



## InternationalLight TECHNOLOGIES

### ILT Helps Grocers Select Correct LED Light Fixtures

ILT Demonstrates LED Color Temperature Effect on Product Display at NGA Annual Meeting

Peabody, MA – International Light Technologies (ILT), a leading designer, manufacturer and distributor of LED-based lighting products, exhibited its LED-based lighting fixtures to the independent grocery industry at the National Grocers Association (NGA) Annual Meeting held in February in Las Vegas.

"Being an NGA member, we decided to take an educational approach to LED lighting in our booth at this year's NGA conference to help our fellow NGA members better understand LED lighting", said Pete Couture, ILT's LED Lighting Division Director. "Over the last 7 years, we have seen the retail grocery industry embrace LED lighting alternatives versus traditional lighting choices like fluorescent fixtures. But we have also observed significant LED lighting selection mistakes when making the conversion to LED fixtures."



**Red Meat Illuminated with 3000K, 4000K and 5000K LED Color Temperatures**

ILT offers a variety of LED-based lighting fixtures for retail grocery store lighting needs including our Vertical CaseLight™, Horizontal CaseLight™ and ShelfLight™ LED fixtures.

Based on our experience in this market, ILT has also seen first-hand the merchandizing problems that can occur when LED replacement fixtures are not matched to the specific products they will be illuminating.

Couture continued, "One of the worst examples of this problem occurs when grocers select LED fixtures with the wrong color temperature to light their red meat displays. The correct color temperature to use is obvious when viewing LED color temperature options side-by-side as we demonstrated in our booth (see accompanying photo), but what grocer ever gets the chance to make that comparison first-hand before buying LED fixtures?"

ILT minimizes these types of LED lighting mistakes by working directly with the grocer to understand in detail where each ILT LED light fixture will be placed in the store and what products it will be illuminating, including supplying LED sample fixtures for installation in the grocery store before final purchase.

Couture concluded, "That's why we decided to educate grocers about this particular issue with a red meat lighting demonstration in our exhibit booth and it was very well received. The grocers visiting our booth saw a visual demonstration of how much LED color temperature really matters – one that they will not soon forget!"

For more information, please visit the ILT Web site at [www.intl-lighttech.com/led-lighting](http://www.intl-lighttech.com/led-lighting) or call 978-818-6180.

#### **About International Light Technologies (ILT):**

For 50 YEARS, ILT has provided direct and OEM customers in commercial, industrial, academic and research markets with light measurement and detection systems, and a broad range of off-the-shelf and customized specialty light sources. The ILT LED Innovations Division designs and manufactures LED-based products including food/beverage/produce cooler and open/reach-in case lighting, gasoline pump canopy lighting, under cabinet and task lighting, and a complete line of LED sign modules for illuminated sign lighting.