

THE POWER OF LIGHTING

FOR THE PETROLEUM
C-STORE MARKET



lsi
Petroleum Lighting™

FROM THE ISLAND...

TO THE STORE!

LSI PETROLEUM LIGHTING'S CORE MISSION: Draw customers onto petroleum sites, and into the store with good lighting to help marketers improve sales.

History of Innovation and Leadership

For more than 30 years, LSI Petroleum Lighting has had a dedicated focus on the retail petroleum market. Because of this, we understand the unique needs of the industry and how customers perceive and are motivated by light.

Technology-Driven

Petroleum lighting has changed as much as petroleum marketing has changed. As an industry leader, LSI is focused on bringing the correct product and lamp technology to your retail site. From revolutionary optics, such as directional canopy lighting, to solid-state LED technology, LSI will meet your lighting challenge.

Products and Solutions

Whether you are building a new site or upgrading an existing one, effective indoor and outdoor lighting is essential to successful marketing and safety. Utilizing leading-edge software, our applications team will help you develop a fully integrated lighting system. We understand the many zoning and energy challenges you face, and are committed to delivering lighting solutions that meet those requirements.



Dedicated Pre- and Post-Sale Support

LSI is committed to making your experience with us the very best. Our knowledgeable sales personnel and customer-driven post-sales support teams are dedicated to providing the highest level of customer care and support to maximize your satisfaction.



A properly lit car wash provides a high level of visibility, safety and security. It draws customers from the highway while focusing their attention on this important additional profit center.

LSI offers a comprehensive line of high performance exterior and interior fixtures designed to illuminate vertical surfaces and merchandise.



LSI – A Smart Energy Solution

Lighting represents over 40% of your monthly electrical bills. At LSI we are committed to delivering high performance, energy efficient fixtures. We strive for code compliant solutions that save energy, reduce operation costs, and improve functionality—giving you an immediate return on your investment.



LSI community-friendly fixtures are designed to eliminate unnecessary uplight, minimize light trespass, glare and wasted energy, and still provide quality lighting as required in today's society.

Attracting more customers onto your property and into your store begins with Vertical Surface Illumination!

Vertical Surface Illumination—The Key to Influencing Customers

Research shows that only 30% of your gasoline customers actually come into your store. Customers don't see effective lighting, they are influenced by it. A properly lit site, with the right fixtures in the right places, is essential to drawing customers onto the island and then into the store.

Illuminating vertical surfaces creates interest as a contrast from general ambient light. Vertical surface illumination directs attention to high margin merchandise to provoke an impulse purchase. It can enhance color, texture and shape to dramatically affect the appeal of a facility. With vertical surface illumination you can deliver good lighting; maximize fixture efficiency.

- Vertical Surface Illumination:**
- Enhance site's appearance
 - Highlight islands and dispensers
 - Focus on in-store merchandise and displays
 - Meet code restrictions without sacrificing nighttime marketing, security, long-range visibility or image



CANOPY LIGHTING	SITE LIGHTING	BUILDING LIGHTING	SOFFIT & STRIP LIGHTING
<p>Encore Top Access - Adjustable Focus</p>  <p>Scottsdale®</p> 	<p>Challenger®</p>   <p>Challenger® Medium</p>  	<p>Challenger® Wall Sconce</p>  <p>Doral® Wall Mount</p>  <p>Cascade</p> 	<p>Wall Wash</p>  <p>Wide Fascia</p>  <p>Sovereign</p> 
<p>Encore Top Access</p>  <p>(shown with flat lens)</p> <p>Scottsdale® Universal SuperKit® -2x2</p> 	<p>Greenbriar®</p>  <p>Citation® II</p>  	<p>Eagle</p> 	<p>FLOOD LIGHTING</p> <p>Doral®</p> 
<p>Scottsdale® Universal SuperKit® -Recessed</p> 	<p>Hilton® II</p> 	<p>INDOOR LIGHTING</p> <p>Soho</p> 	<p>OFL</p> 
<p>Scottsdale® Surface Mount</p> 	<p>Patriot</p> 	<p>Atrium</p> 	<p>Linear Flood</p> 
<p>Dakota® /Masters</p> 	<p>Classic®</p> 	<p>High Tech</p> 	<p>Parabolic</p> 
<p>Richmond®</p> 	<p>Heritage®</p> 	<p>PFR</p> 	 <p>LSI community-friendly fixtures are designed to eliminate unnecessary uplight, minimize light trespass, glare and wasted energy and still provide quality lighting as required in today's society.</p>



A Company with a Smart Vision

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