



**FOR IMMEDIATE RELEASE**

## **Promolux Lighting International Features Balanced Spectrum Lighting at FMI Show**

*Safe Spectrum lighting helps deliver safe and appealing foods to consumers*

Shawnigan Lake, BC April 5, 2006—**Promolux Lighting International** will display Safe Spectrum Lighting to food, beverage and consumer products companies at the **2006 FMI Show**, May 7-9 at McCormick Place in Chicago, booth #1147. A regular participant in the annual forum, Promolux actively promotes awareness of food safety issues among retailers and merchandisers and demonstrates the marketing advantages their balanced spectrum lighting offers. The Food Marketing Institute (FMI) sponsors the global FMI convention for food industry leaders to learn about new and emerging trends and strategies for business growth.

Promolux representative Jamie Orr said recently that most retailers of fresh foods in Europe have already switched to color corrected lighting for food displays, overcoming the weakness of common lighting that favors yellow and green portions of the color spectrum and actually diminishes the appearance of fresh foods with excessive brightness.

To show the importance of using food safe specialty lighting for retail food displays, Promolux cites numerous research studies and provides examples of retail applications where specialty lighting can improve the safety of perishable food displays. Promolux advises that the surface of fresh seafood needs to be warmed by only a few degrees to set the stage for exponential bacterial growth that renders it dangerous for consumption. Damage to meats and fresh produce is frequently caused by conventional food display case lighting that emits high levels of UV radiation.

Participating in the FMI show helps Promolux alert food retailers, display case manufacturers and distributors, design firms, refrigeration equipment distributors, and commercial food equipment distributors to the benefits of superior showcase lighting and the importance of food safe lighting.

Promolux Safe Spectrum technology (see [www.promolux.com](http://www.promolux.com)) is a proprietary phosphor-coating process that produces natural, balanced light and filters out damaging ultraviolet and infrared wavelengths for supermarket displays. Promolux designed their balanced spectrum low radiation lamps specifically for fresh food displays to protect food safety, extend shelf life and maintain product quality in meats, dairy and all fresh foods. Promolux should be part of every retail store's food safety strategy.

Promolux invites inquiries about their balanced spectrum lamps for food safe lighting and true color definition at [info@promolux.com](mailto:info@promolux.com). Promolux lamps are available in nearly 30 countries and are available in all standard sizes and wattages. Promolux International is the first manufacturer to develop a light source that combines superior color rendering with reduction of harmful radiation. **Market Group Ventures, Inc.**, the parent corporation for Promolux, is a world leader in providing retail technology solutions for merchandisers.

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