



INTERIOR RETAIL



LIGHTING SPECIALISTS

**Now Featuring
New LED Solutions**

**The Power of Visual Merchandising is
Achieved Through the Proper Layering of Light**

Petroleum Lighting Specialists – Inside and Out

LSI has been the indisputable leader in providing innovative interior and exterior lighting solutions to the retail petroleum/c-store market for 35+ years. Our lighting expertise and deep knowledge of the petroleum market have helped marketers optimize the use of lighting to improve their sales.

We've pioneered the development of leading-edge product innovations like the Scottsdale® and Crossover® canopy fixtures. These fixtures steer customers from the street onto our site. Now, let LSI show you how to pull them from the island into your store.

Retail Trends in Today's Competitive Environment

Today's customers expect clean, well-lighted, safe environments that offer variety, convenience and a positive shopping experience. This has raised the bar of visual merchandising in the c-store market. Savvy marketers are responding by putting greater emphasis on their lighting systems and how lighting can be designed to create a welcoming environment and profitable traffic flow.



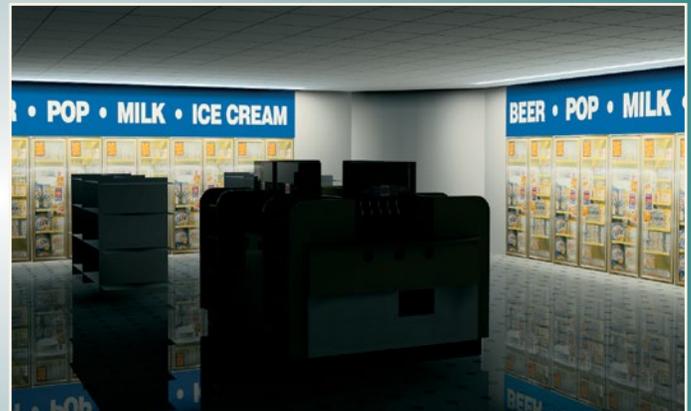
Achieve A Fully Integrated Lighting System Through



Ambient Lighting

Meets general illumination requirements:

- Creates a comfortable environment for the consumer
- Results in the uniform distribution of light



Wall Wash Lighting

Creates the perception of more light in the store while using fewer ambient fixtures:

- Long-range visibility attracts attention and pulls consumers into the store
- Draws consumers' eyes to point-of-purchase graphics and products displayed on vertical surfaces
- Helps guide consumers through store



Energy Consumption + Green

Today everyone is concerned about the ‘bottom line’ – and we know that reducing energy consumption is a key in controlling costs. Further, we know lighting is one of the major energy consumers and can be one of the easiest to improve. LSI concentrates on the most energy efficient lighting technology – in fluorescent and LED – to give you a solution that performs while reducing operation costs, improving operational functionality and saving energy to give you an immediate return on your investment.

In addition to saving you money, lowering energy consumption has a major impact on our environment by

reducing greenhouse gases. Further, using eco-friendly materials helps reduce hazardous waste.



The Correct Layering Of Light & Innovative Technology



■ Accent Lighting

Powerful technique attracts consumer attention to a specific display or product area:

- Focuses consumer attention to high-margin product areas and displays
- Helps direct consumer traffic patterns
- Stimulates impulse and planned purchases
- Adjustability of fixtures makes it easy to redirect lighting scheme as floor plan / displays change



■ Fully Integrated Lighting System

Layering of light achieves a well balanced lighting system:

- Meets general illumination requirements
- Wall wash fixtures supplement ambient lighting
- Accent lighting attracts consumers' attention to specific display or product area
- Practical, affordable way to customize and differentiate store's image



Design It Correctly and They Will Come

Correct interior lighting results from a blend of expert knowledge, the right selection of fixtures and the proper layering of light. It's a fact: correct lighting attracts discerning consumers and draws them into the store.

LSI employs a fully integrated, light-layering approach to produce a store interior that reflects each customer's sales and merchandising strategy.

Every LSI-recommended lighting system solution is designed to:

- Bring consumers inside your store
- Draw the consumer's eye to key merchandising displays
- Focus consumer attention to high-margin centers
- Enhance your store's image and product presentation
- Foster a safe, comfortable environment
- Improve sales
- Reduce energy consumption
- Lower installation and maintenance costs

Light Green background indicates an LED solution

Visit our web site at www.lsi-industries.com/markets/petroleum-products.aspx for more product information.

Ambient/General Illumination



High performance LED to traditional grid-style fluorescent fixtures utilizing leading-edge refractor and reflector technologies, LSI's ambient products provide uniform illumination, excellent color rendering and light levels.

Wall Wash Lighting



With LSI Wall Wash fixtures you can increase the perceived brightness of your space without increasing the overall light level. Available in a variety of sizes, styles, and light sources.

Accent Lighting



LSI offers a progressive line of accent lighting products in a variety of fixture styles, apertures, wattages and light choices to highlight specific displays and product areas.

Designer Lighting



LSI has an extensive line of designer fixtures that deliver quality lighting with a retail flare.

Emergency & Exit Lighting



LSI gives you a choice of emergency/exit fixtures.

