

2024

# Ad'Lite™ solutions

Assortment catalogue



The better shopping experience



## A better shopping experience with light

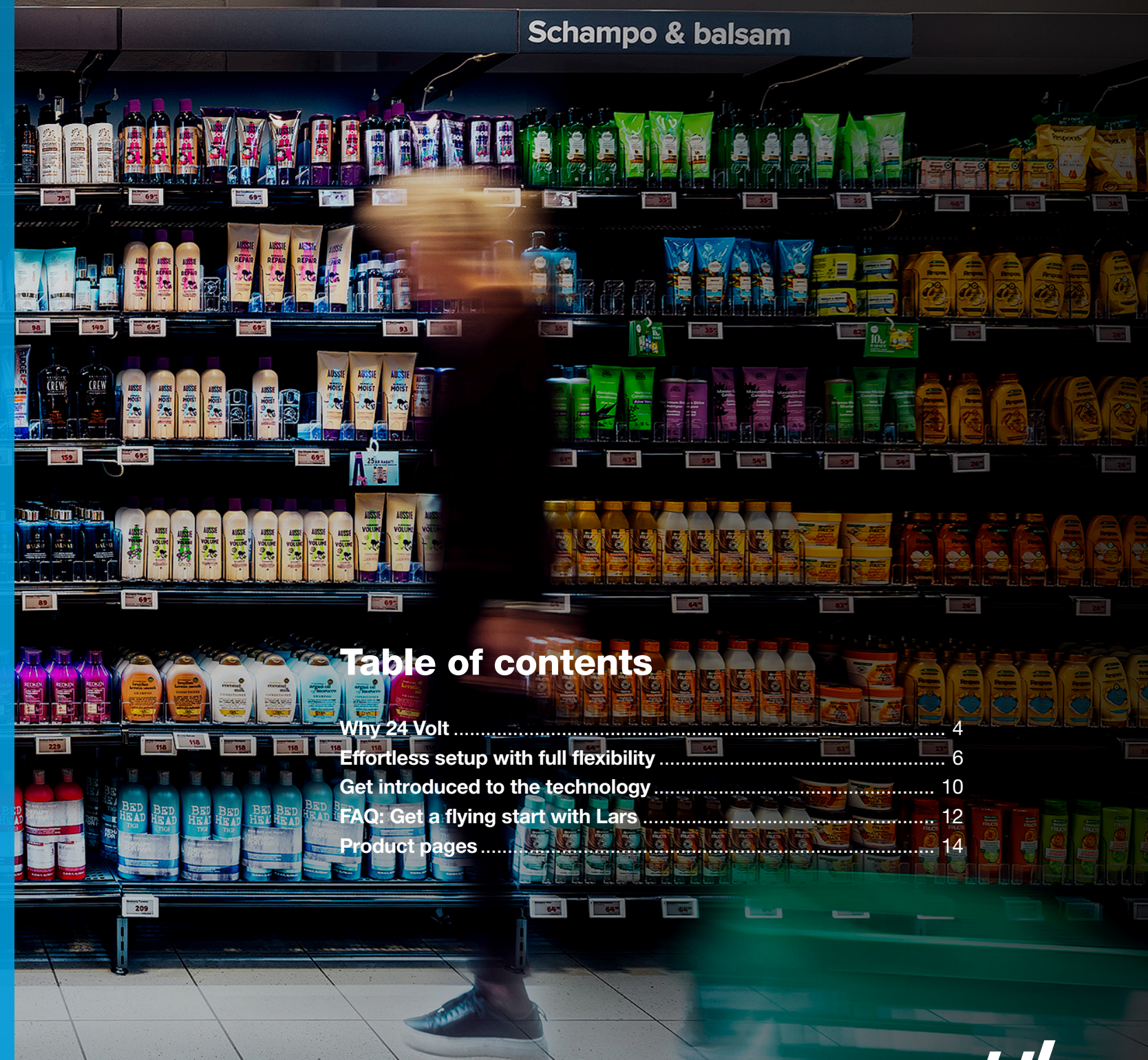
The retail landscape is rapidly evolving, and the tug-of-war over the shoppers' attention is intensifying – making them increasingly aware (and more demanding) of their shopping options. To strengthen the physical shopping experience and make store visits top of the want-to-do-list, we help retailers and brands worldwide create inspiring, profitable, and more sustainable in-store environments.

Catering to the visual sense by utilizing light is one of the most efficient ways to create a modern and attractive retail experience, that's more than just a transaction.

Let us assist you in setting up a brilliant display that puts you on the centre stage.

### About HL

HL is an international supplier of store solutions for improved customer experience, profitability, and sustainability. HL's offer includes products within store communication and merchandising solutions as well as lighting systems, secondary display and bespoke solutions and services. Our solutions are installed in 330,000 stores in more than 70 markets around the world and we are proud to be partners of the biggest retailers and brands.



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# Shine to attract, engage and convert

Differentiating from competitors is becoming increasingly important as shoppers are spoiled for choice. PwC reports that 73% of consumers state customer experience as one of the biggest influences on buying decisions, and 42% are willing to pay more for a more welcoming experience – in which store atmosphere and design are included.

**Catering to the visual sense** is an efficient way to enhance the shopping experience, and by utilizing light the right way you can make the store visit more convenient and engaging. A well-thought-out light design upgrades your store appearance and creates a modern ambience.

## Convert customers

To be selected, you must first be seen: a shelf lighting solution can be the difference between being sold or being passed by. For brands, highlighting their specific sections or products can be the final touch that converts the shopper into a new customer.

## Boost your products

Products on shelves are brought to life by light, amplifying colours and structures. On top of that, various temperatures can enhance the appearance depending on category. Meat, for example, appears extra delicious in a red toned light, while on the other hand health and beauty products are allowed to fully sparkle in a cool tone.

## Guide by light

Store navigation can be simplified by lighting up the shopper's journey, making the shopping trip a quicker experience and minimizing the annoyance caused by not finding what they're looking for. And if you want to suggest specific stops on their way, you can point that direction out without being too on the nose – to inspire additional spontaneous purchases.

## The brilliance of 24 Volt

By upgrading to 24 Volt you can take shelf lighting to the next level. Its homogeneous light gives a more even flow without LED-dots or multiplied shadows. With 50% less energy wasted as heat compared to 12 Volt, you get a more energy efficient solution – and emissions are significantly reduced, with a CO<sub>2</sub> saving of 16%\* during its lifetime.

\* Electricity consumption of Ad'Lite™ 24V compared to Ad'Lite™ 12V during lifetime

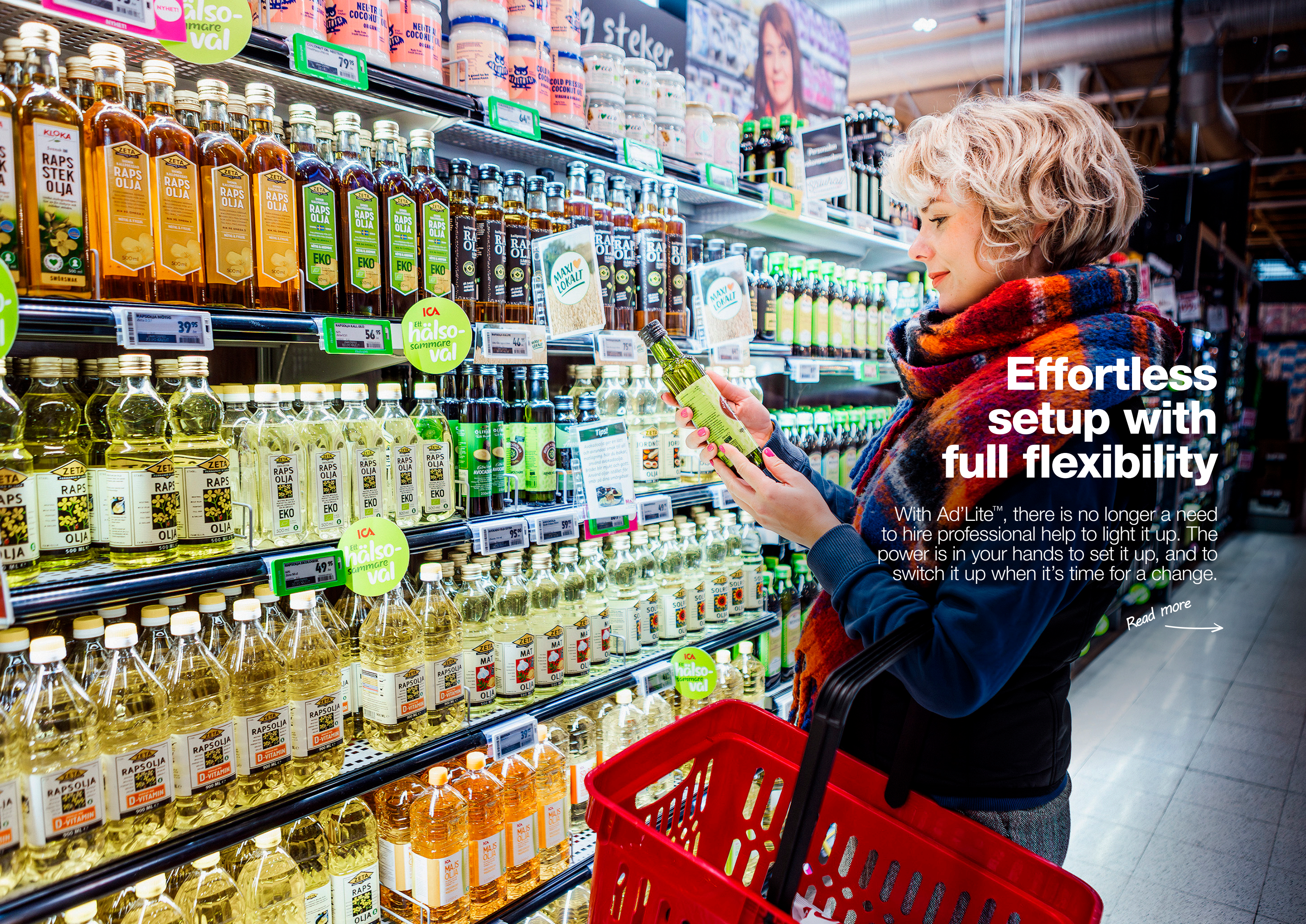


Source: PwC, Experience is everything, 2018



Highlighting products using 24 Volt allows you to upgrade your store appearance while still taking energy efficiency into consideration.





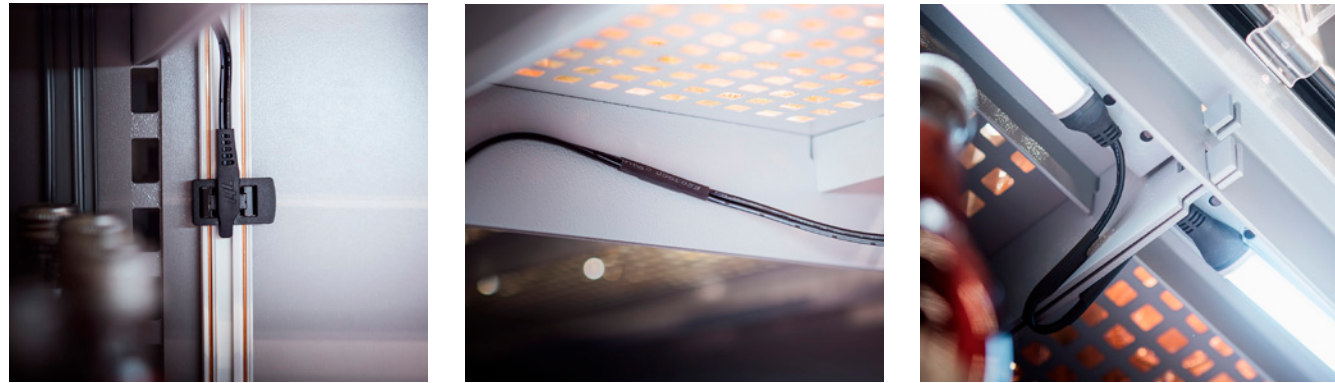
# Effortless setup with full flexibility

With Ad'Lite™, there is no longer a need to hire professional help to light it up. The power is in your hands to set it up, and to switch it up when it's time for a change.

*Read more* →



**Plug-and-play your way.** Ad'Lite™ lets your imagination set the limits, instead of the system. Adding light to your display is now as easy as 1,2,3: Set it up, light it up, switch it up.



### Set it up

**There is no** need for an electrician when setting up your Ad'Lite™. The LED fixture is connected to the PowerTrack™ via cable, and the integrated magnets in both LED-fixtures and cables simplify the installation on shelf. All cabling is available in black or white for a seamless design.

The LED fixtures can be easily connected parallel or serial thanks to the flexible cable connection. You can also connect the LED fixtures end to end, to create longer luminous serial lines.

### Light it up

**The utilization of** 24 Volt provides a better light distribution, with smoother exposure without LED-dots or multiplied shadows.

Ad'Lite™ offers two standard temperatures of 4000 and 6000 Kelvin, giving the colours Natural White and Cool White. We can also customize the LED bars to any colour of your choice.

### Switch it up

**The integrated flexibilities** of the Ad'Lite™ components are designed to let you decide – and redecide. Depending on your current needs, you can for example customize length, cable colour, LED colour and installation setup. Whether permanent shelves or custom brand campaigns, you now have the choice to do both with the same lighting system.

## Setting high standards

### IP classification

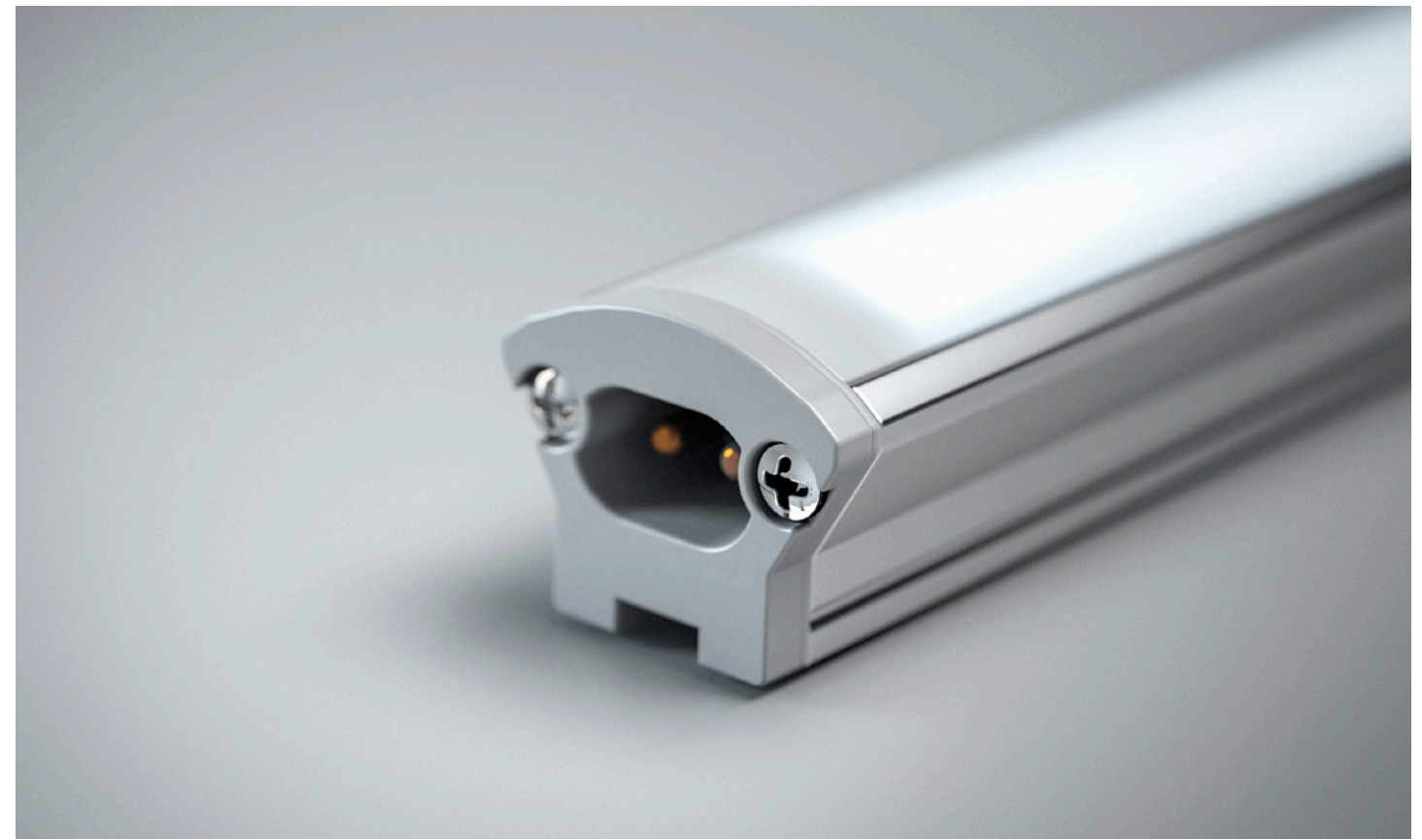
All Ad'Lite™ 24V components are IP classified, with the LED bars at IP44 approved for cooler installation.

### Long warranty

We offer a 2-year warranty for the LED bar of Ad'Lite™ 24V and a 5-year warranty for the driver.

### Electrical safety compliance

Ad'Lite™ 24V is compliant with the updated directives Electrical supply track systems for luminaires IEC 60570 and IEC 60598-2-1. It is the only one on the market yet with this electrical safety standard.







# “In short, it’s fewer parts, more light, and flexibility!”

Get introduced to the technology behind the new Ad’Lite™, with Tomas Humphreys, Product Manager.

## Hi Tomas! Enlighten us, why the need for a new Ad’Lite™?

**Tomas:** Well, we launched the first version of our shelf lighting system Ad’Lite™ in 2009, which was revolutionary at the time! And over the past 15 years we’ve sold this with great success. Now, as technology has advanced and new regulations are coming into force an update was due, and we wanted to do more than just a “facelift” – it was time for an evolution.

We’ve based our new LED solution on the things we know from experience worked well, the customer needs we’ve seen arise, the updated safety standards and the technological advancements: The result is Ad’Lite™ 24 Volt.

“We wanted to do more than just a “facelift” – it was time for an evolution.”

## So, what are the biggest improvements compared to 12 Volt?

**Tomas:** In short, it’s fewer parts, more light, and flexibility!

By switching to Ad’Lite™ 24V you can double the number of lamps per driver, giving you more light and greater energy efficiency, which is also good from an economic perspective. You get a lower cost for both the whole installation and for your running electricity bills. The light in itself has no dots, it’s a homogeneous light and a better beam angle, giving a luxurious even flow – more like a fluorescent tube!

The integration of magnets in both cables and LED bars is another great feature, reducing the number of parts in the system and making it so much easier to install. Connecting the LED bars with cables is also a win in flexibility, allowing serial and parallel connections depending on what you prefer – with PowerTrack™ as the agile power source that you also can use for other purposes that require power.

With all these new features mentioned, we’re still promising the same reliable performance, and we back it up with a strong warranty.

## And how does the future look for Ad’Lite™?

**Tomas:** The answer has to be bright, right! In all seriousness, we have spent years on the development and looked at several different connection versions to ensure that we meet the requirements of both today and tomorrow. And with retail investing more and more in automated stores, and IoT technology becoming part of our everyday lives, already having a power infrastructure in place in the form of PowerTrack™ is a great way to future-proof your store.

And of course, streamlining energy usage is vital from a sustainable future point of view. The entire life cycle of LED lighting is sustainable, and the majority of Ad’Lite™ is recyclable. As 24V releases 50% less heat than 12V, and the LED bars are IP44 classified, it makes Ad’Lite™ an excellent choice for your cooler installation, wasting 50 % less energy.



# FAQ: Get a flying start with Lars



Lars Svenkerud is Commercial Director at HL Display. He has over 20 years of experience in HL, and during that time he has helped countless stores and brands upgrade their displays with Ad'Lite™. Here he answers frequently asked questions, to give you a flying start with Ad'Lite™.

## Where should I place AdLite™?

**Lars:** To have maximum effect of your installation, choose the categories or areas that could benefit the most. You may need an impactful way to introduce new products or want to highlight your tried-and-true bestsellers. Adding light to impulse driven categories is a way to draw the shopper to the products, and maybe buy more than they planned for in the first place.

Common categories that thrive with Ad'Lite™ are for example: Health & beauty, Fruit & Vegetables, BWS & non-alcoholic beverages, Meat & cold cuts, and Confectionery.

## Which colour should I choose?

**Lars:** Depending on which category you've placed Ad'Lite™ in, there are certain LED bar colours that will enhance your products to the max. By using the wrong colour, you could actually make the product look worse. For example, using a cool light which contains blue shades would make meat appear old. On the other hand, using a warm, red light would accentuate the appetizing freshness of the meat's natural red tones. Colourful candy packaging is a product that looks really tempting in warm light, while health & beauty really pops in cool tones.



We are glad to answer your questions or provide a quote.  
**Contact us!**

Scan the code, →

## How should I build my setup?

**Lars:** Of course, you're going to need the basic info to get started practically, like the number of shelves, sections, width, type of shelves, and so on. But our people at HL will be more than happy to assist you in planning, and help you visualize different setups and decide quantities of items to get going.

It's a really great thing that it's such a flexible system, it makes for a better investment. You can build vertically or horizontally, and thanks to the fact that you can also do whatever you want with the PowerTrack™, you can really enjoy the freedom to create your setup exactly how you imagine it.

## Anything else I need to think about?

**Lars:** There's one thing that's actually very important: If you're going to use Ad'Lite™ you need to make sure that your shelves are always well-fronted and presented at their best. You don't want to shed light on a mess, because then you'll end up emphasizing a poorly managed section and that will reflect poorly on the rest of the impression of your store. If you are struggling with allocating time for your personnel for fronting, there are many great shelf automation solutions that can help you – don't hesitate to reach out to us to know more!



# Let us help you reach your goals

Our extensive range of products promises to provide you with what you need for a better shopping experience. If you need inspiration or are looking for a tailor-made product, our in-house design team has innovative ideas and can create custom-made solutions to help you shine.

We are glad to answer your questions or provide a quote. Contact us!

Scan the code,  
or click here



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## Ad'Lite™ & PowerTrack™

Attract, engage and convert with a plug-and-play shelf lighting system that brings your displays to life

### Utilize light to differentiate and drive sales.

Ad'Lite™ is a retail-proof 24 Volt LED solution, powered by PowerTrack™. The shelf lighting system is easy to install with integrated magnets in all parts and allows serial or parallel connection flexibility. By upgrading to 24V, it provides 100% more light and wastes 50% less energy as heat than 12V.

#### Key benefits:

- / Easy, fast, and flexible installation
- / Trustworthy performance
- / Energy & cost efficiency

### Ad'Lite™



**Led light**  
LED light bar. Available in 4000K (natural white) and 6000K (cool white). With integrated magnets.

Std Colour: Alu grey  
Std Length: 300, 600, 900, 1200 mm



#### AL-LED24

Item	Colour	L	Spec.	No/unit
474536	Natural white	300	4000K	1
474538	Natural white	600	4000K	1
474540	Natural white	900	4000K	1
475185	Natural white	1200	4000K	1
474537	Cool white	300	6000K	1
474539	Cool white	600	6000K	1
474541	Cool white	900	6000K	1
475186	Cool white	1200	6000K	1

### Ad'Lite™



**Fixture cable for LED24**  
PowerTrack™ to LED light bar. The wires come with two pre-mounted magnets to ensure a neat and easy installation.

Std Colour: Black, white  
Std. Length: 700 mm

#### AL-LED24 FIXTURE CABLE POWER

Item	Colour	L	No/unit
474542	Black	700	1
474543	White	700	1



**Fixture cable for LED24, serial connection**  
Fixture cable for serial connection of 2 LEDs. The wires come with two pre-mounted magnets to ensure a neat and easy installation.

Std Colour: Black, white  
Std. Length: 150 mm

#### AL-LED24 FIXTURE CABLE SERIAL

Item	Colour	L	No/unit
474546	Black	150	1
474547	White	150	1

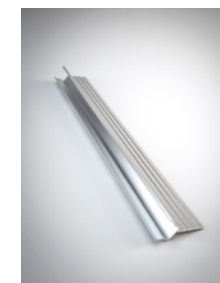


**Mounting plate**  
Metal mounting plate to screw on wood shelves or glue with tape on glass shelves. Fixture attached by magnet to the bracket.

Std Mounting type: Screw, Tape  
Std Mat: Steel

#### AL-LED24 MOUNTING PLATE

Item	Mount	Tape	No/unit
475981			1
474548	Tape	TP12	1



**Attachment rail**  
Slimline™ Ultra LED attachment rail. LED-fixture slides into the profile.

Std Colour: Alu grey  
Std Width: 300, 600, 900, 1200 mm  
Std Mat: Aluminium

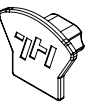
#### AL-LED24 SUA-PROFILE

Item	L	No/unit
474549	300	1
474550	600	1
474551	900	1
475982	1200	1

### PowerTrack™



**Plug for AD-LED24**  
Cover for open LED light bar connectors. To be used when IP44 is required.



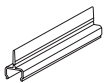
#### AL-LED24 PLUG

Item	No/unit
475321	1



**LED bar holder for Cosmeline™**  
For CosmeLine™ carrier profile. Inserted into the slot in the carrier profile.

Std Colour: Transparent  
Std. Length: 100 mm



#### LED-ORXS

Item	W	L
404612	100	100



**Ad'Lite™ carrier bar for Sigma™ pods**  
Fits underneath Sigma™ half pods. LED-fixture attaches by magnets.

#### SIGMA AD'LITE CARRIERBAR

Item	Colour	No/unit
22008660	Black	10



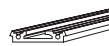
PowerTrack™



**Power supply rail**

PowerTrack™ incl. PT24 End Cap. Standard length is 900mm, other lengths available on request. Use PT24 POWER CABLE BRIDGE to bridge two or more tracks together.

Std Colour: Black, white, grey  
Std Mounting type: Foam tape, Magnet tape  
Std Mat: ABS, Polycarbonate



**PT24**

Item	Colour	W	Mount	Tape	No/unit
474598	Black	900	Foam tape	TF19	50
474626	Black	900	Magnet tape	TM19	50
474625	White	900	Foam tape	TF19	50
474628	White	900	Magnet tape	TM19	50
474624	Grey S10	900	Foam tape	TF19	50

**End cap for PT24**

Added to each end of the PowerTrack™.



Std Colour: Black  
Std Mat: Polypropylene



**PT24-END CAP**

Item	Colour	No/unit
474650	Black	1

**Power cable for PT24**

Used to connect two PT24 PowerTracks to each other,



Std Colour: Black, white  
Std. Length: 150 mm

**PT24 POWER CABLE BRIDGE**

Item	Colour	L	No/unit
474532	Black	150	1
474533	White	150	1

**Power cable for PT24**

Connect PowerTrack to 24V custom unit. Magnetic.



Std Colour: Black, white  
Std Length: 1200 mm

**PT24 POWER CABLE OPEN**

Item	Colour	L	No/unit
474534	Black	1200	1
474535	White	1200	1

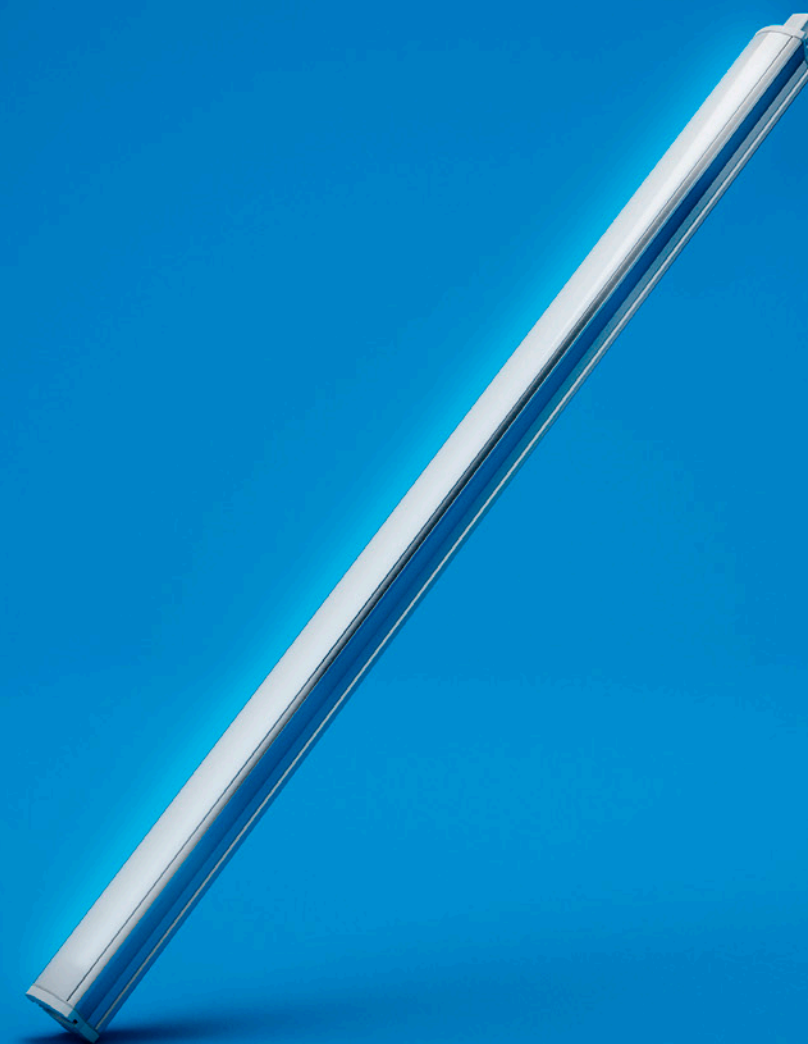


**Led driver 24V**

The power supply (also called driver or transformer) has a constant current output of 24V and comes with pre-assembled cabling on both ends. Cable length 500 mm (wall plug) and 1000 mm (PT24 connector). Available in two effects: 100W (4 ampere) or 200W (8 ampere).

**LED-DRIVER 24V**

Item	Spec.	No/unit
475184	100W - EU plug	1
474554	200W - EU plug	1
480189	100W - UK plug	1
480187	200W - UK plug	1





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# Less energy wasted. Smaller environmental footprint.

**The time is now!** For consumers, sustainability has become an important purchasing criterion. Governments are taking more measures and passing legislation in the retail sector. For retailers and brand suppliers, operating sustainably is no longer a choice but an expectation. Moving forward, fulfilling sustainability requirements will become necessary for commercial success.

HL has a long track record of sustainable development, dedicating efforts in research and innovation to deliver more sustainable solutions, to help create more sustainable stores.

With HL Circular Offer, we are closing the loop on plastic by retrieving products at the end of their life from stores and recycling them into new products. Our HL Sustainable Choice range is expanding widely, with merchandising solutions to assist retailers in strengthening their sustainability credentials, creating differentiation, and gaining shopper loyalty.



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