

Shoptalk

Retail Design Expo doubles in size and wows the industry

Retail Design Expo, Europe's leading annual event for innovation and inspiration in retail design, marketing, visual merchandising, architecture and shopfitting returned to London in March, with a huge boost in attendance from 12,000 last year to 15,452 visitors including retailers and brands. The event was at London's Olympia and was co-located with RBTE and Retail Digital Signage Expo.

The event, which doubled in size for 2016, showcased 225 market-leading suppliers from global players to innovative smaller suppliers covering every aspect of the in-store journey.

Business leaders including Guy Smith, Head of Design, Arcadia; Andy Turnbull, Global Creative Principle, New Look; Alan Taylor, Head of Retail Design, B&Q; Tony Holdway, Creative and Marketing Director, BHS; Liz Silvester, Head of Visual Identity, Liberty and Stephen Dempsey, VM Concept Manager, John Lewis discussed a broad range of topics covering the spectrum of retail design and architecture, branding and visual merchandising. A new addition for 2016 was the Shopper Marketing Conference, run in association with POPAI, with speakers from Tesco, Unilever, Pepsi and Heinz Craft Company to name but a few.

In addition to the extensive blue chip conference programme and exhibitors there were new features on offer, including the Innovation Trail and Awards, which helped visitors navigate the most cutting edge exhibitors; the Retail Design Student Awards, the inaugural VM Student Awards; the Designer Pavilion and the Retail Design and VM networking lounges.

In its aftermath, exhibitors have been praising the show and the number and relevance of the visitors who came.

"I think the volume is probably slightly down on last year, but the quality has certainly been retained, or is probably even better. I'm very happy, because for me it's not about volume... we didn't set any major targets before we arrived, but there have been at least 20 well known, worldwide brands on the stand. For most of the second afternoon we've had Boots and Samsung sitting on our stand. It's about having a presence here."

Mike Houghton, Marketing Director, CJ Retail Solutions



"It's been fantastic you know, it's year two, its always a challenge, the first year last year was very good and the concern is always, can they maintain it? But to be fair to the organisers they have done a fantastic job. We are seeing an influx of visitors, probably more than last year



Shop and Display Equipment Association
24 Croydon Road
Caterham
Surrey CR3 6YR
T: 01883 348911
F: 01883 343435
E: enquiries@sdea.co.uk
www.shopdisplay.org

Editor: Lawrence Cutler
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New members

Welcome to the new members who have joined the Association since our last edition.

BARO Lighting (UK) Ltd

t: 0845 519 2154
e: rjrams@baro.co.uk
w: www.baero.com

High-end lighting systems for the illumination of retail spaces.

Fit Out Finance

t: 020 8938 3803
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w: www.fitoutfinance.co.uk

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Glenlake International Ltd

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w: www.glenlake-int.co.uk

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Havelock Europa plc

t: 01592 643883
e: marketing@havelockeuropa.com
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e: enquiries@icon-world.com
w: www.icon-world.com

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Morplan Ltd

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e: sales@morplan.com
w: www.morplan.com

The one stop for all your retail needs. Over 5,000 products from stock including shopfittings, mannequins, bags, hangers, POS and display props.

Propability Ltd

t: 020 8687 1030
e: info@propability.co.uk
w: www.propability.co.uk

Design, manufacture and install high quality props and sculpts for the retail & events industries. Window display, instore development and creative concepts.

Tecna Display Ltd

t: 020 8803 4469
e: jevitt@tecnadisplay.com
w: www.t3affinity.com

A new modular aluminium display system for products and graphics in the retail, exhibition and PoS markets called T3 Affinity. Complements their graphics system: T3.

and it's a much much bigger show, so from our perspective, very happy and we'll be coming back next year."

Simon Olley, Stylo

"We've seen a load of faces that we know, but obviously a lot of people that we don't know are coming onto the stand, a lot of big names, people that we want to be talking to, so that's always a positive. We've had a lot of managing directors and heads coming onto the stand. We've spoken to a lot of big retailers such as River Island and Argos. We've got a lot of designers coming as well as procurement and VM staff. I think it's great."

Nikki Talbot, Creative Director, Unibox

"You get a different type of visitor at this show because a lot of people visit the technical side of the show and they come up here to see what's going on, which means you get a different level of people who are perhaps not aware of what else is out there for the VM world. So they might bring along their VM teams and also we get to meet procurement and decision makers which you don't at other shows. Excellent. Also international, which is really fantastic for us. We've had procurement managers, we've also had account managers, we've had creative directors, we've had VM managers and their teams, area managers, regional managers. Yes, it's been really good top level all the way down to students. There are a lot of people coming through those doors, so the show is marketed very well."

Sonya Storm, Creative Director, DZD



SDEA was invited to discuss its Sustainability Initiative at the RDE Conference (above) and new member, ICON, won the show's Innovation Award (left)

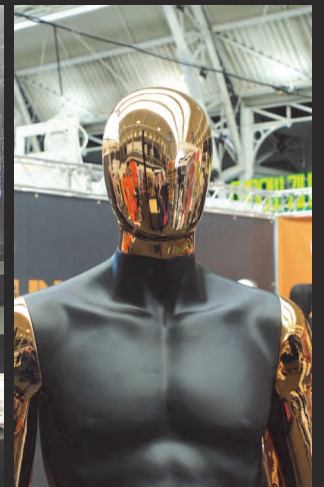
"We find it a great event, we get a really good cross mix of people coming to the event from shop fit, from procurement, store development also visual merchandisers as well, so for us it's really the prime event for us to come to and showcase our services."

Andi Grant, Creative Director, Global Display

The dates for Retail Design Expo 2017 have been announced as May 8th & 9th.

www.retaildesignexpo.com

Mannequins dominated at the VM & Display Show...



DZD and Stylo win SDEA Best Stand Awards

SDEA members voted enthusiastically for the best SDEA member's stands during Retail Design Expo and the VM & Display Show.

In a very close competition between a number of excellent stands of great diversity it was visual merchandising specialist DZD which stole the show at Retail Design Expo from retail fixture company Global Display. DZD were showcasing their bespoke offer by taking a single element and repeating it to create a simply dazzling effect.

Stand designer, Sonya Storm, told SDEA "I would just like to say a huge thank you to all members of the SDEA who took time out of their busy RDE days to cast their votes for Best Stand. Myself and my team are honoured to have won and the



award is now pride of place at the front of our showroom in Tottenham Court Road."

Graphics solutions specialist Stylo received an outstanding vote of confidence from SDEA members for their bold, colourful and innovative creation at the VM and Display Show. This is the second time Stylo has secured the award, claiming it for the first time in 2015 at Retail Design Expo.

Managing Director, Simon Olley was presented with the specially commissioned crystal glass award on his winning stand by SDEA President, Alan Pegram.

Brent Cross manager assures SDEA that physical shops have a future

Members were treated to a rare insight into the mindset of a major shopping centre manager when Tom Nathan, General Manager of Brent Cross, addressed SDEA members at the Association's annual presentation at London's St Martin in the Fields last month.

Nathan told an attentive audience that retailers need to change to survive, and change fast. Not afraid of controversy he named names giving examples of those he feared were not reacting to change in the way that the best clearly were.

He suggested that store groups might reduce their portfolio from 500 to as little as 80 strategically located bigger stores.

A memorable day also featured presentations from Ross Gandy of URICA, sponsors of the event, and Rachel Marshall of Retail Design Expo.



At the morning's AGM, Alan Pegram of Global Display was re-elected President for a second year and Angus Morton of BBrown Display Materials was elected as Vice President. Congratulations to both of you.

The AGM also saw three members re-elected to the Executive Council: Ronald Cohen, Managing Director of Foxbarn Ltd, Geoff Fairfield,

Managing Director of Fairfield Displays & Lighting Ltd and Bob Garton, Managing Director of Glencourt Associates Ltd.

They join existing Council members; Simon Olley, Managing Director of Stylo Ltd, Mark White, Sales Director of Solutions Acrylic & Display Ltd and Nick Wraith, Managing Director of Unibox.

STOP PRESS:

An Early Bird rate is being offered to SDEA members exhibiting at Equipmag, Paris



Equipmag is the number one retail trade show in France focussing on Display Fittings, Equipment, Marketing / POS Advertising, Logistics / Supply Chain, Services, Technologies and Customer relations / Digital marketing / M-commerce. It takes place from September 14th to 16th at Paris Expo Porte de Versailles.

The organisers are offering a discount of €10 per square metre to SDEA Members booking stand space before 31 May 2016.

For more information contact the British agent for Equipmag:

James Husain
Promosalons UK
UK Office for Equipmag
t: +44 (0)20 8216 3102
e: james@promosalons.co.uk
w: www.equipmag.com

VM solution setting a playtime scene in magnified proportion

Propability together with Colin Morrissey and the VM Team at Hamleys were responsible for creating a series of windows for the store to promote the popular Lego Nexo Knights. With artwork and 3D files supplied directly from Lego, the Propability 3D arm carved five scaled up replica models of the toys available instore. Covered in plaster for a smooth finish the sculpts were scenically painted with the expressions of the characters in pantone colours provided. Alongside the sculpts, weapons and five individual shields were created - hand sculpted and beautifully painted with every detail reproduced by in-house sculptors and scenic artists. In total the painting alone required over 115 hours of work.

Elevated on an MDF platform the installation itself was quite a challenge, construction had to take place from front to back to achieve the stepped build in the window. The printed back wall also includes a

sequenced light effect - replicating electric circuits. The Lego knight character Axl takes centre stage with his two metre Axe proudly on display. The remaining knights - Clay, Arron, Macy and Lance each standing 4 ft tall, look down at an intimidating angle - ready for battle and seemingly defending the store as the shoppers pass by.

With the merchandise positioned in between, the depth of field in the display creates a 3D scene that brings the Lego Nexo Knights into reality, a display that creates a make-believe environment to capture both imagination and attention.

Contact:
t: 020 8687 1030
e: info@propability.co.uk
w: www.propability.co.uk



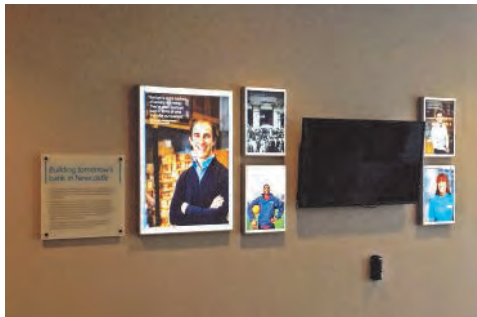
W&Co rolls out tension fabric systems at Barclays

W&Co has been privileged to supply Barclays Bank since 2014, rolling out light boxes for their "Community Wall" displays starting in South Kensington and stretching to as far as Rome, Italy!

The Community display walls consist of multiple A3 and A1 FabriLITE Slim LED light boxes complete with backlit tension fabric graphics, highlighting individuals and businesses who have used Barclays as their preferred banking partner in that particular area.

Barclays are currently issuing a nationwide "upgrade" of their branches. W&Co have supplied branches including: South Kensington, Piccadilly, Great Yarmouth, Warrington, Swansea, Maidstone, Leamington Spa, Newcastle and Rome.

Their FabriLITE light boxes were specified for this project at the design stage due to their high



quality finish and reliability as well as their brightness and even distribution of light at only 40mm depth.

W&Co has also successfully provided the Barclays HQ in Manchester with their tension "ECO" FabriLITE LED light boxes.

Contact:
t: 01708 863260
e: info@w-co.co.uk
w: www.w-co.co.uk

Deflecto launch innovative new caddy system

Deflecto have launched an innovative new Caddy Organiser System, created to help retail assistants get more organised! The revolutionary Caddy Organiser System is perfect for on-the-go storage needs, and ideal for organising and storing items such as sizing cubes.

What's more, each Caddy compartment can be removed and wall mounted for ease of access to supplies (wall mounting bar is supplied separately). Each Caddy system has four small and one medium container and is designed to allow units to stack using the 'lift and lock' feature.

Contact:
t: 01633 280123
e: sales@deflecto-europe.com
w: www.deflecto-europe.com



Display Developments and the Impossible Collection



Display Developments are proud to have been associated with the Impossible Collection, the world's finest collection of 1000 original DC Comics. Working to a very tight schedule, the company, based in South East London, were contracted to manufacture 119 clear acrylic display cases in time for the private viewings on Tuesday 22nd & Wednesday 23rd March.

The company was tasked with specifically designing 477 Special Comic Display Stands to display the 1,000+ comic collection in just 10 days.

The private viewing took place in London ahead of a worldwide tour. The Impossible Collection (DC Chapter) has taken over 16 years to assemble and the exhibition includes over 1,000 original comics featuring well known iconic characters such as Superman and Batman.

Many of the rarest comics in the world are on display with highlights including the highest graded copy of Action Comics No 1, featuring the first ever appearance of Superman. This is widely considered to be the Holy Grail of comics and launched the whole superhero genre, which now represents a multi-billion-dollar industry spawning movies, television, merchandise and apps. This particular comic has rarely changed hands since its first publication in 1938 and has perfect white pages as its original owner stored it carefully in a cedar chest in the mountains of West Virginia and is worth in the region of £2.3m.

On the evening a host of VIPs and leaders in the fields of film and comic books gathered to celebrate the official unveiling of the Impossible Collection – arguably the best kept secret in comic book history.

If you have a project that they can help you with, no matter how large or small, give Display Developments a call on 0808 168 2372.

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Our clients range from multi nationals to sole traders and include manufacturers, wholesalers, retailers and contractors. We are very proud of the endorsements and recommendations we get from SDEA members!

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For a free no obligation review of your current Business Insurance call **David Eve**, or email david@jenningsinsure.co.uk and mention SDEA

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Unibox helps bring the Peak District 'experience' to life

Manchester-based retail display and exhibition stands specialist, Unibox, has helped bring a taste of the Peak District to cities across the UK.

In a new campaign, 'The Land to Forget Time', young, hard-working professionals are being encouraged to escape to the Peak District to recharge their batteries and experience new adventures.

Design communications studio, Peter & Paul, was appointed by the Official Tourist Board for the Peak District & Derbyshire to help convert more day trippers into overnight stayers. The studio subsequently approached Unibox to engineer a transportable escape pod as part of this wider campaign.

The immersive pod aims to transport shoppers and commuters through time and space in an instant - so that they can experience a variety of activities synonymous with the Peak District.

The pod landed in the Bullring, Birmingham in March 2016. Members of the public entered the pod at random, transported to

areas far and wide within the Peak District, and exited the pod completely transformed - just five seconds later.

After consulting with Peter & Paul on the rationale behind the project, and what was required, the pod was created using a Tension Fabric System (TFS), which combines an aluminium profile with bespoke graphics and silicone edging that stretches across the surface of the frame.

The final design - a 3 meter cubed 3D TFS frame kit - was then customised with bespoke functionality.

Working with the modular aluminium framework used to support the structure, white padded walls were mounted to all sides of the POD, with an added hint of drama; a hidden room. This incorporated a secret door for the actors (who were all twins), to swap places.

To complement the initial moment



of theatre, along with the concealed white gating, linear LED lighting was installed around the edge of the entrance, providing a halo effect. Commenting on the success of the project, Unibox MD, Nick Wraith said: "Working in partnership with Peter & Paul, our engineering expertise formed an integral part of this project.

"From start to finish we liaised with Peter & Paul to show them what they could achieve using our Tension Fabric Systems, helping them to understand how it would work in practice, while ensuring we met their creative and strategic objectives.

"Because of our unique manufacturing capabilities, we were also able to adapt our existing systems to fit perfectly with their requirements, with a number of bespoke customisations.

"The result is a visually intriguing pod-like structure with an external activation button which can be used across various marketing channels, including at pop-up events, social media and online."

Contact:
t: 0161 655 2100
e: info@unibox.co.uk
w: www.unibox.co.uk

Shopfitting Warehouse introduces new range

The 'Promotional Display' range is an entirely fresh product line from the display and storage experts. Each product comes with the ability to add your own artwork, and is conveniently fulfilled by their in-house printing services team.

Choose between a variety of hardwearing and lightweight banners, flags, signs, counters, screen barriers, display walls and tents, each in numerous different styles and sizes. Sturdy and durable, these products are made from first-rate, easy-to-clean materials, functional for frequent or occasional use.

The bold, attention-grabber banners, display walls and tents are the ultimate in form meeting function, applied through either a clever frame or speedy roller-up and pole system.

Counters are equally well-designed, supporting your graphic wrap, they provide a show piece and central focal-point to welcome your guests.



Most come with their own compact specialist bags or cases for neat storage and safe transportation. With this in mind, and remaining practical to the whole range, an array of accessories are also available from the display specialists.

Contact:
t: 01258 859900
e: sales@shopfittingwarehouse.co.uk
w: www.shopfittingwarehouse.co.uk

New Helium Saving Balloon Valve from B-loony

Tests have shown that the HSV™ can save up to 30% of the amount of helium gas normally required to fill a latex balloon.

The clever little invention (international patent applied for) is inserted into the neck of a latex balloon, and works by drawing air into the balloon at the same time as inflating it with helium gas from a cylinder.

James Clephan, B-Loony's Production Director, stated: "Being so light, the balloons still float for at least 6 hours which is typical of most other balloon valves. Importantly, they are also child-safe and EN-71 Toy Safety tested."

The valve, which also features a handy pre-attached length of ribbon is set to make an enormous difference to the balloon industry. Users of the HSV™ will not only save money on helium balloon gas, but will reduce demand for the scarce resource and lessen the subsequent impact on the environment. As the demand for helium balloon gas increases, so too does the need for the raw material from which it is



recycled, which is why B-Loony Ltd, the UK's leading balloon printer has developed the world's first helium saving balloon valve, or HSV™ for short.

Kris Baker, Marketing Manager commented: "Nature has given us the rubber latex from which we make balloons and the helium gas we fill them with, it is our duty at B-Loony Ltd to help sustain these precious resources.

Contact:
t: 01494 774376
e: sales@b-loony.co.uk
w: www.b-loony.co.uk

Wrights Plastics complete buy out of Mid West Displays



Retail display specialist Wrights Plastics has this month completed the acquisition of SDEA member Mid West Displays, the Shrewsbury-based window and interiors display company.

Wrights Plastics make and supply display products for retailers such as Marks & Spencer, Selfridges and Tesco. In 2010 they bought out the GPX Group, enabling them to manufacture and supply a range of acrylic retail display products. With a turnover in excess of £10m, the company employs around 100 staff at its West Bromwich base. It remains a family-owned and family-run business.

Employing around 40 people, Mid West Displays was formed in 2004 and is a leading manufacturer and supplier of window & interior display

products for the retail, property and exhibition sectors.

Mike Wright MD of Wrights Plastics said "We are very pleased to have completed the buy-out of Mid West Displays. Both companies will be able to offer expanded display services to our clients."

Contact:
t: 01743 465531
e: sales@midwestdisplays.co.uk
w: www.midwestdisplays.co.uk



CJ Retail Solutions completes Boots' largest ever skincare project

Retail display experts CJ Retail Solutions has helped Boots complete one of its largest UK installation projects to date.

The Runcorn-based agency was briefed to fulfil a new high-end women's skincare range installation, in which 69,310 display aids and 61,890 point of sale lines were added across numerous sites, including units at 300 stores. The whole project was completed within a total of three weeks with an additional 300 stores completed over following weeks.

CJ Retail Solutions installed 12,644 gondola fittings, re-merchandised

9,765 modules, fitted 12,644 illuminations and took a staggering 19,902 photographs during the project, all within a combined 29,662 man-hours.

Colin Chapman, operations director at CJ Retail Solutions, commented: "We are absolutely delighted to have achieved such success in this installation. It's fair to say, it was quite a task, but nevertheless, we accomplished it without a hitch."

Contact:
t: 01928 597777
e: enquiries@cjretailsolutions.co.uk
w: www.cjretailsolutions.co.uk



Morplan's Bristol store gets a new look

Thursday 12th May saw the official launch of Morplan's new look Bristol store.

Customers throughout the South West were invited to join staff in raising a glass of fizz to celebrate the completion of months of hard work.

The new layout is designed to take visitors on a journey of ideas and inspiration culminating in three instore shops showcasing the very latest in shopfittings and retail design. This season a rustic deli, a stylish boutique and a lovely coastal gift shop are featured.

For busy retailers all the bestselling

products are there, re-merchandised to make selection simpler and faster. Everyday essentials such as carrier bags, tissue paper, tickets, tagging and pricing guns, hangers, cash registers and till rolls are on hand alongside bigger items such as mannequins, wall systems, counters, cabinets and merchandisers.

Like all Morplan's stores, Bristol also offers a unique collection of exclusive seasonal items to help retailers launch new ranges and set the tone at any time of year.

Contact:
t: 0117 694 3883
e: bristol@morplan.com
w: www.morplan.com



DIARY DATES

14-16 September 2016
Equipmag
Paris, France
www.equipmag.com

December 2016
SDEA Christmas Lunch
London
www.shopdisplay.org

5-9 March 2017
EuroShop
Düsseldorf, Germany
www.euroshop-tradefair.com

28-30 March 2017
GlobalShop
Las Vegas, USA
www.globalshop.org

28-30 March 2017
Sign & Digital UK
NEC, Birmingham
www.signanddigitaluk.com

5-6 April 2017
VM & Display Show
Business Design Centre, London
www.vmanddisplay.com

A new brand for an established business

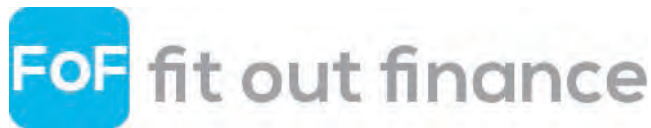
Fit Out Finance as a brand was launched in January 2016, though the company behind it Business Funding Portal Ltd has been in existence for 8 years and is authorised & regulated by the FCA. Fit Out Finance was launched in recognition of the fact that the major portion of their business was with independent retail – in particular relating to F & B and convenience sectors.

On the back of high demand from those sectors they have built a suite of products which enable them to fund far more than just the usual 'hard costs' associated with store fit

– in many cases they can offer up to 100% of fit-out costs.

If you, or your clients want to discuss funding a fit out, please email mark@fitoutfinance.co.uk, or call Fit Out Finance on 0208 938 3803.

w: www.fitoutfinance.co.uk



Geaves reveals 'Zero' its latest range of laminate surfaces

Geaves Surfaces are pleased to introduce our latest range of laminate surfaces, 'Zero', to the marketplace. An innovative range of laminates designed not only to be decorative, but extremely resilient too.

As one of the most functional and decorative surfaces available, Zero is the ideal solution for kitchens, living rooms, bathrooms, bedrooms, furniture, restaurants and healthcare environments.

Featuring an ultra-matt surface which repels moisture residue, low light reflectivity, and it also has scratch, micro-scratch resistant and hygienic properties, making it the perfect choice for a wide range of applications.

Geaves Surfaces focus on bringing the latest specialist surfaces to the commercial markets as well as domestic interiors.

Geaves are constantly pushing the boundaries of surface technology, introducing innovative and exciting new ideas for products and finishes.



Visit their new look website www.geaves.com to see their full range and to order samples.

Contact:
t: 01245 329922
e: info@geaves.com
w: www.geaves.com

arken POP introduce new 'Bannerview' Forecourt sign

Newmarket based arken POP have recently introduced a new forecourt display into their graphic display product range.

The new 'Bannerview' sign which is designed to provide massive impact for exterior roadside and retail park spaces, delivers fantastic opportunities for advertising messages to be clearly viewed when placed strategically in large open areas.

Available in a massive 7 metre wide x 1 metre high size and made to order in high quality and robust powder coated steel with fully updateable printed canvas banners, this sign provides great future-proof and ROI benefits.



Easily accessible and convenient replacement parts are available on request, the colour of your choice along with small or large quantities available in 4 weeks lead time and with the knowledge that this product is produced locally at arken's Newmarket Factory to ISO 9001 quality standards.

Contact:
t: 01638 565688
e: info@arken-pop.com
w: www.arken-pop.com

BÄRO Lighting introduces cutting edge minimalist design



BÄRO Retail Lighting is introducing two new lighting product ranges, Ontero CS and Ontero RA. These cutting edge designs incorporate modern minimalist design, and leading LED output of up to 3160 lumens.

Their efficient, effective light distribution allows the design of perfect retail spaces, enhancing product colours and brightness. BÄRO's wide range of LEDs reach the right balance between shopper emotion and perfect product presentation.

These two lights are available in 15W and 28W versions with a variety of LED colours and reflector options to suit any retail application. They are competitively priced for the retail market and boast the best light outputs in their class.

Contact:
t: 0845 519 2154
e: rjerams@baro.co.uk
w: www.baero.com