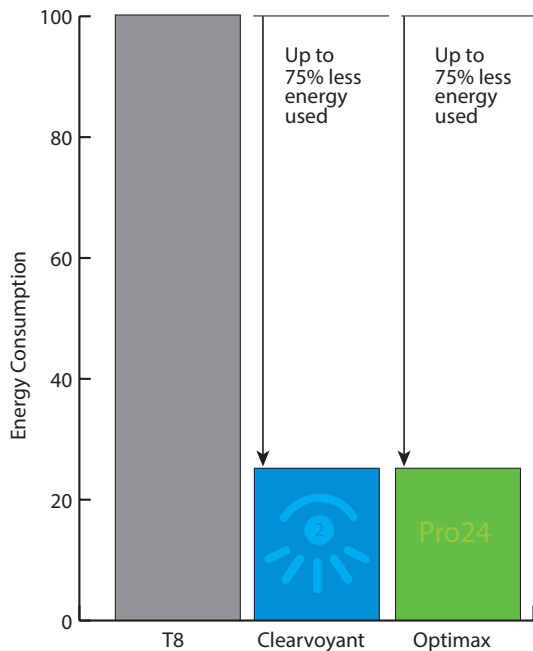
**Save Our Earth.**

LEDs leave a dainty carbon footprint when compared to any other light source. Fluorescents, for example, contain mercury, phosphors, lead and other environmental poisons. A very real concern, as unfortunately, many burned out fluorescents still end up in landfills. LEDs come with no such worries. In fact, many are RoHS (Restriction of Hazardous

Substances) compliant and have been designed to provide more than half a decade of near maintenance-free service with virtually no re-lamping and no waste.



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TWO OF THE

# Brightest LED STARS

Two of the industry's finest LED options – Hillphoenix Clearvoyant and Anthony® Optimax Pro™ 24 – have cornered the lion's share of the retrofit market for reasons that make the most sense – and cents.

Hillphoenix Clearvoyant – ideal for horizontal lighting.



- Custom light rod provides consistent and complete light distribution throughout any display fixture
- Lights fit completely underneath shelves increasing pack out by 10%
- Low profile light rod design makes light source undetectable by shoppers and extruded channel helps dissipate heat
- Light emitters can be positioned to direct light at angles from 0 to 30 degrees
- 75% more energy efficient vs. T8 fluorescent lights
- No harmful mercury, phosphors, lead or UV rays
- Comes in color temps of 3000 to 3500K and 4000K
- Produces true colors to showcase products in vibrant colors without glare or dark spots

Clearvoyant™  
LED SYSTEM



## Anthony Optimax Pro 24 — ideal for vertical lighting.

- Highly uniform product illumination with patent pending coin optics for the most efficient use of lighting power
- Payback period 2 – 2.5 years
- High color rendering index (CRI 85) enhances merchandise appearance
- Rebates commonly available for retrofits
- Lower maintenance costs
- Environmentally-safe
- Energy savings of up to 75% vs. T8 fluorescent lights

- Fixture Specs:
  - Voltage 24VDC
  - CRI 85 typical
  - Power 14W
  - Power into driver (85% efficiency) – 16.5W
  - Illuminance – 1150 LUX
  - L70 life – 50,000 hours
  - 5-year limited warranty

- Driver Specs:
  - UL Class 2 low voltage
  - Input: 120-240VAC, 50/60 Hz
  - Output: 24VDC, 100W maximum



### Here's A **Bright Idea.**

Take a look at the condition of your cases in light of the facts about retrofitting with LEDs. Try to imagine them with more vibrant colors. More inviting product displays. Decide if there's room for dramatic improvement in-store and on your bottom line. When you come to the realization that now is the time. You really do want a brighter future. The AMS Group has turnkey capabilities—including energy rebate processing—to shine a light on the most challenging application. Call your Hillphoenix representative about an LED retrofit before another dim fluorescent day goes by.

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ENERGY SERVICES

**Fresh thinking.  
Responsible solutions.™**

\* The AMS Group is a trade name of Anthony Refresh Group, LLC, which does business under that trade name.