



**Ad'Lite™**

Lighting & power  
infrastructure solutions

**Technical sheet**

Ad'Lite™ - What is it and how does it work?

# Introduction

## WHY ADD LIGHT?

**Light plays an important role in the retail environment. Light influences shopping behaviour: it attracts attention, drives traffic and increase sales. In addition, light affects the consumer's perception of value, an illuminated product or brand is perceived as being more premium.**

## WHY AD'LITE™

Ad'Lite™ is HL Display's solution for shelf lighting. The system is environmentally friendly and retail proof. It is safe and sturdy, combines a long life time with low energy consumption and does not emit UV-radiation or heat. The system is also very easy to set up, no electrician is required, you don't even need a tool since the components are clicked together. A true Plug and Play solution.

## HIGHLIGHT A CATEGORY OR A BRAND

The Ad'Lite™ system has two types of light sources: LED bars and LED Flexi. To illuminate products on the shelf use LED bars. If you want to highlight a brand or a segment use LED Flexi strips that can easily be inserted into a profile or a display unit.

The Ad'Lite™ system also contains PowerTrack™ – a complete power infrastructure solution – and all types of accessories needed to fixate light and cables.

This document will guide you through the Ad'Lite™ assortment and help you to design your shelf lighting solution

## TABLE OF CONTENT

- LED Bars
- LED Flexi
- Attachments for bars
- LED colour temperature
- Power infrastructure
- Choosing the right adapter
- What to consider before putting power on
- Datasheet



## DEFINE YOUR ILLUMINATION PROJECT

### HIGHLIGHT A CATEGORY AND PRODUCTS ON SHELF

- Use LED bars



### HIGHLIGHT A BRAND OR A SEGMENT

- Use flexible LED Flexi strip





# LED bars

## INTRODUCTION

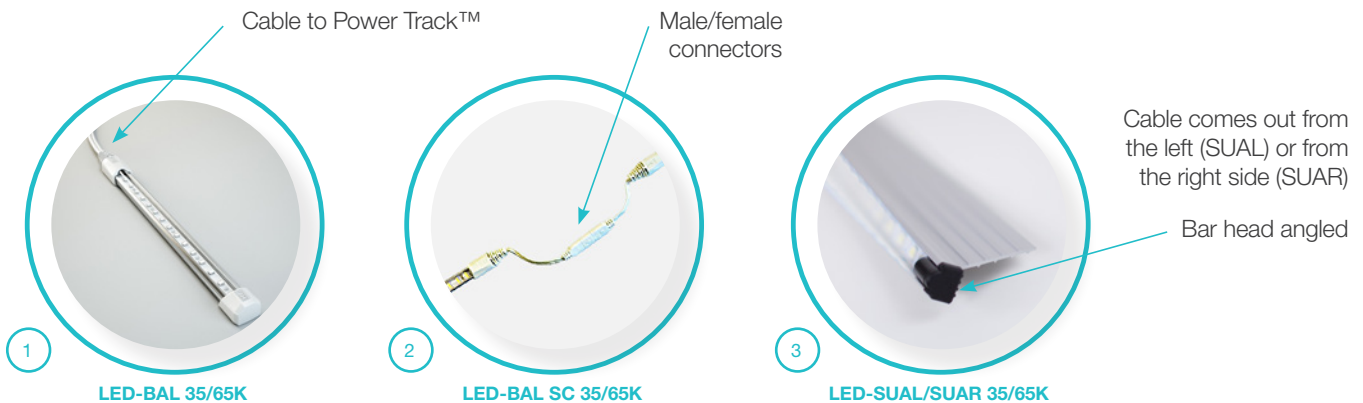
The Ad'Lite™ LED bars are developed by HL to fit in the retail environment. They all have a sturdy body of extruded aluminium and a lens that covers the LED circuit board. For extra safety a heat sensitive resistor has been added to each bar. The bars are compatible with other products in the HL assortment.



## FEATURES

- Safe (verified to meet all applicable standards)
- Rated life time 30.000 hours, 5 years at 16h/day
- Sturdy aluminium casing
- Water splashinbg and dust protected
- Immunity to vibration
- No heat, no UV radiation
- No mercury
- Low energy consumption
- Can be used in freezers, coolers and most common ambient temperature
- Standard light colours are natural white (6500K), warm white (3500K) and soft red. Other colours available on request

## TYPE OF BARS



Each bar is individually connected to the power infrastructure.

Bars can be connected serially. Convenient when installing light on two or more shelves at the same height.

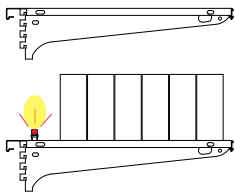
Especially developed for the Slimline™ Ultra profile. Bar head is angled for optimal illumination of products below.

LED Bar	Usage	Connexion to power	Installation	Connectors	Standard length*
1	Segment	Each bar is connected to PowerTrack™	One bar per shelf	Connector to PowerTrack™ included	
2	Full category. Up to 5 meters of bars can be connected serially	Only first bar of the row is connected to PowerTrack™	One bar per shelf and mounted serially per row	Male/female cables included to connect bars. (140 mm between them). Additional connector is needed to get power from PowerTrack™	600, 900, 1000, 1240, 1330 mm
3	Segment or full category	Each bar is connected to PowerTrack™	One bar per shelf - insert in Slimline™ Ultra	Connector to PowerTrack™ included	

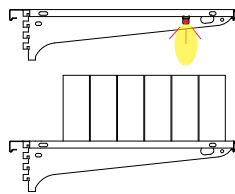
\* Any length can be arranged on request with a minimum quantity. The sizes refer to the shelf length.

## BACK LIGHTING, DOWN LIGHTING OR SHELF EDGE LIGHTING

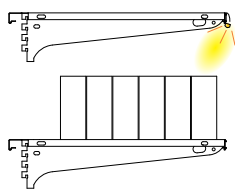
- Back lighting. Place the LED bar behind the products to create an appealing atmosphere.
- Down lighting. Place the LED bar under a shelf to illuminate products on the shelf below.
- Shelf edge lighting. Attach the LED bar into a shelf edge profile to maximize light on the product front.



back lighting



down lighting



shelf edge lighting



SLIMLINE™ ULTRA PROFILE  
+LED-SUAL/SUAR



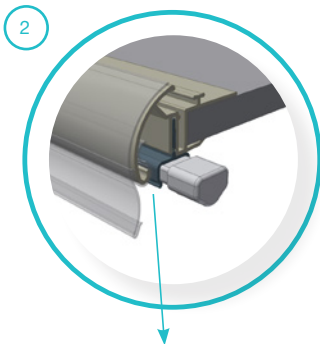
Back lighting



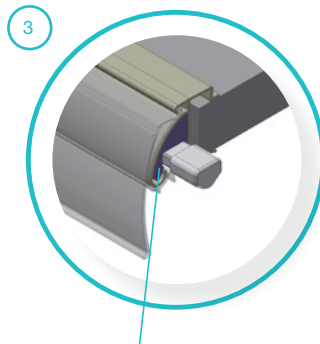
Shelf edge lighting with Slimline™ Ultra

## ILLUMINATED COLOUR SEGMENTATION

- HL's multifunctional carrier profiles are compatible with Ad'Lite™ LED bars. Use CosmeLine™ or Slimline™ together with insert strips and LED Bars to illuminate colour segmentation.
- Profiles are usually transparent, used with coloured inserts and lighting.



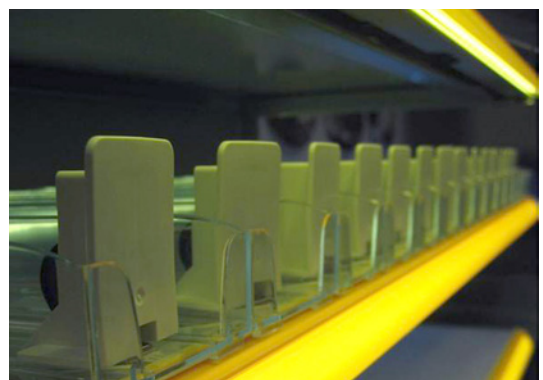
COSMELINE™ PROFILE  
+LED-OR-XS



SLIMLINE™ PROFILE  
+ LED-CLIP



Coloured segmentation with CosmeLine™



Coloured segmentation with Slimline™

## ATTACHMENT SOLUTIONS

### Attach to shelf edge profile

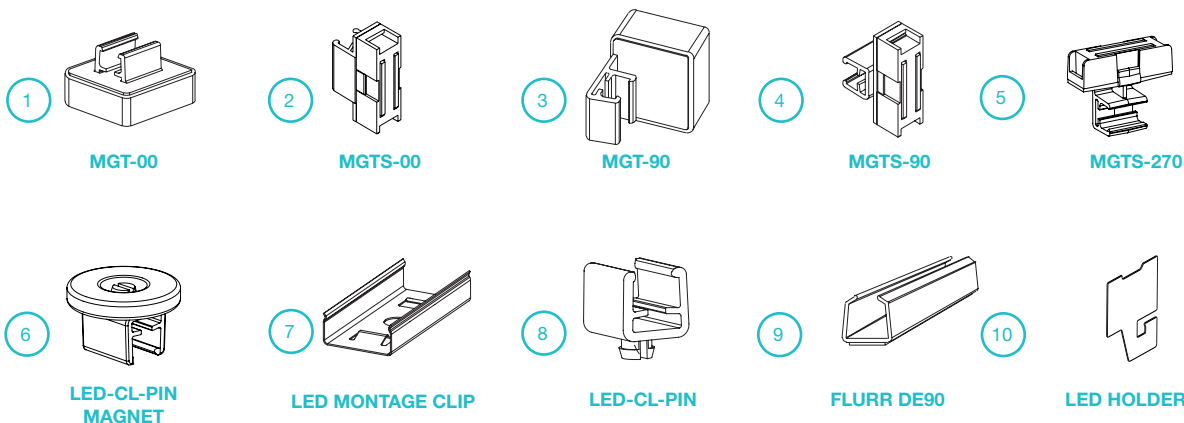
For best effect when illuminating products, if possible attach the LED bar to a shelf edge profile. This way the bar comes far out from the shelf and light will flow towards the front of the products below. For glass shelving we recommend CosmeLine™. For other types of shelving we recommend Slimline™ Ultra.



### Attachment accessories

The Ad'Lite™ family offers a broad range of different attachment solutions for all types of situations.

- Fixation underneath shelves, on back/side panels and uprights
- On metal and wooden shelves, or any other surface



Type of furniture	Fixation	Accessories
Metal shelves	Magnet	1, 2, 3, 4, 5, 6
Wooden shelves	Metal clip / screw or rivet	7
Other surface	Plastic clip, tape	9
3eBin™	Plastic clip	10
Next™	WP light bar + plastic clip	9



LED Bars can be attached at different angles with simple magnet accessories.

## CONNECTING BARS TO POWERTRACK™

- The connector uses Plug and Play functionality
- Just insert the connector into the PowerTrack™
- Switch it to connect!



PT20-CT-AWG

Cables with connector is pre-attached to all bars that are not connected serially.



LED-BAL SC-PT20

For bars that are serially connected a separate cable is needed to connect to the PowerTrack™.



# LED Flexi strip

## INTRODUCTION

LED Flexi is a flexible LED strip. It is typically used to illuminate profiles or displays from the inside. LED Flexi is compatible with HL's assortment for branding, product launches and segmentation.

## FEATURES



LED-FLEXI-8-60TA3M  
LE5000

- Safe (Verified to meet all applicable standards)
- Rated life time up to 30.000 hours, 5 years at 16 h/day
- Offered in wheels of 5 or 50 meters
- Can be cut every 50 mm

- Can be ordered in required length with cables soldered on
- No heat, no UV-radiation
- No mercury
- Low energy consumption
- Standard light colours are natural white (6500K) and warm white (3500K). Other colours available on request.

## USING LED FLEXI WITH HL'S TRAY FRONTS AND BRANDING PROFILES

Light is a very powerful tool to make eye catching displays on shelf. HL's assortment of tray fronts and branding profiles are compatible with LED Flexi.

### Protect shelf space or launch products



### Branding and segmentation



System	Height in mm	Number of LED inside strip	How to attach LED Flexi
1. Bended solution	On offer	1	+ PST*
2. Classic shelf trays	30, 32,5, 39, 45	1	+ PST*
3. Flex Tray™ - double front	19 + 25	1	Insert
4. Curved profile	25	1	+ POR*
5. Curved profile	30	1	+ PST*
6. Brandline™ - double front	19 + 29	2	Insert

\* See next page.

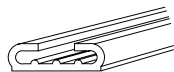
More information about our shelf tray range, Flex Tray™ and Brandline™ are found in dedicated documentation or on: [www.hl-display.com](http://www.hl-display.com)

## How to attach LED Flexi

- Insert LED Flexi into slot in profile
- Insert LED Flexi into PST, then tape PST in place
- Insert LED Flexi into POR, then insert POR in place

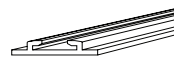


LED Flexi is directly inserted into slot in profiles



+ LED FLEXI PST

To tape LED into bended solutions, trays and profiles



+ LED FLEXI POR

To insert LED into profiles

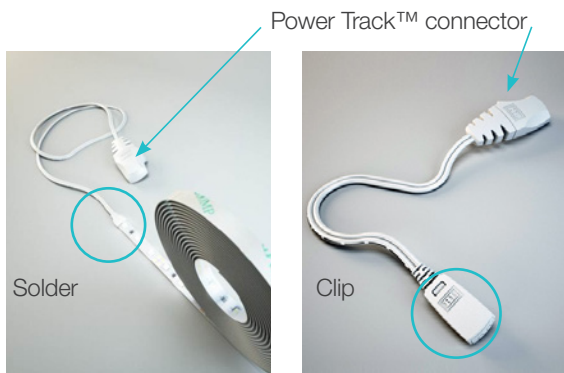
## ATTACHING LED FLEXI TO POWER SUPPLY

### To PowerTrack™

- Plug and play functionality
- Switch and connect
- Clipped (quick lock connector) or soldered

### To power outlet

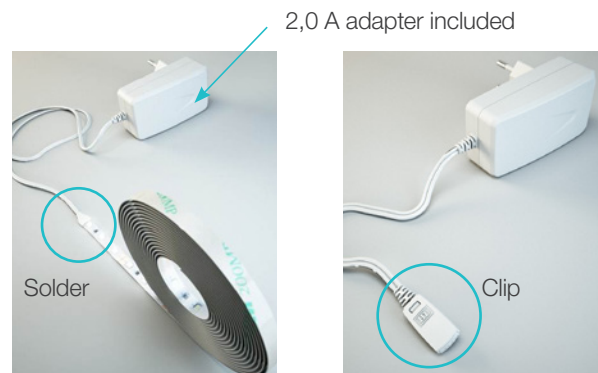
- When only one LED Flexi strip is used, a power adapter can be connected directly to the strip. PowerTrack™ not necessary.



LED-FLEXI-PT20AWC18\*

\*Several lengths available

LED FLEXI-PT20



LED-AD 2,0A, CABLE 2400 MM

LED-FLEX-ADAPTER-AWG18

## SERIAL CONNECT FLEXI STRIPS

- Create a power bridge between two LED Flexi strips - power is transmitted from one strip to another.
- Take full advantage of the power supply possibilities (consult the amount of LED strips allowed per adapter).



LED FLEXI CTX2

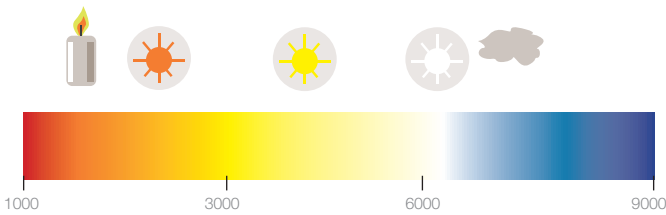


The same accessories as LED bars can be used to hide cables below the shelves. Look at page 9.

# LED colour temperature

## WHAT IS COLOUR TEMPERATURE

The colour temperature of light affects how the eye perceives colour and how we experience the atmosphere in a given space. For example, a lit candle emits a reddish, cozy light, while the light from the sun a clear day is bluish and crisp. The colour temperature of light is measured in degrees of Kelvin (K). A candle flame is around 1.500K whereas a clear blue sky is between 6.000 and 7.000K.



## CHOOSE THE RIGHT COLOUR TEMPERATURE

To simplify your illumination project the Ad'Lite™ range is using two standard colour temperatures.

- Warm White (3500K)
- Natural White (6500K)

In addition, we offer a bar with red and white diodes, resulting in a soft red light.

CATEGORIES	Soft red	35 K	65 K
Health and Beauty	-	-	•
Electronics	-	-	•
Textile	-	-	•
Candies	•	-	•
Bread and cakes	-	•	-
Fruit and vegetables	-	•	-
Meat	•	•	-
Dry food	-	•	•
Beverages	-	-	•
Oil/Vinegar	-	-	•

LED bars or LED Flexi in other colour temperatures are offered on request.

**!** **Eat with your eyes!** Lighting enhances product presentation

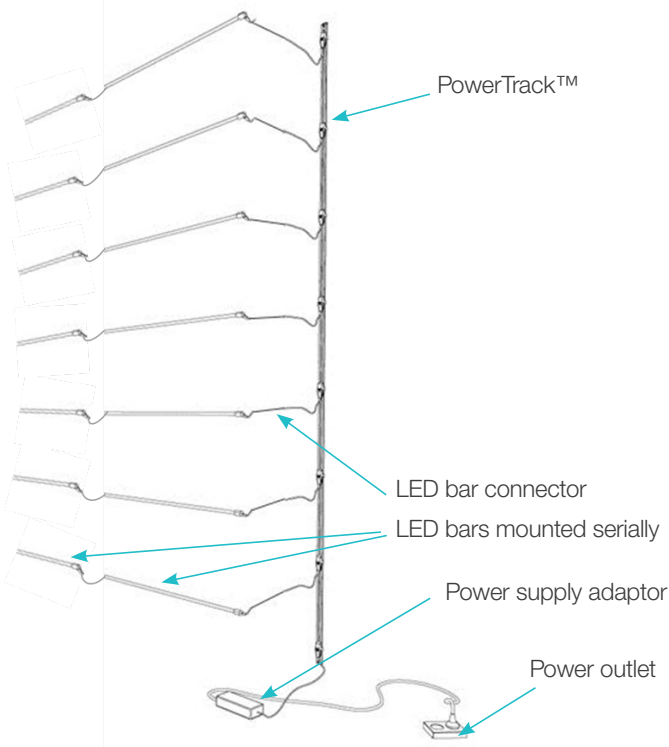




# Power infrastructure

## INTRODUCTION

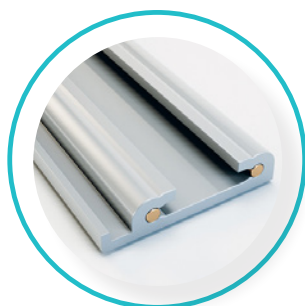
PowerTrack™ has been developed by HL Display as a mean to provide power to light sources in a retail environment. The PowerTrack™ is typically placed behind the shelves or on the side. LED Bars and LED Flexi strips can then easily be attached just by switching a connector into place.



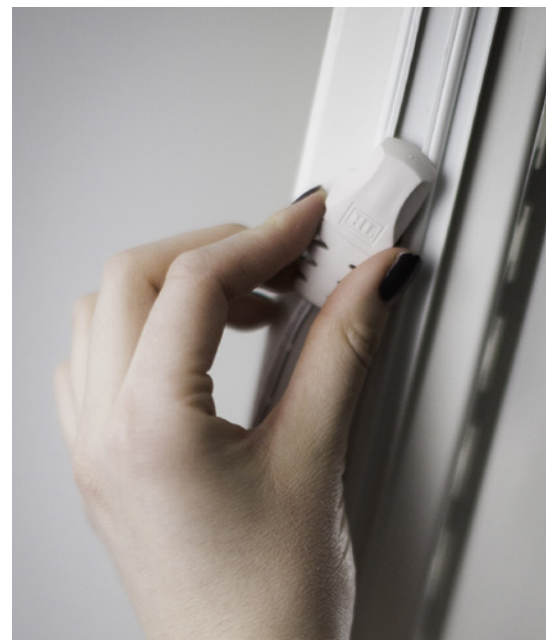
**Only one adaptor** can be connected per PowerTrack™

## FEATURES

- PowerTrack™ is a thin profile that brings low voltage power up to the shelf.
- The power is transmitted in wires integrated in the rail.
- Light sources are connected with quick couplings, just switch the connector into place.
- PowerTrack™ works with a switch mode power supply, connected the same way as the light sources.
- PowerTrack™ is attached with magnet tape or glue tape.
- Full range of accessories to facilitate the installation.
- White or Gray, 900 mm long, can be extended.
- PowerTrack™ is safe. (Verified to meet all applicable standards).



PT20



**PowerTrack™ works with a switch mode.** It's easily fixed with tape of magnet depending on your shelving

## ACCESSORIES

### Finition

- Accessories have been developed to hide and secure the lighting installation as much as possible.



PT20-END-KIT



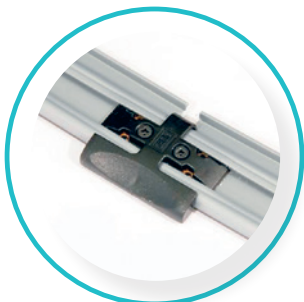
PT20-CORD-CLIP



Accessory	Function
1. End clip	Secure PowerTrack™ rail at both ends
2. Cord clip	Maintain connector to the PowerTrack™

### Extension

- Our bridge allows to join two PowerTrack™ to attend the desired height very easily.
- The cable allows to connect two PowerTrack™ that are not in the same lane.



PT20-S-BRIDGE KIT

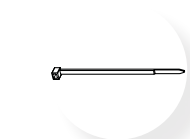


PT20-CT-X2-AWG



**To facilitate on-site installation**  
all accessories are Plug and Play

### Fixation of cables



1

7777-20



2

CABLE TIE BASE



3

MGT-16

Accessory	Function
1. Cable tie	Links several cables together
2. Cable base	Fixates cable
3. Magnet	Fixates cable

## POWER SUPPLY ADAPTORS

- Adapts the voltage from your power outlet to 12 volt.
- For indoor usage only.
- The adapter strength, measured in ampere (A), decides how many LED bars that can be supported.



AC POWER ADAPTER 2/3,5/8/10

Type of power supply	Colour	Usage in wet locations (coolers)	Warranty
2 A	white	-	1 year
3.5 A	black	-	1 year
8 A	black	-	1 year
10 A	alu	•	5 years

## CHOOSING THE RIGHT ADAPTER

### Number of LED bars per adapter (all bars except LED-SUAL/SUAR)

Power adaptor	Length of bars:				
	600 mm	900 mm	1000 mm	1240 mm	1330 mm
3,5 A	6	4	4	3	2
8 A	12	8	7	6	4
10 A	20	12	10	9	8



When using LED BAL SC, note that only up to five meters of bars can be connected serially, regardless of the strength of the adapter.

### Number of LED-SUAL /SUAR bars per adapter

Power adaptor	Length of bar:				
	600 mm	900 mm	1000 mm	1240 mm	1330 mm
3,5 A	5	3	3	2	2
8 A	10	7	6	5	4
10 A	16	10	9	8	7

### Number of LED Flexi strips per adapter

Power adaptor	Length of strip:				
	600 mm	900 mm	1000 mm	1240 mm	1330 mm
2,0 A	5	4	4	3	2
3,5 A	10	7	6	5	4
8 A	16	14	13	9	7
10 A	32	21	20	15	12

## Before putting the power on

### BEFORE APPLYING POWER VERIFY THAT:

- The system is set to match the available line voltage and that the correct fuse is installed.
- The voltage of the connected electrical devices must be the same as the output voltage of the transformer/adapter (12VDC).
- Only one power supply adapter is connected per complete PowerTrack™ circuit.



# Datasheet

## LIGHT SOURCE (SAME FOR ALL BARS)

- Power voltage 12 DC
- Rated life time 30.000 hours
- Operating temperature -20 to +60
- CRI 80

Item name	White colour	Length* (mm)	Consumption (W)	Luminous flux (lm)	Number of LED/length
LED BAL	3500K/6500K	600	5.5	450	33
		900	8.5	700	51
		1000	9.5	780	57
		1240	12.0	960	72
		1330	13.0	1040	78
LED BAL SC	3500K/6500K	600	5.0	400	33
		900	8.0	640	51
		1000	9.0	720	57
		1240	12.0	960	72
		1330	12.5	1000	78
LED SUAR/SUAL	3500K	600	6.5	504	48
		900	10.0	756	72
		1000	11.0	850	81
		1240	14.0	1040	99
		1330	15.0	1134	108
LED SUAR/SUAL	6500K	600	6.5	528	48
		900	10.0	792	72
		1000	11.0	891	81
		1240	14.0	1089	99
		1330	15.0	1188	108
LED FLEXI	3500K	300	1.44	110	18
		600	2.88	220	36
		900	4.32	330	54
		1000	4.8	370	60
		1250	6	460	75
		1350	6.48	500	81
LED FLEXI	6500K	300	1.44	115	18
		600	2.88	230	36
		900	4.32	350	54
		1000	4.8	390	60
		1250	6	488	75
		1350	6.48	526	81

\*The length specified in the item name indicates the width of the shelf the bar is designed for. A bar called le0900 is designed to fit under a shelf that is 900 mm wide, the length of the bar is approximately 15 mm shorter.

# Ad'Lite™ is designed for a variety of new exciting applications

Catch consumers' attention from afar, increase time spent in front of the shelf, enhances consumer's shopping experience with new technologies!

Our lighting solution is retail-proof, plug and play, complete, easy to install - no electrician, no tool needed!  
Ad'Lite™ simplifies your lighting project and maintains operational costs low, in a green approach.

