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# PRESS RELEASE

## Madix Launches First LED Light Designed Specifically for Display Shelves

*Green solution cuts energy use by 40%*

**TERRELL, TX (January 14, 2009)** – Madix, Inc. has launched LEDge Light, the first LED lighting designed for use with display shelving. LED lights are attached by magnets or brackets and replace existing fluorescent strips or add lighting capability to standard gondola and endcap fixtures. The green lighting solution is the first to offer a proximity sensing module that permits dimming of LEDs when customers are not in the shopping aisle. The low-voltage LED and dimmer lasts more than three times longer than fluorescent lighting, reduces energy consumption by 40% and eliminates product and packaging degradation associated with fluorescent heat and ultraviolet rays.

LEDge Light is projected to last in excess of 50,000 hours at full power, as compared to 20,000 hours for most fluorescent strips. When set at a 50% dimmer, LEDge Light lasts as long as 11 years as compared to 2-1/2 years for most fluorescent lighting. This longer life reduces the need to replace lamps or ballasts, which involves labor to remove and restock merchandise. The dimmer and proximity sensor also work together to create a customer-friendly environment in which lighting increases as customers approach and decreases when they leave the aisle.

“We researched the market and identified the need for a long-lasting, earth-friendly light unit that retrofits to existing shelving,” said Steve Kramer, Director of Product Development. “We worked closely with a national retailer to develop and test this LED solution that eliminates fluorescent lighting problems such as heat generation and associated product degradation, constant replacement of lamps, and disposal of hazardous waste content.”

Power distribution strips can be integrated into individual units to provide easy access at various shelf levels. LEDge Light also can be daisy-chained or serially connected to work from a single power source. In addition, Madix provides retailers and national brands LED back panels that integrate into the fixtures to provide high-end graphics. These Lumiback panels eliminate hot spots that retailers complain fluorescent back panels provide.

Measuring 1" tall and available in multiple lengths, LEDge Light is extremely compact and can be placed almost anywhere on display shelves. Proximity sensors can be adjusted to detect a range of movement and set to dim to various light levels or turn off completely. Since LED lighting is more directional and controlled, the unit lights merchandise in a more efficient manner and can be placed at various angles for best illumination.

LEDge Light is pending Underwriters Laboratories (UL) approval and Energy Star designation by the EPA and Department of Energy. Madix recommends the lighting unit for a range of applications, from high-margin merchandise to products that aren't selling up to their potential. LEDge Light emits no ultraviolet rays, so is a good solution for products and packaging affected by heat degradation such as health and beauty merchandise.

A September 2008 report from the U.S. Department of Energy's Office of Energy, Efficiency and Renewable Energy documents that lighting is the biggest energy-related expense for retailers. Energy-efficient lighting can boost the bottom line for retailers, according to the study, which estimates that saving \$1 in energy costs derives the same profit impact as increasing sales by \$80. The study also finds that while LEDs are not common in retail display applications, controlled experiments in retail stores have shown an increase in "positive consumer emotions and greater handling of products."

Madix estimates that there will be 764,000,000 retail shelves in North America by 2012. LEDge Light is part of Madix's line of energy-efficient and earth-friendly innovations designed to make retail environments more cost-effective and eco-forward. Other recent innovations include the Lumishelf™ and Lumiback line of LED products and the Easel interactive shelving. Madix shelving includes 15% to 20% recycled steel, and pegboard is made from recycled consumer waste or renewable resources. Fixtures are free of heavy metals and have low formaldehyde content and low-VOC coatings to enhance indoor air quality. These products support LEED (Leadership in Energy and Environmental Design) criteria for recycled content and environmental quality for low-emitting materials and energy reduction. Madix recycles 100% of scrap steel and wood from manufacturing operations. Waste water is treated on site and reused, and hydraulic and differential oils are recycled.

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Based in Terrell, TX, Madix was created by the merger of Dixie Craft Manufacturing and Maytex Store Fixtures in 1982 and the acquisition of Spencer Products in 2003. Known for its technological innovation, Madix is a leading manufacturer of store fixtures, specialty products, heavy-duty racking and workstations. Madix employs over 1,500 associates and operates state-of-the-art manufacturing facilities in Terrell, TX, Goodwater and Eclectic, AL and North Brookfield, MA and warehouse facilities throughout the United States and United Kingdom.