

# Allura™ LED Data Strips®

Illuminates Shelves and Price Channel Signage



## Features and Benefits

- ◆ 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\*

\*These configurations need to be quoted per application like other LED solutions.



BEFORE



AFTER

## Dual-function Data-Strip to highlight messaging and merchandise

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.

## Specifications

SKU	Length	Material	Watts
6800400046	48" L x 1.25" H	Clear Plastic	2.93/ft
			
Lumens 450/ft	Volts 24V	Color Temp 4200K	CRI 80+
			
Beam Width 120°	Life 50K Hrs	Waterproof No	

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For more information,  
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