

# CROWNLITE OVERVIEW

Crownlite is a prime manufacturer of Lighting Systems, Mechanical Components, and Plug-N-Play Electrical Power, and Data Distribution Components and Systems with over 60 years of extensive and varied experience. Crownlite specializes in design, engineering, project management, and manufacturing of components for the Point of Purchase (POP) Display, Point of Service (POS) Area, and Tradeshow/Exhibit merchandising Industry.

**We can make a critical difference in the success of your POP Display, POS Area, or Trade Show/Exhibit project. We provide components that will help you attract more traffic and draw more attention to your Brand Marketer's products.**

- Logo and Header 5' 35W T5 lamp. Tandem Plug-in Lighting System
- Modified LED Stem Arm Mounted LV Light fixtures with Pre-wire Plug-in
- Complete Plug-N-Play POS Area Multi-Circuit Electrical Distribution and Data Distribution System
- End Panel Logo 1 Lamp 15w T8 Pre-wired Plug-in Lighting, Lower Storage Cabinet
- 1 Lamp T5 28w Pre-wired Plug-in Soffit Down Lighting
- 2 Lamp Tandem 14w T5 Pre-wired Plug-in Moving Draw Lighting System to bottom and Back Light Product
- 2' T5 14w Pre-wired Plug-in Soffit Down Lighting for Cases and End Caps
- Complete Plug-N-Play UL65 Electrical Power Distribution Interconnect System for All Eleven Display Cases

At every stage of your project, our design, engineering, project management, and prime manufacturing skills will help you enhance the form, function, effectiveness, performance, and usability of your POP, POS, and Trade Show Exhibit display products. We will show you ways to integrate the requisite lighting, mechanical, and electrical, and data distribution systems and components in ways that will lower your total cost and improve your bottom line.

<b>DESIGN</b> <i>Creativity</i>	<b>ENGINEERING</b> <i>Definition</i>	<b>PROJECT MGMT</b> <i>Control</i>	<b>FULFILLMENT</b> <i>Production/Delivery</i>
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## With Crownlite You Have a Proven Partner Who Will Help You:

- Capture a Larger Portion of Your Existing Customer's Business and at Better Profit Margins
- Expand Into New Markets by Leveraging Crownlite's Core Competencies
- Enhance the Form, Function, Effectiveness, Performance, and Usability of Your Products
- Reduce Your Overall Cost while Improving Your Client's Return On Investment

**MAKING A GOOD DISPLAY GREAT  
JUST GOT A WHOLE LOT EASIER**

# YOUR COLLABORATIVE DESIGN and ENGINEERING PARTNER

For over 60 years, Crownlite has partnered with major POP display, POS Area, and Tradeshow Exhibit OEM/ producer/vendors and their Brand Marketer's helping their creative, design, and engineering teams improve the form, function, effectiveness, and usability of their display products. We can help you maximize visual impact, promote clearer communication of your Brand Marketer's message, and improve brand product appeal. The result of this collaborative process is an enhanced retail purchasing experience that ultimately sells more of your Brand Marketer's products.



Crownlite was instrumental in the design, engineering, and manufacturing of the Top Mounted Canopy Light and the In-Wall Color Comparator .

## Lighting - Incandescent, Fluorescent, or Solid State (SSL) LED

Lighting is one of the most important design elements of any display or exhibit. A well designed lighting system attracts, informs, and facilitates the sale of more products and services at retail. With over 60 years of architectural and display lighting experience, Crownlite is able to:

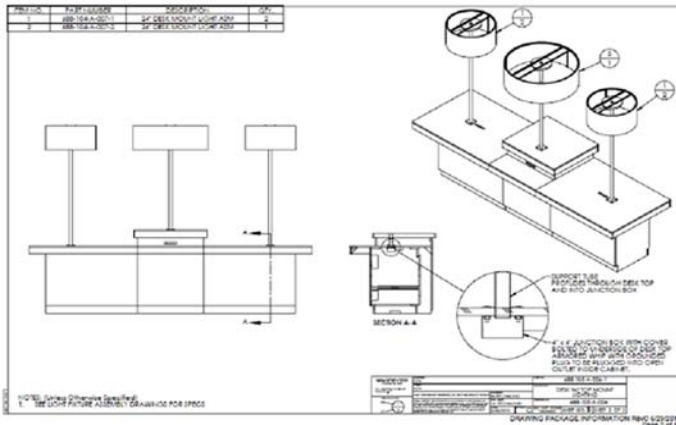
- Understand the projects visual goals.

- Help determine how much light is really needed and the best way to deliver that need light for this specific application.

- Work with color, brightness, contrast, reflectivity, glare, lamp life, energy consumption, maintenance, and a host of other criteria.

- Make sure the lighting system integrates easily with all the other display elements.

- Manufacture the lighting components and systems.



Crownlite helped design, and engineer, and manufacture the Pole Mounted and Ceiling Cable Suspended Drum Lighting System, Complete PLUG-N-PLAY UL65 Electrical Wiring System, and POS Data Cabling and Distribution System for this POP/POS e-Reader sales display and service area.

**Partnering with Crownlite  
The Most Profitable Strategy You Will Implement This Year!**

# FROM ENGINEERING to EXPERT COMPONENT MANUFACTURING

## Mechanical

We have extensive capabilities in designing, building, and sourcing components in metal, wood, and plastic.

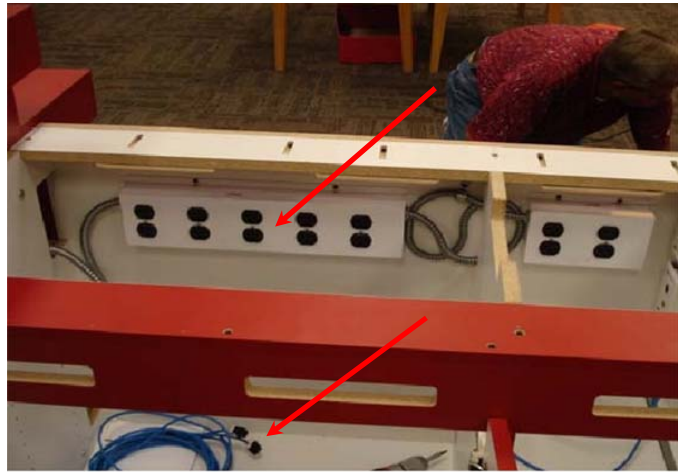
- Evaluating structural integrity
- Reviewing materials selection
- Reducing part count
- Re-designing components, making them easier to manufacture, assemble, install, and maintain
- Designing and manufacturing of suspension and hanging systems

- Verifying physical integration of components and easing of unnecessarily tight tolerances
- Providing adequate access for inspection and maintenance
- Simplifying factory assembly and field installation
- Improving function and usability at reduced cost

## Plug-N-Play Electrical Power Distribution

Our in-house Electrical Engineering resources help with a wide variety of electrical wiring and power distribution design issues integral to the overall project:

- Calculating electric loads
- Wire sizing, routing and management
- Compatibility with building supply connections
- Safety devices, sensors and controls
- Component specifications and ratings
- Designing UL65 Plug & Play electrical distribution
- Developing component specifications and ratings
- Working with Underwriters (UL) Standards and National Electric Code (NEC), State, Municipal, And Local Code compliance



This complete PLUG-N-PLAY electrical distribution wiring system was designed and manufactured to maximize the number and density of available plug-in transformer outlets and to support multiple lighting, e-reader, PC, and other plug devices. The data cable and interconnect system supported multiple e-readers and retail user PC work positions.

## Data Cabling and Distribution Systems

Most of today's merchandising display areas have the need for computer data distribution and wire management. The goal is the least number of the simplest and least costly components, made of only the best materials, all integrating well and working together correctly to form a Plug & Play Data Distribution, patching, and Cabling system that avoids costly over specification and unnecessary complication. We can help by:

- Defining data system equipment needs
- Determining number and type of needed access and connection points, run lengths, cable routing and management

- Component specifications and ratings
- Designing Plug & Play data distribution, patching, and cabling

# YOUR SOURCE FOR COMPONENTS

# YOUR EXPERIENCED MANUFACTURING

When you specify Crownlite, whether for custom or standard stock commodity product, you have a choice of a broad range of product and manufacturing services that can often justify a higher level of customization than you might have thought. Our 60,000 square foot facility has the capacity for inventory storage, staging, assembly, packing and shipping. We are experienced in managing the complex manufacturing issues that often come with supporting large national rollouts to multiple locations.



## Manufacturing and Fulfillment Capabilities

- 60,000 square foot facility
- Project management - planning and control
- World class vendor partners
- Component level research and sourcing bills of materials
- R&D, 2D and 3D CAD, SLA, and computerized modeling
- Documentation for client presentations samples and prototypes
- Working in sheet metal, aluminum, plastic, wood, and plastic and aluminum extrusions
- CNC machining, punching, and forming

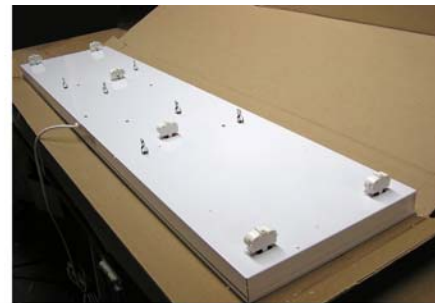
- Electrostatic finishing, both automated and manual
- Converyorized electro-mechanical assembly
- Product testing and QC
- Underwriters (UL) Standards listings, National Electric Code (NEC), and State, Municipal, and Local Codes compliance
- Pack-out
- Consolidation, staging, and warehousing
- Drop shipment
- Instruction and installation guides
- Field training



Incandescent lighting and brass trim kit for bathroom cabinet display



Custom lighting fixture with Plug-N-Play UL65 building supply whip and switching



Custom redesigned Plug-N-Play header light fixture for paint display

**Give us a call on any current opportunity you have and we will show you how easily and quickly we can start making a contribution to your project.**

**If there is no immediate need, please book mark our website, put us in your Data Base, and pass a copy of this brochure on to your associates that could benefit from working with us.**

**CROWNLITE**  
**Totally Committed to Your Success**