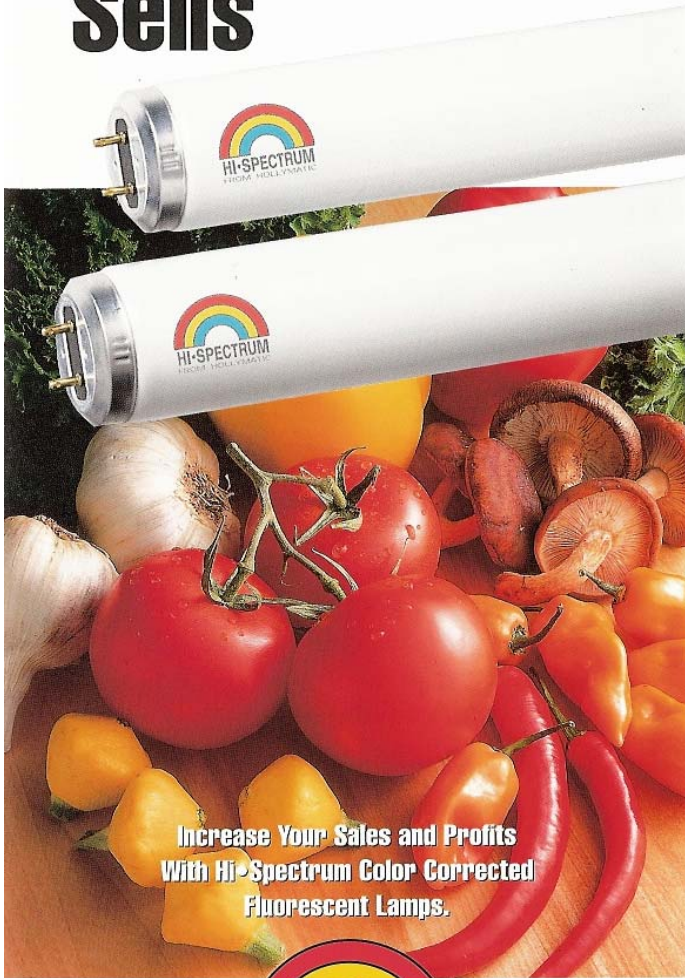


# Color Sells



Increase Your Sales and Profits  
With Hi-Spectrum Color Corrected  
Fluorescent Lamps.



**CSS**  
NORTH AMERICA

## HI-SPECTRUM® COLOR CORRECTED FLUORESCENT LAMPS OFFER MORE FEATURES.

Hi-Spectrum® color corrected fluorescent lamps not only make your products look better, but also minimize heat and UV radiation allowing all perishable products to retain their freshness longer.

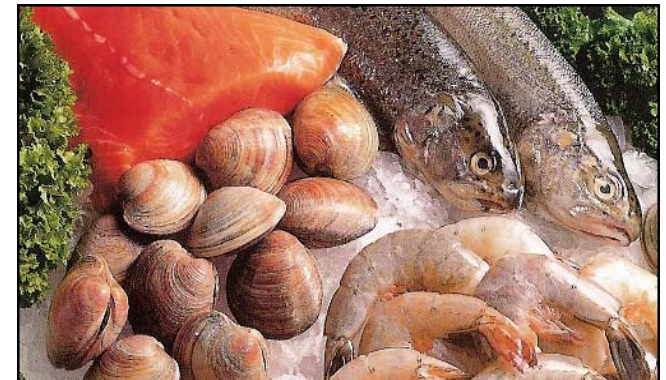
Hi-Spectrum® lamps produce sharper contrast between whites and other colors to make food items look fresher and more appetizing. They will all the difference when it comes to sales and profits. Hi-Spectrum® color corrected fluorescent lamps show your products in a better light.

- Lamps give a brighter and more natural look at first glance.
- Double phosphor coating strengthens C.R.I. (Color Rendering Index) for better conversion of electric power into light.
- Lamps emit minimum Beta UV radiation and give most products longer shelf life.
- Hi-Spectrum® lamps are manufactured in the United States and are made to North American specifications.
- High C.R.I index dramatically enhances the natural color definition of fresh foods and perishables. Better product presentation translates into increased sales and higher profits.

416.848.7280 | CANADA



FRESH MEAT & DELI – Hi-Spectrum® Highlights Various Shades of Red and Develops Contrast.



SEAFOOD – More Appetizing, Intense Color. Real Sales Appeal.



BAKERY – Just-Out-of-the-Oven Golden Warm Tones. Decorated Cakes Are Gorgeous!

# LOW UV, COLOR CORRECTED FOOD MERCHANDISING LIGHTING FOR SUPERMARKETS

## OVERVIEW

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Hi-Spectrum® Fluorescent Lamps are recognized by North American supermarket chains and OEMs as the leading display case fluorescent lamp for perishable food products (meat, deli, fish, produce, bakery, prepared foods).

Hi-Spectrum® **dramatically improves product appearance**, for increased impulse buying and higher sales. Our combination of 5 rare earth phosphors and lamp double-coating technology produces truly brilliant, intense color contrasts for greater consumer eye appeal. HI-SPECTRUM® lighting does not artificially enhance product appearance, which is why it is approved by Health Department officials.

Hi-Spectrum® lighting is **Made in America**, and designed for North American ballast standards, for superior operation and maximum life expectancy.

Hi-Spectrum® lighting also eliminates virtually all damaging beta ultra-violet (UV) radiation which common fluorescent lamps produce. Our "UV Guard" shielding technology results in **longer product shelf life** due to less dehydration and fading. Reduced shrink means more sales and higher profits.

Hi-Spectrum® lighting is now available in a new, safety-coated **shatter-proof version**, which allows for safer handling and use, and eliminates the need for tube guards. The shatter-proof version also eliminates 100% of the damaging UV emissions from the lamp, for **the ultimate in safety and product protection**.

Hi-Spectrum® is the **value leader** among today's food merchandising lamps, making it the lighting of choice among progressive grocers looking for a competitive edge. And even though HI-SPECTRUM® is less expensive than competing lamps, we are superior in such key areas as: (1) color-rendering index, (2) UV protection, and (3) brightness, making it **the better lamp – for less!**

## SUPERMARKET USES

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### 1. FRESH MEAT: "Brilliant Red Bloom on all Fresh Meats"

Hi-Spectrum® lighting shows red meat to its finest. Reds appear bright and vibrant, while whites remain pure and clean, for a fresh, brilliant appearance that customers will notice. And Hi-Spectrum® lamps are approved by Health Officials. Our "UV Shielding" properties also keep meat looking fresher longer, with less UV burn and discoloration, for longer shelf life and higher sales.

### 2. DELI: "Outstanding Mouth-Watering Displays"

Hi-Spectrum® lighting accents the natural appeal of deli products, with true, brilliant, color rendition for a delicious, appetizing appearance. Hi-Spectrum® is designed with a balanced color spectrum to improve color contrast for **increased impulse buying**, without artificially enhancing the appearance of foods. And our "UV Shielding" properties minimize the oxidation and drying caused by other fluorescent lamps, for less re-wraps and longer shelf life.

### 3. PRODUCE: "Garden-Fresh Radiance"

that just-picked garden fresh appearance, as **longer shelf life** translates into higher sales and profits.

### 4. SEAFOOD: "Fresh from the Sea Brilliance"

Hi-Spectrum® lighting brings out the subtle color tones present in seafood, creating a naturally fresh appearance for **more impulse buying** and higher sales. Hi-Spectrum® also ensures that the delicate texture of seafood will remain fresher longer, thanks to our "UV Shielding" properties.

### 5. FOOD SERVICE: "Irresistible Prepared Foods"

Hi-Spectrum® lighting brings remarkable color rendition to your prepared food displays and salad bars, for **amazing color contrasts** which make prepared foods irresistible. Hot and cold food displays project a healthy and inviting appearance. Hi-Spectrum® also helps to keep that freshly-made appearance longer with our "UV Shielding" properties. Faster sales and less shrink means more profits.

### 6. BAKERY: "Fresh From the Oven Radiance"

Hi-Spectrum® lighting brings **outstanding true color rendition** to all of your baked goods displays. Colors in cake decorations and pie fillings appear brilliant, while breads radiate warm, golden tones. Hi-Spectrum® also ensures that your baked goods retain that freshly-made appearance longer with our "UV Shielding" properties, which reduce shrink and fading. Brilliant color rendition means more impulse buying in your bakery department.

### 7. FLORAL: "Outstanding Color and Freshness"

Hi-Spectrum® lighting enhances the natural brilliance of floral displays, with outstanding color rendition made possible by our winning combination of 5 rare earth phosphors and lamp double-coating technology. And the "UV Shielding" properties in Hi-Spectrum® guard against premature drying and wilting. Floral displays retain that just cut freshness longer, for **higher sales year round**.

## THE HI-SPECTRUM® ADVANTAGE

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Hi-Spectrum® lighting gives you "State-Of-The-Art" Color Rendition and the protection of "UV Shielding" using our unique formula of 5 rare earth phosphors and lamp double-coating technology. The results speak for themselves:

### 1. INCREASED SALES with Brilliant Color Rendition

With perishable food products, proper lighting is essential to maximizing your profits. Hi-Spectrum® lighting is engineered to produce sharper contrast between colors, with a high color rendering index (CRI) of 91. Foods appear more **vibrant and appetizing**, as their natural brilliance is accented without distorting any colors, which is why Hi-Spectrum® is approved by Health Officials. Better product presentation means more impulse buying and translates into higher sales.

### 2. LONGER SHELF LIFE with "UV Shielding"

Hi-Spectrum® lighting can extend product shelf life because it emits **90% less damaging UV radiation** than common fluorescent lamps, based on independent testing. Discoloration due to drying is reduced for longer shelf life and increased sales. Products stay fresher longer, with less UV burn on meat and fish, less wilting in produce and floral displays, and less shrinkage all around. Longer shelf life means higher profits.

### 3. ALL SIZES AND TYPES

Hi-Spectrum® lighting is available in **all standard American and European sizes**, with Preheat, Instant Start (Slimline), Electronic, High Output and Very High Output versions. No special modifications are required to install Hi-Spectrum® – just replace your existing lamps.

### 4. THE VALUE LEADER

Hi-Spectrum® is today's value leader in food merchandising lighting, priced significantly less than competing brands, even though Hi-Spectrum® equals or surpasses them in such key areas as color rendering index, UV protection, and brightness. Our combination of American production techniques and competitive pricing make Hi-Spectrum® the lighting of choice among smart grocers looking for the **best value** in quality merchandising lighting.

### 5. A SMART INVESTMENT

Hi-Spectrum® lighting can quickly pay for itself through increased sales and less product loss. And although Hi-Spectrum® costs significantly more to manufacture than common fluorescent lamps, thousands of satisfied **grocers and display case manufacturers across North America** have found the investment in premium lighting to be **money well spent**.

### 6. RELIABLE SALES AND SUPPORT

At CSS North America, we take great pride in making Hi-Spectrum® the best value today in Low UV Color-Corrected Merchandising Lighting. However, we are just as proud of our sales and support staff, and their ongoing commitment to ensuring customer satisfaction. Call us today to learn more about the amazing benefits of switching to Hi-Spectrum® lighting.

## COMPETITIVE COMPARISON

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### 1. **BETTER COLOR**

Hi-Spectrum® lighting has the highest color rendering index (CRI) of comparable lamps (91 vs. 86 for the competition) – for less color distortion and maximum consumer eye-appeal!

### 2. **BRIGHTER**

According to Hussmann, the world's leading manufacturer of food merchandising display cases, Hi-Spectrum® lighting is 15% brighter than the competition!

### 3. **BETTER PROTECTION**

Independent testing has shown that Hi-Spectrum® lighting has the highest UV shielding properties of any comparable lamp. Less damaging UV radiation means longer product shelf life! Low UVB radiation emissions typically extend product shelf life by 1-3 days.

### 4. **RELIABLE**

Unlike competing brands, Hi-Spectrum® is made in the US and engineered to North American ballast standards, for superior performance. Backed by the Hollymatic name and a reputation for quality and support for over 60 years!

### 5. **LESS EXPENSIVE**

Hi-Spectrum® lamps are up to 30% less expensive compared to competing brands, leading major supermarket chains and OEMs to switch from the competition to Hi-Spectrum®!

## FREQUENTLY ASKED QUESTIONS

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### 1. WHAT IS HI-SPECTRUM LIGHTING?

Hi-Spectrum® lighting is designed for merchandising applications where quality color-corrected lighting can significantly enhance product sales. Our unique combination of 5 rare earth phosphors and lamp double-coating technology creates **true, brilliant color rendition** which dramatically enhances the appearance of retail displays. Color sells, and Hi-Spectrum® lighting translates into higher sales and profits.

Hi-Spectrum® lighting is manufactured with our "**UV Shielding**" technology, which makes it ideal for displaying perishable food products (such as meat, deli, fish, produce, bakery, and food service applications). Hi-Spectrum® lighting can extend product shelf-life beyond what is possible with common fluorescent lamps. Longer shelf life means less shrink and higher profits, making Hi-Spectrum® "the right light" for perishable product displays.

### 2. WHERE WOULD I USE HI-SPECTRUM?

Hi-Spectrum® lighting was originally developed for displaying perishable food products, such as fresh meat, deli, seafood, produce, baked goods, and food service applications. As a result, our largest group of customers consists of **supermarkets, grocers and butchers**.

### 3. WHY IS THE HI-SPECTRUM® TUBE MORE EXPENSIVE THAN OTHER TUBES?

The main reason for the higher cost of Hi-Spectrum® tubes is the nature of the phosphor content in them. This phosphor component is twenty (20) times more expensive than that used by other standard tube manufacturers such as in natural white, warm white, etc. In fact, the phosphor used in Hi-Spectrum® tubes has only been used before in making television screen tubes. The phosphor used in Hi-Spectrum® tubes is perfectly balanced to give the highest color contrast for each and every one of the various colors. Therefore, the same tube can be used for butcher lighting, flower lighting, and many other applications.

In addition, the very highest technology materials are used to give the tubes its longest life – not only over 20,000 hours but color rendering consistency during most of its life.

### 4. WHAT IS THE LIFE EXPECTANCY?

Hi-Spectrum® lighting has been **meticulously engineered** to perform well in the harsh environment produced by refrigerated display cases. Combining superior workmanship with high quality components, Hi-Spectrum® lighting has a rated average life which equals or exceeds that of common fluorescent lamps.

And, our winning combination of 5 rare earth phosphors and lamp double-coating technology ensures that Hi-Spectrum® lighting maintains its color-correcting properties and "**UV Shielding**" **for the lifetime of the lamp**.

## APPENDIX

### 6. TECHNICAL SPECIFICATIONS

Correlated Color Temperature - 3600° Kelvin
Color Rendering Index - 91
UV (Beta) Emissions - 90% less than Cool White
Sizes and Types - 48 regular and safety coated versions <ul style="list-style-type: none"> <li>▪ T12 Rapid Start (2', 3', 4' lengths)</li> <li>▪ T12 Instant Start (4', 5', 6', 8' lengths)</li> <li>▪ T12 High Output (4', 5', 6', 8' lengths)</li> <li>▪ T12 Very High Output (8' length)</li> <li>▪ T8 Electronic (2', 3', 4' and 5' lengths)</li> <li>▪ T8 Instant Start (40", 62", 70" lengths)</li> <li>▪ T8 Preheat (18", 2', 3', 4', 5' lengths)</li> </ul>
Power made to match all standard North American and European ballasts

### 7. HI-SPECTRUM® COST JUSTIFICATION

	<b>Hi-Spectrum® Lamps</b>	<b>Standard Fluorescent Lamps</b>
Initial Investment	12 x \$19.00	12 x \$1.75
Annual Investment Per Case	<b>\$228.00</b>	<b>\$21.00</b>
Annual Increased Sales of between 5-20% (\$0.25 per foot per day)	$\$0.25 \times 12 \times 360 \text{ days}$ $= \mathbf{\$1,080.00}$	<b>\$0.00</b>
Annual Product Savings through reduced UV radiation (\$0.25 per foot per day)	$\$0.25 \times 12 \times 365 \text{ days}$ $=$	
Annual Expenditure Per Case		$\$21.00 + \$1,080.00 + \$1,080.00 =$
	<b>\$1,953.00 per year</b>	
<b>Hi-Spectrum® Payback Period</b>	<b>42 days (\$5.43 per day)</b>	
<b>Hi-Spectrum® Return on Investment</b>	<b>857%</b>	