

**COLOR**  
**CLARITY**  
**FRESHNESS**  
**PROVEN**



1.800.519.1222 / [www.promolux.com](http://www.promolux.com)

**PROMOLUX**

Balanced Spectrum Low Radiation Perishable Food Merchandising Lighting



## Color

True color definition for just a few cents a day! Promolux lamps achieve the perfect balance of color and lumen for lighting displays in all fresh categories. Promolux lamps are available in a variety of lamp styles and sizes.

Wow your shoppers with the vibrant spectrum of Promolux lamps for stunning visual presentation and superior fresh food merchandising.

## Clarity

Under Promolux lamps, shoppers see clear, crisp and fresh colors; shoppers buy based on what they perceive to be fresh. The vibrant and well-defined colors of Promolux lamps allow shoppers to see the freshness of your displays.

The clarity and well-defined color of Promolux lamps create a strong visual impact for your perishable food merchandising program.

## Freshness

Keep fresh food displays fresher longer! The bloom of meat is extended 50% longer, packaged salads stay crisp and fresh longer and the shelf life of seafood is doubled or tripled.

Engineered with rare-earth phosphors and specialized filters, Promolux lamps protect fresh food from damaging radiation.

## Proven

Companies who differentiate themselves with highest quality, fresh foods *always* specify Promolux for their meat, seafood, deli & prepared foods, produce and bakery display cases.

The right lighting plays a crucial role in fresh food merchandising. Always Specify Promolux Lamps!

1.800.519.1222 or 1.250.743.1222

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