

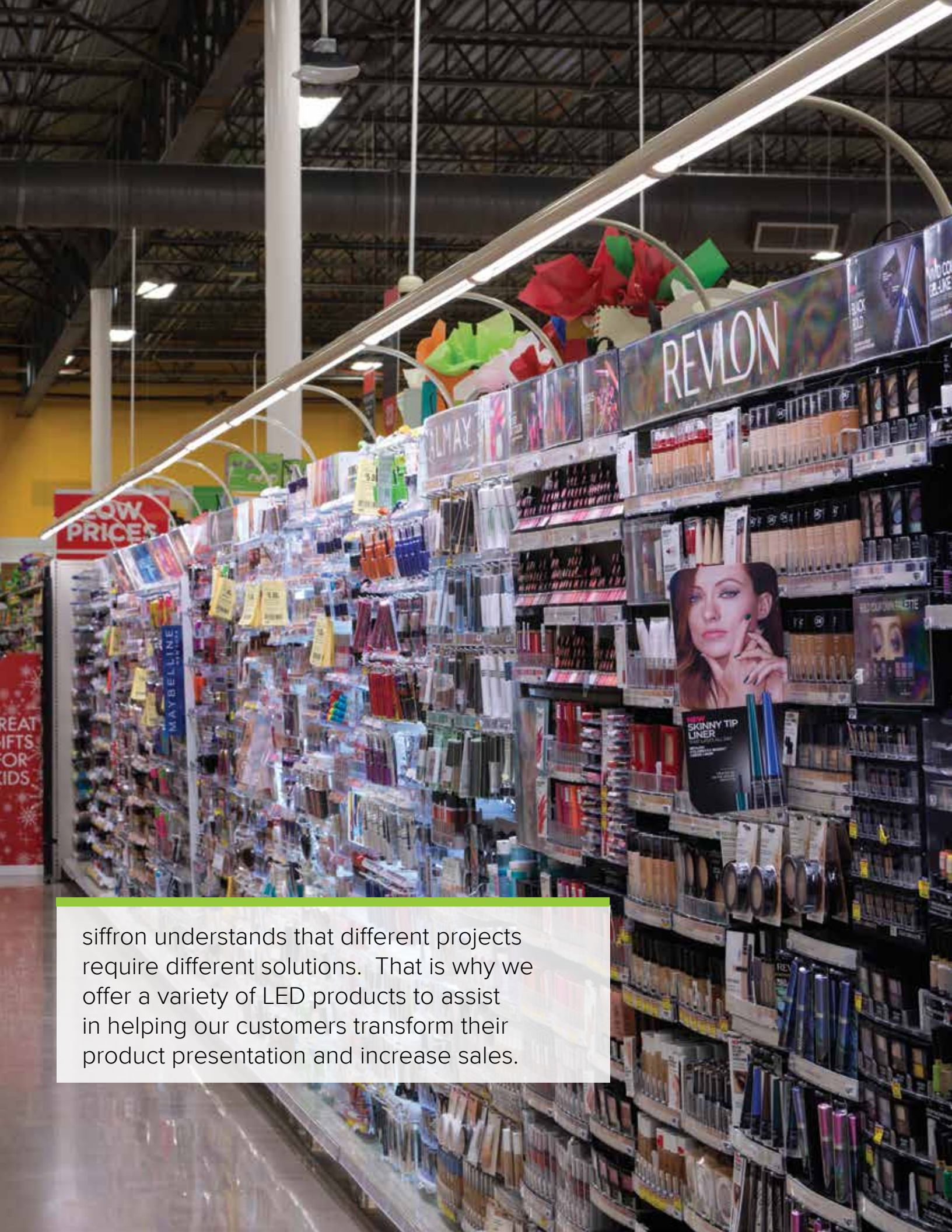
# Allura™ LED Lighting

Brilliant contemporary lighting



**siffron.**  
always on





siffron understands that different projects require different solutions. That is why we offer a variety of LED products to assist in helping our customers transform their product presentation and increase sales.



# Brilliant Contemporary LED Lighting

Sustainable lighting. Increase sales.  
Reduce energy costs.



## LEFT

Before installation of Allura lighting.

## RIGHT

After installation of Allura lighting.

## Why Illuminate with LED?

LED (Light Emitting Diode) technology is changing the face of retail. Its low cost, extended life, and flexible applications provide a sophisticated lighting and energy management solution that will help balance design and performance, with your budget while committing to sustainability.

LED lighting platforms create extraordinary value by providing high-quality illumination and color rendering of products for visibility, visual comfort, display aesthetics and minimum energy consumption.

Our LED fixtures gives you the peace of mind that comes with knowing your products will get the best representation to drive sales and build customer confidence.

## Benefits of siffron's LED Solutions:

- Low-Voltage.
- Display adaptability.
- Delivering bright light for affective illumination.
- Energy and cost savings, up to 80-90%, when compared to traditional lighting.
- Free of toxic chemicals to reduce your carbon footprint.
- Over 50,000 hour lifespan.
- All LEDs are 24v to maximize efficiency and performance

## EXTENDED LIFETIME

As a solid-state light source, LEDs are known for performing over 50,000 hours.



## VERSATILITY

LEDs open up many new design options and usability where it was previously prohibitive.



## REDUCE POWER USAGE

The low power consumption of LEDs lead to significant energy savings by up to 90%.





LED lighting is extremely versatile and enhances product displays, providing the eye-catching “pop” to lure customers and increase sales.

# The Key to Unlocking the Power of LED Technology

Increase sales. Reduce labor. Manage products.

## Why siffron for LED Lighting?

siffron has been providing display and fixture solutions of all types to the retail industry for over 50 years.

Our ability to combine low-cost, high-quality LED lighting with our custom fixture capabilities means we can provide the most effective retail display for you at a highly competitive price.

We have offered a variety of lighting solutions for many years and we are constantly innovating to meet and exceed our customers' expectations.

Call us today about your next project and let us prove to you how we can be a valued partner with LED lighting and fixture capabilities!



## LED Feature Legend



### Lumen

Lumen measure how much light you are getting from a bulb. The higher the lumen, the brighter the light



### Low Voltage

LED lighting consumes a low amount of electricity, especially compared to other light sources.



### Light Color Temperature

LEDs color temperature can affect how color is rendered and ultimately the impact of a room or environment.



### Color Render Index

CRI is a quantitative measure of the ability of a light source to reproduce the colors of various objects faithfully.



### Bus Bar

Bus bars provide a power source to input LED lighting into, reducing the number of cables and electrical drops.



### Beam Width

The beam angle is the degree of width that light emits from a light source.



### Waterproof

Sealed silicone seals protect LED electronic components from harsh environments, improving performance, reliability and life.



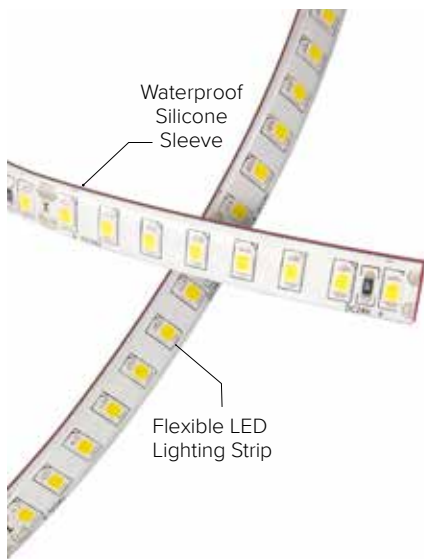
### Lifetime

LEDs offer up to 50,000 hours of illumination with a fraction of the energy used by incandescent bulbs.



### Watts

LEDs draw a low amount of watts, meaning more lights can be used on a single, low voltage power source.



Flexible LED Strips are ideal for cove, under-shelf, sign and display applications. Strips provide high-quality light, and are flexible to bend around curved surfaces.

- The sealed, silicone casing provides waterproofing to increase the applications where the strips can be used.
- The flexible strips are compatible with the Allura™ Bus Bar.
- Includes VHB Adhesive Tape for adhering to flat surfaces, as well as magnetic clips for easy installation under metal shelves.
- Custom lengths, color temps, and other features are available.

UL11211422	100/ft	24vdc	4200k	80+	Yes	120°	50k Hrs	22"	Yes	1.3/ft
UL11211434	100/ft	24vdc	4200k	80+	Yes	120°	50k Hrs	34"	Yes	1.3/ft
UL11211446	100/ft	24vdc	4200k	80+	Yes	120°	50k Hrs	46"	Yes	1.3/ft

Item No.	Ref. No.	Dimensions	Finish	Pack
UL11211422	RALL-LED-FLX22	22" L	Clear	1
UL11211434	RALL-LED-FLX34	34" L	Clear	1
UL11211446	RALL-LED-FLX46	46" L	Clear	1



## Allura™ Mini LED Rigid Bar

High-quality, rigid LED bars are ideal for under-shelf applications to highlight products and display cases. The low watt requirements means that more strips can be used on a single power source, such as the Allura™ Bus Bar (see page 182).

- Assembled in a high quality aluminum extrusion.
- Includes VHB Adhesive Tape for adhering to flat surfaces, as well as magnetic clips for easy installation under metal shelves.
- Custom lengths, color temps, and other features are available.
- ETL Certified

UL18221422	300/ft	24v	4200k	80+	Yes	120°	50k Hrs	22"	No	3.1/ft
UL18221434	300/ft	24v	4200k	80+	Yes	120°	50k Hrs	34"	No	3.1/ft
UL18221446	300/ft	24v	4200k	80+	Yes	120°	50k Hrs	46"	No	3.1/ft

Item No.	Ref. No.	Dimensions	Finish	Pack
UL18221422	RALL-LEDMIN22V1	22" L	White	1
UL18221434	RALL-LEDMIN34V1	34" L	White	1
UL18221446	RALL-LEDMIN46V1	46" L	White	1

- **Only 3mm!** – Lowest profile light bar for effective display enhancement
- Available in lengths from 22" to 46"
- Perfect for undershelf lighting
- ETL Certified



new

UL19221422	300/ft	24v	4100k	80+	Yes	120°	50k Hrs	22"	No	1.44/ft
UL19221434	300/ft	24v	4100k	80+	Yes	120°	50k Hrs	34"	No	1.44/ft
UL19221446	300/ft	24v	4100k	80+	Yes	120°	50k Hrs	46"	No	1.44/ft

Item No.	Ref. No.	Dimensions	Finish	Pack
UL19221422	RALL-LED-UMIN22	22" L	White	1
UL19221434	RALL-LED-UMIN34	34" L	White	1
UL19221446	RALL-LED-UMIN46	46" L	White	1

## Allura™ High Output Ultra-Mini Rigid Bar

High-powered Ultra Bright LED Rigid Bars are ideal for product and category lighting. The high lumen output along with the rigid 3mm wide aluminum housing make this solution ideal to light a broad section of a retail environment.

- **Only 3mm!** – Lowest profile light bar for effective display enhancement
- The High Output Ultra Mini Rigid Bar is compatible with the Allura™ Bus Bar (see page 182 for details).
- Assembled in a high quality aluminum extrusion.
- Includes magnetic clips for easy installation under metal shelves.
- Custom lengths, color temps, and other features are available.
- ETL Certified



Only 3mm!

new

UL19221422-HO	400/ft	24v	4200k	90+	Yes	120°	50k Hrs	22"	Yes	5.74/ft
UL19221434-HO	400/ft	24v	4200k	90+	Yes	120°	50k Hrs	34"	Yes	5.74/ft
UL19221446-HO	400/ft	24v	4200k	90+	Yes	120°	50k Hrs	46"	Yes	5.74/ft

Item No.	Ref. No.	Dimensions	Finish	Pack
UL19221422-HO		22" L	White	1
UL19221434-HO		34" L	White	1
UL19221446-HO		46" L	White	1





new

## Allura™ Cooler LED

- Used in all standard coolers
- Dual-sided connectors with waterproof DC barrel plug
- Assembled in high-quality aluminum extrusion
- Includes magnets for attaching
- Recommended to be installed with wire clips on wire shelves
- Higher CRI 95+ – crisper lighting
- Use spider cabling for install
- Lights link together and run off cooler's power supply – saving money!
- Do NOT use with Allura Bus Bars
- ETL approved to UL Standards



Before Allura™ Cooler LED



UL16253422	210/ft	24v	4200k	95+	120°	50k Hrs	22"	Yes	2.87/ft
UL16253434	210/ft	24v	4200k	95+	120°	50k Hrs	34"	Yes	2.87/ft
UL16253446	210/ft	24v	4200k	95+	120°	50k Hrs	46"	Yes	2.87/ft
UL19221422-HO	400/ft	24v	4200k	90+	120°	50k Hrs	22"	Yes	5.74/ft
UL19221434-HO	400/ft	24v	4200k	90+	120°	50k Hrs	34"	Yes	5.74/ft
UL19221446-HO	400/ft	24v	4200k	90+	120°	50k Hrs	46"	Yes	5.74/ft

Item No.	Ref. No.	Dimensions	Finish	Pack
<b>Standard</b>				
UL16253422	RALL-LED-LWP22	22" L	White	10
UL16253434	RALL-LED-LWP34	34" L	White	10
UL16253446	RALL-LED-LWP46	46" L	White	10
<b>High Output</b>				
UL19221422-HO		22" L	White	1
UL19221434-HO		34" L	White	1
UL19221446-HO		46" L	White	1





## Allura™ LED Blacklit Data Strip®

The Allura™ LED Data Strip® illuminates the shelf edge as well as the product below. This integrated solution draws customer attention to shelf edge messaging while enhancing the appearance of merchandise on the shelf. This is achieved by utilizing a single, ultra-thin LED light bar (included) to light up both the Data Strip and the product below. The clear, plastic Data Strip that snaps into standard 48" retail shelf channels.

The Allura™ LED Data Strip® also features an additional channel to hold another 48" ultra-thin LED light bar for added product illumination. No assembly or special tools required. To install, snap the LED Data Strip into the price channel. Utilize backlit graphics that insert securely behind the front lens of the Data Strip to promote products, brands, or promotions. The Allura™ LED Data Strip® is a re-useable and effective way for retailers to draw customer attention and increase sales.

- Snap-in, backlit Data-Strip® with protective graphic lens
- Includes 48" long Allura™ Ultra-Slim LED Light Bar
- Features second channel for additional light bar installation
- No tools required
- Powered by Allura Bus Bar or Spider Cables connected to a Power Supply\*



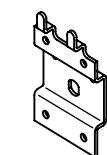
Lumen	Low Voltage	Light Color Temperature	Color Render Index	Beam Width	Lifetime	Waterproof	Watts
450/ft	24v	4200k	80+	120°	50k Hrs	No	2.93/ft

Item No.	Description	Length	Material
6800400046	48" Allura™ Data Strip®	48" L x 125" H	Clear Plastic

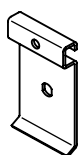


## Allura™ Flex Light

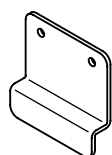
- Allura™ LED Flex Light mounts to pegboard, slat wall, wire grids, or flat wall surfaces, using the included hardware
- Retailers can adjust the light placement to suit their needs
- Powered by 120V power supply with a 5' cord for a long-lasting service
- 3 year warranty
- Mounting brackets included
- UL approved



Peg and Slat  
Wall Mounting



3" Grid  
Mounting



Locking Plate



300



24v



4500k



80+



No



50k Hrs



5

Item No.	Ref. No.	Dimensions	Finish	Pack
UL17214400	RALL-LED-FLX5	18" L	Black	1



## Allura™ Bump Light

- Motion and vibration activated – only triggers when customers are present
- Installs onto display hooks, shelves, or shelf edge (mounting brackets required; sold separately)
- Vibration feature requires three AA batteries; motion sensor requires 5V micro USB power supply
- Lasts up to 36,500 hours
- Custom case colors available
- Brightness: 450 Lumens/ft
- Recommended power Allura™ Bus Bar with USB puck
- ETL Certified

Wireless  
Battery  
Powered  
Signs

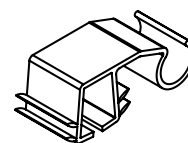
Item No.	Ref. No.	Style	Dimensions	Graphics Area	Pack
<b>Bump Light</b>					
6849160593	RALL-LED-BMPLT	Bump Activate Light A7	4.7" W x 3.6" H	4" W x 2.7" H	1
6841450137	RALL-LED-MOTLT	Bump & Motion Activate Light A7	4.7" W x 3.6" H	4" W x 2.7" H	1
<b>Bump Light Mounting Brackets</b>					
6845028885	RALL-LED-BLHA	Price Hook Mounting Bracket	1.5" W x 2" H	N/A	1
6846995002	RALL-LED-BLDT	Data Tracks Mounting Bracket	1" W x 2" H	N/A	1
6844633387	RALL-LED-BLAB	ADH Shelf Mounting Bracket	.5" W x 4" H	N/A	1
6845402754	RALL-LED-BLMB	MAG Shelf Mounting Bracket	.5" W x 4" H	N/A	1

## Allura™ LED Lighting for ModoShelf™

There is no better way to highlight your product than Allura LED lighting. Allura LED for ModoShelf is waterproof and provides beautiful illumination that makes bring s the color of your merchandise to life. The mounting mechanism clips onto the shelf frame, so tiles can be easily removed for cleaning without disrupting the LED strips and wiring.

- All components completely waterproof for use in misted environments
- All components either UL recognized or certified
- LED Light Bars available for 48", 36" and 24" wide shelves
- Case Adapter Cords available for Hussmann®, Tyler® and Hillphoenix® cases
- Retrofit existing units
- Kit will include the LED Light Bars, Bar Holders, Power Supply, Harness Tree, Link Cables and the appropriate Case Adapter Cord
- No tools are required
- 5 year warranty

Item No.	Ref. No.	Dimensions	Finish	Pack
<b>Standard</b>				
UL16253422	RALL-LED-LWP22	22" L	White	10
UL16253434	RALL-LED-LWP34	34" L	White	10
UL16253446	RALL-LED-LWP46	46" L	White	10
<b>High Output</b>				
UL19221422-HO		22" L	White	1
UL19221434-HO		34" L	White	1
UL19221446-HO		46" L	White	1
<b>Accessories</b>				
9924312061		.72" W x 2" L	Clear	

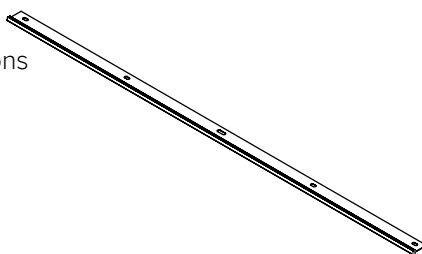


9924312061

## Allura™ LED Lighting for Kwik-Set™

Allura™ LED Lighting for Kwik-Set™ integrates easily with any new or existing Kwik-Set displays. Simply snap in LED light bar into standard Kwik-set front rail. Does not require fasteners or tools. Use siffron Allura™ Bus Bar to connect to power supplies.

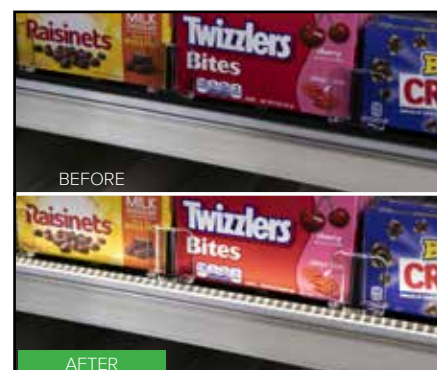
- Easy to install
- Highlight special products and promotions
- Powered by standard Allura bus bars
- 10 Lightbars per power supply



new

Lumen	Low Voltage	Light Color Temperature	Color Render Index	Bus Bar	Beam Width	Lifetime	Length	Waterproof	Watts
300/ft	24v	4100k	80+	Yes	120°	50k Hrs	22"	No	1.44/ft

Item No	Description	Length	Finish	Pack Size
6840129602	48" Allura™ LED Lighting for Kwik-Set™	48" L x 1.25" H	Clear	10
UL19221446	Allura™ Ultra-Mini LED Rigid Bar	46" L	White	1



BEFORE

AFTER



## Allura™ Bus Bar

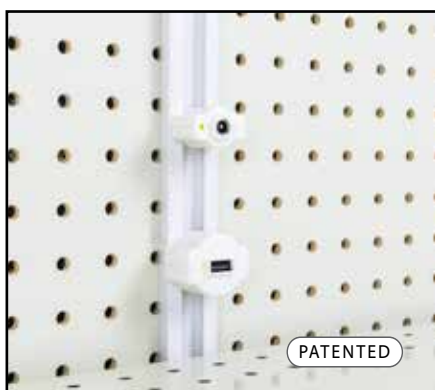
One power distribution source for all of your integrated LED components.  
Reduce system cost. Improve reliability.

The modular Allura Bus Bar system provides flexible solutions for distributing common power to many different electrical components. Components can be easily added or removed using quick disconnects saving valuable time and cost during installation and maintenance. Simply twist on Bus Bar Pucks and use cables to connect to LED Lights or other components.

\* Features multiple strain relief points. Cord will unplug instead of damaging light or bus bar fixtures.

### The advantages of the Bus Bar system:

- Installation time savings.
- Easy to retrofit using quick mounting and wiring.
- Panel space savings.
- Reduced maintenance.
- ETL approved to UL standards.
- Repeatable low-impedance electrical performance and reduce wiring errors.



### Allura™ Slim Bus Bar

The Allura™ Slim Bus Bar features a 40% slimmer profile design making installs more manageable. Retrofit LED lighting into existing shelf systems (in either vertical or horizontal orientations) with ease.

- 40% slimmer profile to save on cost and fit in small spaces.
- DC or USB output
- Pucks can be installed anywhere on bar
- 120V input / 24V output
- ETL Certified
- 5 year warranty

Item #	Dimensions	Finish	Pack
UL42212048	48" L Slim Bus Bar	Almond	1
UL42274000	1.2" W x 1.4" H USB Puck	Almond	10
UL42224000	1.2" W x 1" H DC Puck	Almond	10



## Allura™ Ultra Slim Bus Bar

The Ultra Slim Bus Bar features the slimmest profile design, making installs and cable management even easier. Magnetic connector cords ensure effective cable management and keep displays organized and product focused.

- Only ETL Certified bus bar of this type on the market
- Fewer components – easier installation
- Low profile, easy to install into displays
- Works with Molex and DC product outputs



### Microwave Motion Sensor Illumination



Add a microwave motion sensor to Bus Bar. Detect radar patterns and illuminate fixtures when customers pass by.

Item #	Dimensions	Finish	Pack
UL43004046	46" L Ultra Slim Bus Bar	White	1
6835278961	24" L Connector to DC Male Cable	White	1
6838957749	24" L Connector to DC Female Cable	White	1
6830611692	24" L Connector to Molex	White	1



new



### Shelf-Edge Video Screen Displays

Capture customer attention and increase sales with Shelf-Edge Video Displays. Shelf-Edge Video Displays are an effective tool for communicating product information, promotions, and creating awareness. These high-resolution screens present dynamic content in a rich and meaningful way, and they are easy to set-up.

Shelf Edge Video Displays can show customized video content that captivate customers and highlights product categories and brands. Shelf Edge Videos can also be configured to sync with multiple shelf rows to help create an even more dynamic and eye-catching display.

Shelf-Edge Video Displays feature a crystal-clear LCD with 1920x132 resolution. Content can be loaded and changed via a standard USB drive.

- Capture attention of customers
- Easy to load and update new video content
- Power supply included
- Great for new product promotions!

Item No.	Ref. No.	Dimensions	Resolution	Voltage
6860001001	-	48" L x 3" H	1920x1080	24V





new

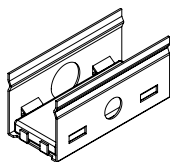
## LCD Header Screen Displays

LCD Header Screens feature crystal-clear, Ultra-HD 4k resolution. They can play standard MPEG 4 videos that are formatted and sized correctly for the display dimensions. Content is uploaded via USB, although alternative wireless options are available. Multiple videos can run in succession, with media looping for continuous play.

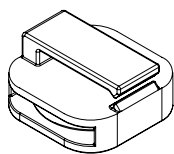
Standard sizing for the screen is 48" W x 10" H. Custom sizes are available upon request (minimum order quantities required). LCD Header Screens utilize standard 120V power supplies, which are included with the screens.

- Capture attention of customers
- Easy to load and update new video content
- Plays standard MPEG 4 videos
- Ultra-HD 4k resolution
- 48" W x 10" H
- Utilizes 120V power supply (included)
- Various mounting options available
- May require a minimum order quantity. Please call for details.

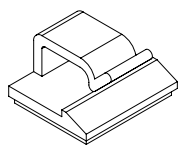
Item No.	Ref. No.	Dimensions	Resolution	Voltage
Call for details	-	48" L x 10" H	1920x1080	24V



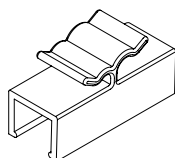
6842394376



6846766439



6808656241



6849220001

## LED Clips

- Available in magnetic and non-magnetic versions
- Install LED light bars on display shelves quickly and easily
- Keep power cords organized and out of sight

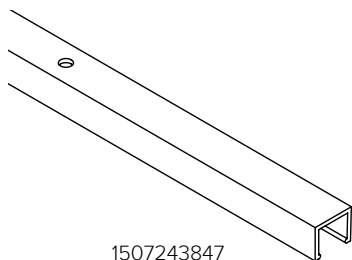
Item No.	Ref. No.	Dimensions	Finish	Pack
<b>Small Magnetic LED Clip</b>				
6842394376	RALL-LED-CLIP	1" L x .5" D x .4" H	Steel	1
<b>Magnetic LED Clip Assembly for Wire</b>				
6846766439	RALL-LED-MCLIP	.5" L x .5" W x .3" H	White	1
<b>Wire Clip</b>				
6808656241	RALL-WCL-4	.6" L x .6" W x .3" H	White	1
<b>LED Wire Cross Connector Clip</b>				
6849220001	-	1.25" L x 1.25" W x .5" H	Clear	2



6802354251

## LED Extrusion

- Holds up to 1.25" tags and signs.
- 6802354251 - Fits standard 1.25" shelf channel for Lozier and Madix shelves.
- 1507243847 has holes for mounting



1507243847

Item No.	Ref. No.	Dimensions	Finish	Pack
6802354251	R-EXT-48LED	1.25"H x 47.625"W	Almond	10
1507243847	223725	1.25" H x 47.5" W	Black	1

## LED Cables

### Flat Cords

- LED power cord with male DC ends.
- Patent Pending design with adhesive side to peel and stick to bottom of shelf.
- Available in different lengths.



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### Coiled Cords

- LED Coiled Power cord.
- Features magnet for easy display support.
- Male to female, magnetic, or male to female Molex cords.
- Available in different lengths.



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### Splitters

- Available in 2-way and 4 way styles
- The 2-Way Split Cord is a convenient accessory for connecting LED lights to one power source
- Using these 12V splitter cables with a plug-in DC adapter – plug directly into the adapters.







## Power Supply

- Power supply and AC power cable.
- 24V
- 72" DC cord; 48" AC power cable.
- 5 year warranty
- Multiple power supply options available - ranging from 30 Watts to 200 Watts.
- ETL Certified

Item No.	Ref. No.	Power	Dimensions	Finish	Pack
UL23210000	RALL-TPS-24V30	30 Watt	1.75" L x 3.75" W	Black	1
UL25210000	RALL-TPS-24V60	60 Watt	1.75" L x 3.75" W	Black	1
UL27210000	RALL-TPS-24V100	100 Watt	1.75" L x 3.75" W	Black	1
UL28210000	RALL-TPS-24V200	200 Watt	1.75" L x 3.75" W	Black	1



## J-Box

- 6' AC cord to a 4 output Junction Box
- J-Box size: 4.95" x 4.95"
- Custom lengths available

Item No.	Ref. No.	Dimensions	Finish	Pack
6833446921	RALL-JBX	6' AC Cord to 4 output	Black	1

## Customization

Custom products tailored to fit your exact lighting design needs.



### Custom Capabilities

siffron offers a wide range of custom solutions for our customers. Our custom capabilities provide unique solutions to fit almost any special lighting, power, or aesthetic needs.

Our resources and expertise gives your imagination free rein with custom LED channels, fixture lengths, control options, housing colors, mounting options, beam angles, accessories, power consumption limits – and much more.

## Our Guarantee

We stand behind our products and your satisfaction.

### Certifications and Warranties



All LED Strips and Tubes are UL or ETL Certified and conform to applicable standards.



To learn more about the products covered under our warranties and our Sales Terms & Conditions, please contact us at 800.422.2547 or visit [www.siffron.com](http://www.siffron.com).

### Other Add-ons and Custom Configurations



#### Additional Mounting Hardware

Custom solutions for height control, wire protection, and various mounting surfaces. Clips, retaining rings, spacers, holders, and more.



#### Aluminum Profiles

Custom aluminum profiles are available for a wide variety of installation and fixture needs.



#### Custom Cords and Splitters

Jumper connectors, plugs, power cords & accessories for your custom LED installation.



#### Frosted Lenses

Enhance concealment of LED's and distribution of light. Diffuses emitted light to reduce hot spot emissions.



#### RGB Colors

Cycle lights through a continuous color changing pattern, or stop the controller at any color you like. RGB color changing LED lights add additional appeal to merchandise. Wi-Fi controllers allow color settings to be controlled from an App on phones or tablets.



8181 Darrow Road  
Twinsburg, OH 44087

## Allura™ LED Lighting

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### Sustainable lighting

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Free of toxic chemicals to reduce your carbon footprint.

### Reduce energy costs

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Energy and cost savings, up to 80-90% when compared to traditional lighting.

### Enhance product displays

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Provides the eye-catching "pop" to attract customers.

## Ordering is easy!

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Phone **1.800.422.2547**  
Fax **1.800.422.2502**  
Web **[www.siffron.com](http://www.siffron.com)**

call toll-free in North America  
fax us your purchase order  
find and buy resources online