



**For Immediate Release**

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## **Cannon Equipment Launches New LED Point-of-Purchase Displays**

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Cannon Equipment, a leading manufacturer of custom Point-of-Purchase (POP) displays, has combined years of experience in manufacturing custom POP displays with the latest in LED (Light Emitting Diode) technology. Many existing lighted displays utilize fluorescent lighting which can be an expensive option because of energy consumption and maintenance. There are many POP applications that restrict energy consumption which prevents fluorescent lighting from being a good alternative in those areas. LED lighting provides the following advantages over traditional light sources:

- Very energy efficient, can save in excess of 50% on energy costs
- Low maintenance - LED lighting lasts up to 50,000 hours so there are no lamps to replace
- Cool operating temperature will not melt or heat product on the shelf
- LED lighting will not discolor product or packaging on the shelf
- LED lighting can be different color temperatures from warm to cool to satisfy any specific needs
- Smaller size can fit into smaller areas, more aesthetic integrated design
- LED lighting can be various colors, including color changing capabilities
- Green - Environmentally friendly, no mercury

For more information on the advantages of LED lighting, and how we can develop a custom LED POP solution for your business, visit our website at [www.cannonequipment.com](http://www.cannonequipment.com), or contact your local Cannon Equipment representative.

Cannon Equipment is a provider of innovative and sustainable solutions that drive impulse purchases of high-margin items to increase profits for brand owners and retailers. Cannon Equipment also specializes in providing value-added closed-loop material handling systems that reduce costs and deliver supply chain efficiencies to manufacturing and supply chain businesses. Operating with the highest degree of integrity and business responsibility, Cannon Equipment has the strength and backing of its global parent company, IMI plc. Cannon Equipment is headquartered in Rosemount, MN with manufacturing locations in Minnesota and Tennessee. More information regarding Cannon Equipment is available at [www.CannonEquipment.com](http://www.CannonEquipment.com)

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