



Way-Light

Display Lighting

"Finally, there is something different to offer a variety of clients with several display choices and enormous branding options," says Sandy H. Miller, president of Way-Light. Miller is talking about Light-Sticks, which come in six sizes and nine colors. They feature a patented, integrated power supply (no external ballast) that allows them to be displayed on floors, ceilings, walls, windows, and outdoors. The lights, which are manufactured in Germany by American Neons and distributed exclusively in North America by Way-Light, are suitable for use in retail environments, P-O-P signage, and trade-show booths. Light-tick 40 Mini is 1 ft 4 in. long (406 mm) and has an outer diameter of 0.87 in. (22 mm). Other models, including Light-Stick 75, 100, 140, 170, and 190, have outer diameters of 1.2 in. (30.5 mm) and come in lengths of 2 ft 5 in., 3 ft 5 in., 4 ft 8 in., 5 ft 5 in., and 6 ft 3 in. (737, 1041, 1422, 1651, 1905 mm), respectively. They're available in white, yellow, orange, red, pink, lilac, green, blue, and blacklight. Way-Light, 30025 Alicia Pkwy., Ste. 103, Laguna Niguel, CA 92677, 949-215-9768, fax: 949-215-1698, Web: www.way-light.com.