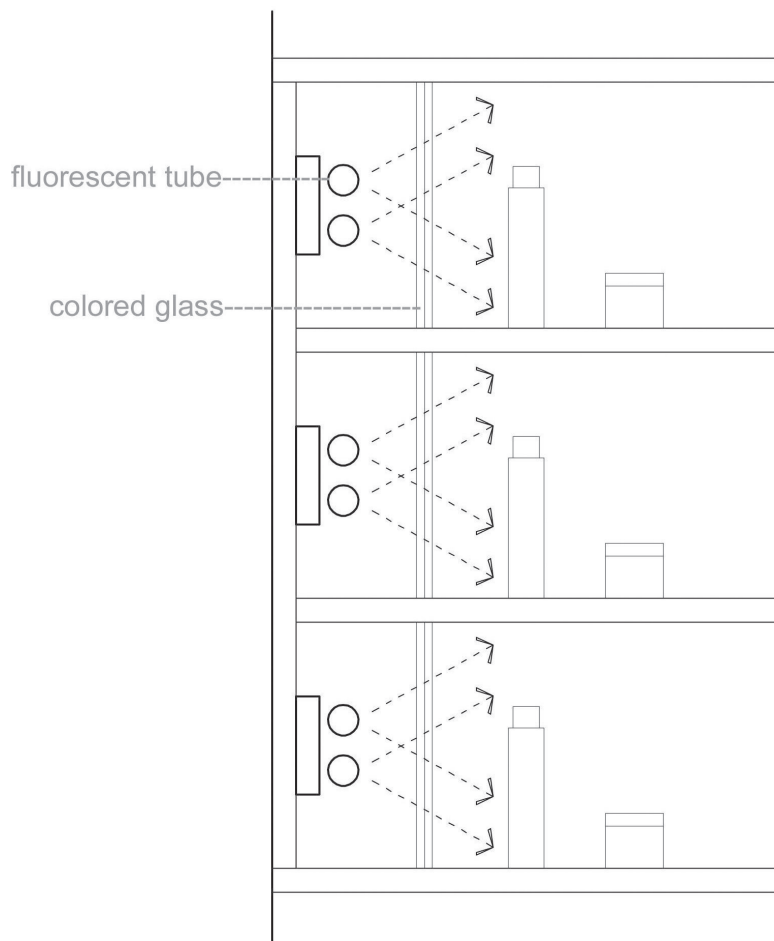


## Highlight the Merchandise

Different type of lights can be used in many different angles and positions. Below are some of the examples that demonstrate how lights can be used in product display shelves:

### 1. Fluorescent Tube with Colored Glass



### PROS & CONS

Illuminated background:

- Light source can be located at the back, top or bottom of products.
- This draws the attention of the customers to area illuminated.
- It creates even lighting.
- It makes the VM area appear modern if well integrated into the interior design.
- It is relatively more time and money consuming to be fixed and demolished.