

THE SCIENCE OF SIGHT: VISUALS USED IN PRODUCT DISPLAYS

+540%



Discover how retailers use visual tricks to make products irresistible by leveraging strategic lighting and display techniques. Transform your sales, as research shows that well-designed displays can boost sales by an astounding 540% compared to unorganized or cluttered setups.

Illuminate to Captivate: Strategic Lighting Techniques



BACKLIGHTING & HALO LIT DISPLAYS



Backlit Displays

- Create a glowing outline behind products.
- Ensure products stand out against their background.

Halo Lighting

- Provides a soft, diffused light around the product.
- Adds an ethereal glow that draws attention.

CUSTOM LED LIGHTING



Custom-Shaped Lightboxes

- Tailored to fit specific product shapes.
- Enhances the visual appeal and complements the product.

Lit Pedestals

- Elevate products on illuminated bases.
- Create a focal point within the display.



See Every Detail: Enhanced Visibility Techniques

ILLUMINATED DISPLAYS



Integrated Lighting

- Ensures products are well-lit from all angles.
- Eliminates shadows and highlights very detail.

Product Feature Lighting

- Focuses light on key features such as texture and color.
- Makes intricate details more noticeable.



PROGRAMMABLE LIGHTING



Custom Schedules

- Set lights to turn on/off.
- Create consistent lighting patterns.

Integrated Control

- Sync with other smart devices.
- Centralized control via apps.

Showcase and Elevate: Glorifier Displays

DISPLAYS



Custom Shapes

- Designed to fit specific product shapes.
- Enhances the product's presentation and visual appeal.

Dynamic Lighting

- Incorporates backlighting, halo lighting, and spotlighting.
- Emphasizes key features and creates a captivating visual experience with illuminated bases.

Flexibility and Focus: Versatile Display Units

Display Units with Adjustable Lighting

- Change light intensity and angle according to the product.
- Adapt to different seasons or promotions.

Modular Light Units

- Reposition or reconfigure to highlight different products.
- Offer flexibility and customization for displays.

ADJUSTABLE LIGHTING



Spotlight on Details: Highlighting Product Features

SPOTLIGHTING



Direct Focused Light

- Highlights specific parts of the product.
- Draws attention to unique features.

Pin Spot Lighting

- Uses small, focused beams of light.
- Enhances the detail and texture of the product.

