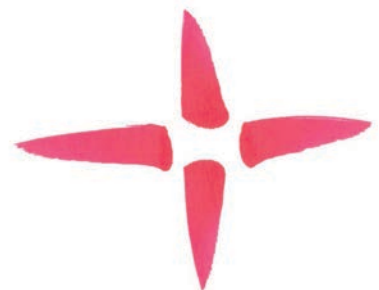




DRIVING THE
CONSUMER
EXPERIENCE
& CREATING
MORE BRAND
AWARENESS



elemental led

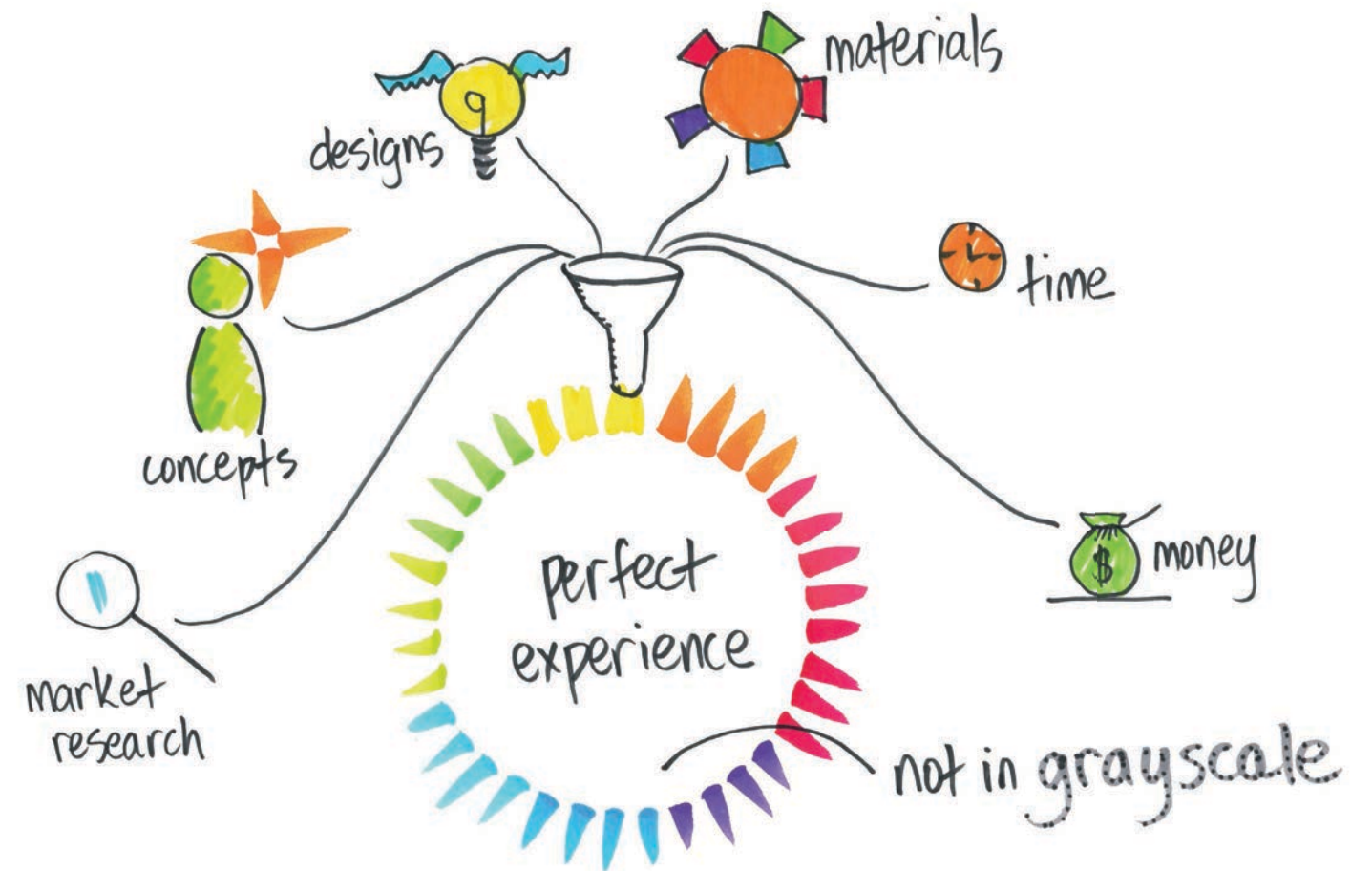


ABOUT US

Elemental LED, Inc., a leading U.S. based engineering and technology company, is the largest provider of linear LED lighting solutions in North America. We manufacture an extensive, high-quality portfolio of superior linear, accent and task LED lighting featuring unparalleled CRI and R values with flawless and vibrant high-fidelity color rendering. We are committed to delivering complete LED lighting solutions for any project or space.

The **Business Solutions** division is focused upon the consulting, design and engineering of large scale innovative LED lighting solutions catering to a wide array of clients ranging from retail and hospitality to merchant display companies. Elemental LED demonstrates the impact that specialized LED lighting can have on your next project. We also determine technical specifications and compliance while customizing and engineering complex solutions. Services like these minimize delays and enable seamless program rollouts.

The end-to-end Business Solutions team follows a simple engagement methodology rooted in helping you obtain the best LED lighting solution for your needs. Our Business Solutions team includes individuals with expertise in engineering, design, retail environments and fixtures, hospitality and a host of commercial based applications. Whether it's a one-of-a-kind or tailor-made solution, the Business Solutions team guarantees to maximize customer impact and help drive revenue for your business.



THE CONSUMER EXPERIENCE

Retail at its best, is exciting and enticing. To achieve this, you must have environments and displays that stand out and generate consumer engagement.

Standing out doesn't happen in the dark. It takes **VISION**.

Market research, concepts, designs, materials, time and money all combine to create the perfect experience. Nobody imagines this perfect experience in grayscale. The vision of this perfect experience is full of life, vibrant colors and amazing depth. It's attractive and innovative. The right LED lighting provides tremendous impact on the consumer experience. You'll be amazed at the difference.

WHY LIGHTING MATTERS

ACHIEVE YOUR VISION WITH US

We want your vision to be achieved in a dazzling spectrum of color – vibrant reds, lush greens, soft pinks and deep dreamy blues. The right lighting, introduced in the right areas, creates energy and transforms a lifeless, forgetful display into a vibrant attention getter.

Light can inform, enable, punctuate and elevate. Every surface should glimmer, shine, show texture and character. All materials should be shown off – tiles, stone, wood grains, fabrics and acrylics. How is this done? How is this vision accomplished? It's accomplished with Elemental LED as your lighting partner.

shine

glimmer

character

texture



MAKE YOUR BRAND STAND OUT

Our expertise in lighting will help your vision appear as you imagined it, with superior color definition making your products, environments and even customers look and feel brilliant. Your brand will stand out. Lighting can positively impact consumer behavior and their experience.

We are part of your team, building custom integrated systems that are durable, easily installed and perform to the highest standards. We can show you how the use of LED technology drives brand awareness and ultimately, revenue

Above all else, Elemental LED is your partner, from design to rollout. And beyond. We are your experts in lighting. Your secret to creating spectacular environments that get noticed and drive consumer behavior. We will help you deliver your vision. A rich and vibrant vision achieved only with Elemental LED.

 **elemental led**



VIBRANT REDS

Reds that pop are only achieved with LED lighting with high R9 values.



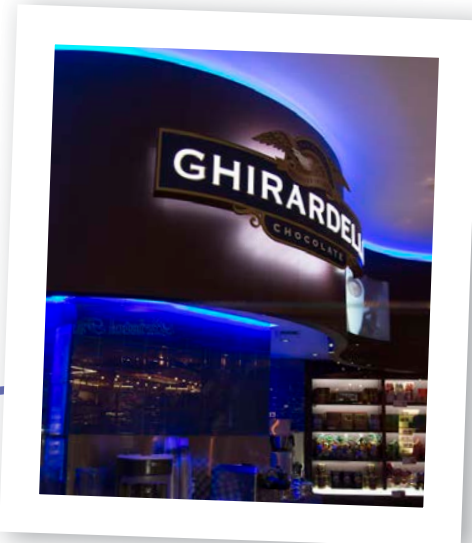
LUSH GREENS

Illuminate saturated colors to make products look alive while on display at any time of day.



SOFT PINKS

Show off your products with high CRI LED lighting that renders color in true pastel shades.



DEEP DREAMY BLUES

Capture the full spectrum of color with lighting designed to reflect your brand identity.



SHINE

Select the right color temperature to brighten surface materials and make a strong statement.



GLIMMER

Cool and clear lighting in any configuration will seize the attention of your consumers.



TEXTURE

Warm quality lighting provides abundant contrast for wood grains and materials that tell your corporate story.



CHARACTER

The right LED lighting displays the depth of earth tones giving the consumer experience maximum impact.

Color Rendering Index

R1

R2

R3

R4

R5

R6

R7

R8

R9

R10

R11

R12

R13

R14

Pastel Colors

Saturated Colors

Earth Colors

Correlated Color Temperature

6500K

6300K

5000K

4200K

3800K

3500K

3300K

3200K

3000K

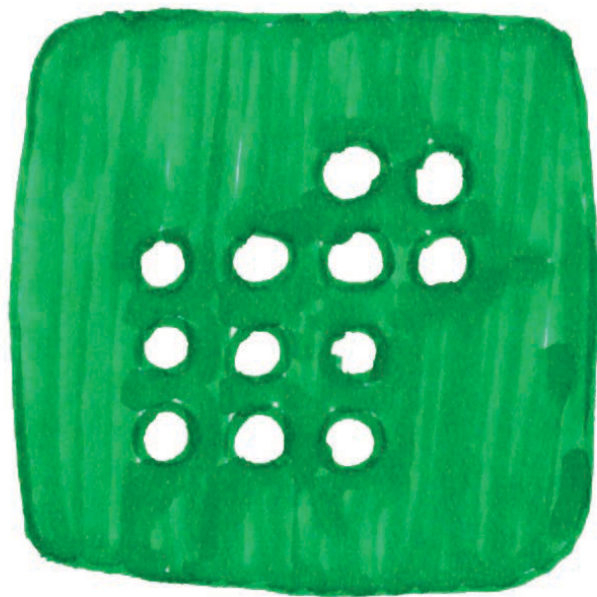
2700K

2400K

2000K

Cool Temperature Colors

Warm Temperature Colors



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