

# Supermarket Lighting

Light with staying power that turns into buying power.

ARTISAN BREADS

Certified ORGANIC

Market.  
Bistro  
by Price Chopper

Market.  
Bistro  
by Price Chopper



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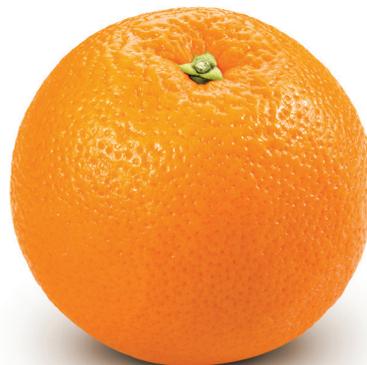


## Amerlux<sup>®</sup> supermarket lighting drives sales.

Amerlux is the global leader in transformative supermarket lighting. Since 1984, we have set the pace, fueled by passion, innovative design, and the power of revolutionary engineering.

Our business is your business. We understand your goals and help carve profitability out of traditionally narrow margins. Obsessed with performance, our products offer breathtaking precision, unprecedented energy savings, seamless optics, and stylish good looks.

**We bring your market to life.**



# Products that ignite the impulse to buy.

The following pages present a bird's-eye view of our diverse, ever-evolving solutions. From accents to track heads, downlights to freezer posts, pendants to exterior illumination, we have the perfect system for you.

**Highlighting products. Increasing profits.**

## Recognized for the highest standards of efficiency and quality.



Long before sustainability became a buzzword, we led our industry with energy-efficient lighting technologies. To this day, we retain this leadership in product efficacy, maintenance strategies, savings, and benefits.

Amerlux® Energy Star®-approved LED fixtures deliver crisp, controlled light in both accent and ambient applications. Fashionable and functional, our Energy Star luminaires offer pop, color, and intensity, with lower wattage and maintenance costs.

We are also recognized by the DesignLights Consortium (DLC), promoting quality, high-performance and energy-efficient commercial LED lighting. We are proud to take a place on DLC's Qualified Products List, on the top tier of lighting engineers and manufacturers.

**Always thinking ahead.**



# SNACKS & TREATS



# We know supermarket *value* like no one else.

The redder the apple, the fresher it appears to be. The deeper the chocolate icing looks on a cake, the more delicious it seems. The brighter the colors of a floral bouquet, the faster it gets sold.

In lighting supermarkets, color is a very big deal. Amerlux® has led the industry in tweaking LED color factors for greater efficacy and beauty, because we recognized early that shoppers buy with their eyes. As your visual partner, we work to hone the effects of color, clarity and impact of your merchandise.



*fresh* Flowers

## Accent track heads

# Setting the pace. Winning the race.

Amerlux® accent tracks place ahead of the competition. Attractive, flexible, energy-efficient, maintenance-saving systems that are simply unequaled in the industry.

The tiny, trend-setting Hornet® HP LED delivers power, precision, performance, and outstanding architectural aesthetics. Our elegant Contour and Cylindrix® track head systems offer top efficiencies and flexibility, using the latest in LED and CMH light sources. Amerlux track accents will match your requirements, fulfill your vision, and reduce the costs of energy and maintenance.



Murro® LED Wall Wash



Contour Vertical LED



Hornet® HP LED



Cylindrix® III Mini



Cylindrix® III



Hornet® HP Multiples



Cylindrix® III Mini Multiples



Contour Multiples



Cylindrix® III Multiples

## Accent multiples

# Take control on multiple levels.

When track is not an option, but there are still multiple targets of interest, Amerlux® multiples highlight supermarket profit centers with amazing aesthetics. Strong, yet compact, our multiples deliver sharp, controlled, energy-efficient illumination with guaranteed energy and maintenance savings.

Our multiples incorporate a unique architectural look and dramatically enhance supermarket scenarios with an emphasis on performance and energy conservation, even in higher-ceiling installations.

## Recessed downlights

# Treasures hidden in the ceiling.

The Amerlux® family of recessed downlights are like small concealed jewels emanating light. Elegant, sustainable, flexible, and energy efficient, the Hornet® HP 3.5" and Evoke® 4.75" are offered in either round or square trims. For higher ceilings, the round Classix 6" is optimal.

Our signature Evoke and Hornet HP family styles feature higher delivery of light with the quality, control, precision, and flexibility you desire. Big on power, Amerlux recessed downlights are prized for clean apertures with strong, focused, dimmable beams of light featuring crisp whites, newly expanded color ranges, and an impressive ability to punch through ambient light.



Classix 6" Downlight



Evoke® 4.75" Round Downlight LED



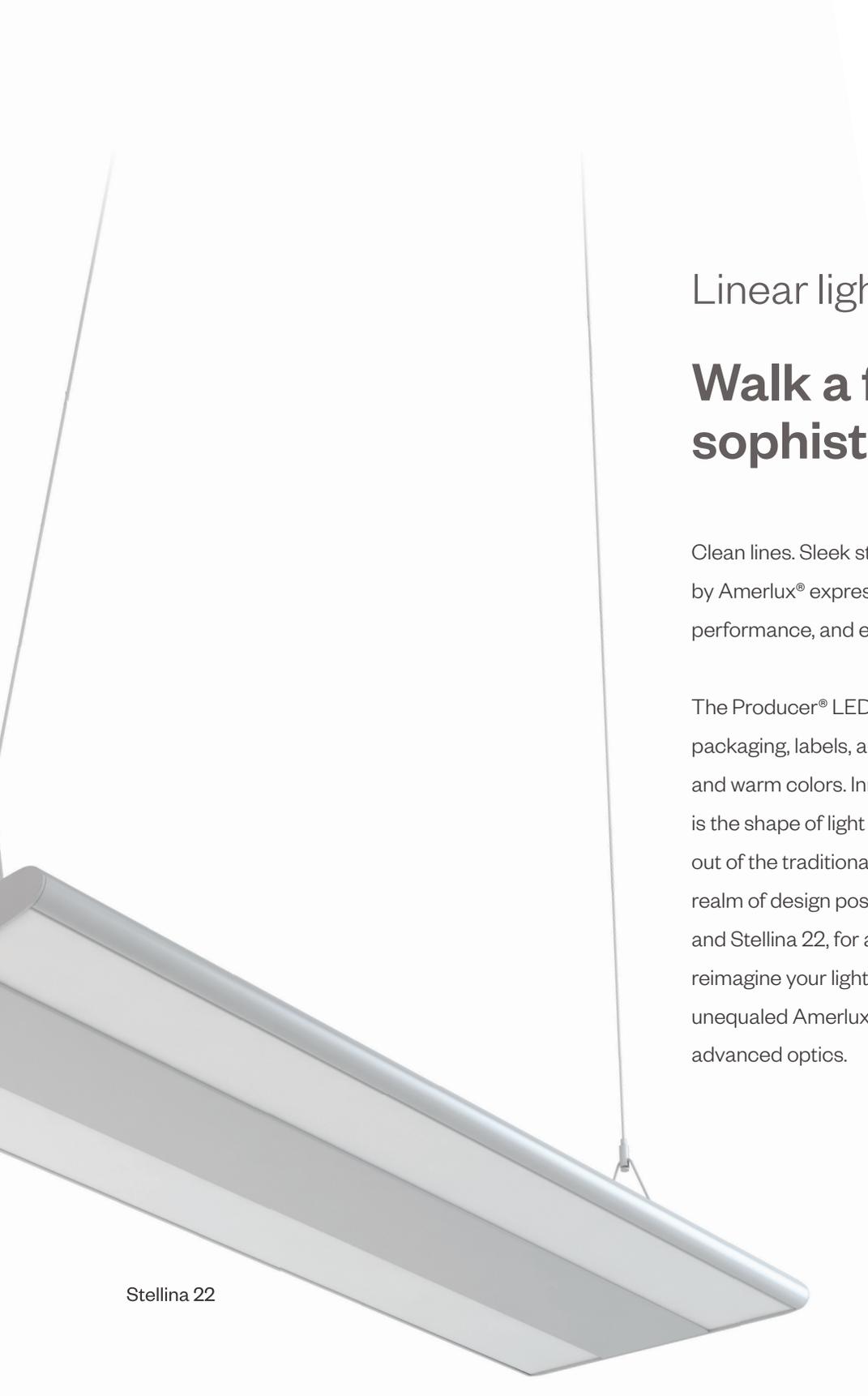
Hornet® HP 3.5" Square Downlight LED



Hornet® HP 3.5" Round Downlight LED



Evoke® 4.75" Square Downlight LED



## Linear lighting

# Walk a fine, sophisticated line.

Clean lines. Sleek styling. Linear supermarket solutions by Amerlux® express a seamless synthesis of aesthetics, performance, and energy efficiency.

The Producer® LED makes your aisle merchandise packaging, labels, and colors come alive with crisp whites and warm colors. Innovative and softly arched, Curvano is the shape of light to come, taking your light source out of the traditional straight-line format, and into a new realm of design possibilities. The curved Stellina Direct and Stellina 22, for aisles or general lighting, also help reimagine your lighting architecture, while maintaining unequalled Amerlux value, high output, efficacy, and advanced optics.

Stellina 22



Producer® LED



Curvano



Stellina Direct



**Mega!**  
Fresh

We pledge to provide an exceptional variety of the freshest product available.

**Mega!**  
Quality

We pledge to provide the finest quality of product at the fairest possible price.

# Badger Ave Butcher

Farm-Raised Chicken      Choice Angus Beef      Natural Pork

Hand-Cut  
Sliced  
Chopped

Hand-Cut  
Sliced  
Chopped

For More "Substantial Premiums Cut-Ins"  
-Available "Slices" Only, Subject to Stock  
-Minimum Order: 10 lbs. (Retailer's Price: \$19.99/lb.)  
-Maximum Quantity: 100 lbs. (Retailer's Price: \$19.99/lb.)

We Season - FREE

Great Quality

COOKIES

## Pendants

# Brilliance hangs in the balance.

Amerlux® pendants are beautiful, versatile, and expand your profit center design universe. Our pendant lines begin with the spectacular new Rook Family, a dream come true offering precision and a distinctive personality.

Our stylish, solid Eliantro LED hybrid pendant suits most design schemes and provides great general ambient lighting. The Nitro® LED high-performance pendant is a magnificent replacement for HID or CFL applications with better energy savings and control. Incorporated into any retail lighting plan, Nitro's precise optics deliver a wide selection of distributions.



Rook 350 (remote)



Rook 350



Nitro® LED



Eliantro LED



Rook 475



# Exterior lighting

## The customer experience begins outside.

Exterior lighting connects with customers even before they reach your doors. The right illumination accents focal points, signage, and landscaping, and makes your parking lot safer, friendlier, and easier to navigate. Salvus® is designed in sleek architectural post top or cantilevered styles, suited for low or high mounting height applications. This design utilizes less LEDs with an optical design that increases performance and glare control.

Secure and weatherproof, the Varieta® floodlight has beam control and flexibility like no other. Avista® is a powerful LED light engine designed either to retrofit traditional and post top outdoor lamps, or to complement new construction. Passo step lights and the elegant Acion accent lights direct attention to targeted objects. SmartSite® LSN is a sensory system that blends lighting, intelligence, security, and communications into one sophisticated housing.



Passo  
Step Light



Acion



Varieta®  
Flood Light



SmartSite® LSN



Avista® Retrofit



Salvus®  
Site and Area





## Amerlux<sup>®</sup> elevates your market.

With world-class imagination, unequalled engineering, and a keen sense of what you want next, we invite you to explore supermarket lighting with us. Whether you seek a complete new installation, or individual upgrades and systems, you have come to the right place.

For information, call us at 973-882-5010, or visit [amerlux.com](http://amerlux.com).



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