

*“We don’t have a good language to talk about this kind of thing...**design (industrial design)**. In most people’s vocabularies, design means veneer.*

*But to me, nothing could be further from the meaning of design. Design is the fundamental soul of a man-made creation.”*

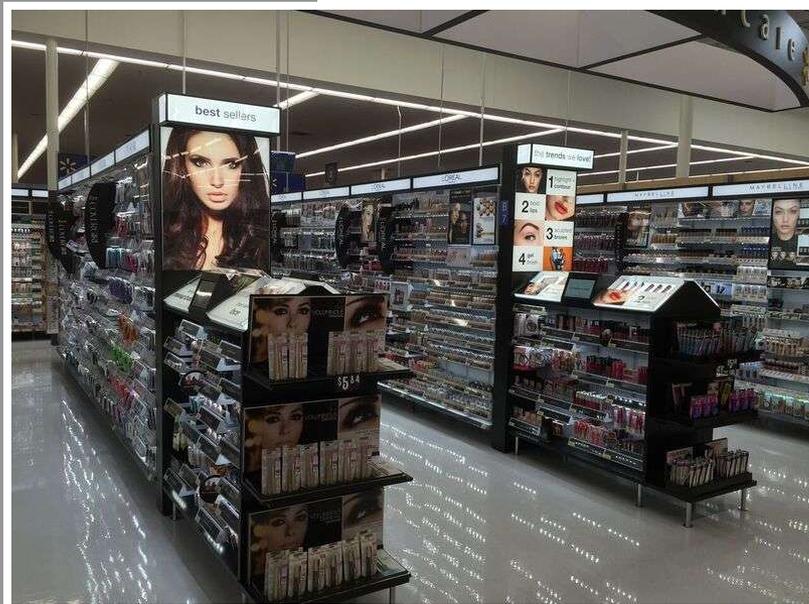
- Steve Jobs

MARCH 2017

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Metuchen, NJ 08840  
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FAX: 732-549-5521  
Toll-Free: 866-450-6654

[www.trinityinstore.com](http://www.trinityinstore.com)  
[www.grenite.com](http://www.grenite.com)

## Innovative Fixture & Lighting Solutions



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Specialists in the design and development of store fixtures and multi-material displays. Technology company expert at creating LED “task” lighting systems that improve the in-store experience, efficiently and sustainably.



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- **Founded in 2001**
- **Leadership:** Founders/Owners--George Cox, John Farinola, Randy Riley
- **# of employees:** 105
- **Offices:** Home--Metuchen, NJ; Sales – Toms River, NJ; Bentonville, AR; Pittsburgh, PA; Detroit, MI; Los Angeles, CA; Seattle, WA; Toronto, CAN; Stuttgart, GER & Bristol, UK.
- **250,000 Total sq ft** of Manufacturing, Warehousing, Distribution, Office Space
  - Metuchen, NJ (Headquarters & Core Operations Facility): 120,000 sf
  - Los Angeles, CA: 40,000 sf
  - Xiamen City, China: 90,000 sf
- **Clients:** 60% Retailers;  
40% CPG companies.
- **Geography:** 95% business, domestic;  
Canadian & European Strategic Partners
- **Lighting Operations—have shipped over 300K LED Light fixtures last two years:**  
light fixtures designed by our NJ Lighting Group; source components globally;  
assembly/binning QA in UL/ETL approved NJ facility.



# Our Clients



CASIO



*Jewel*



Walmart  
Save money. Live better.



*Lindt*  
MASTER SWISS CHOCOLATIERS  
SINCE 1845

KOHL'S

TARGET



Office  
DEPOT.

*Campbell's*

THE  
GLENLIVET.



Loblaws

*Walgreens*



ConAgra Foods  
Food you love.

WHOLE  
FOODS  
MARKET



SuperValu  
Real Food. Real People.

TRUSTED QUALITY SINCE 1921  
RUST-OLEUM®

MODELL'S  
SPORTING GOODS  
Cotta Co To Mo's



Mercedes-Benz

TRUE  
SINCE  
1884  
TIMEX

Mondelēz  
International

MARIANO'S  
Fresh Market™  
Shop well. Eat well. Live well.™

*Pinnacle*

E&J Gallo Winery

THE CHILDREN'S  
PLACE

Longo's  
A Fresh Tradition

Ahold  
USA

CHAMPS  
SPORTS

ROUNDYS®  
QUALITY

DANNON



GIANT  
EAGLE

Harris  
Teeter  
Your Neighborhood Food Market



Foot Locker

Experience the Difference  
Kinney  
SERVICES



dyson

SAV  
EYEWEAR

Sobey's

GHIRARDELLI  
CHOCOLATE

Boscov's

# A broad range of solutions is driving the merchandising and task lighting tactics retailers and brands use in-store



# Campbell's Gravity Feed Shelf System & Category Management

## Challenge:

- Create a new improved gravity feed shelf management system to replace an already successful system in the market.
- Do so less expensively

## Solution:

- TRINITY designed, engineered and produced new system that:
  - is **black** and is in keeping with **newer trends** in supermarket décor and food presentation
  - is **more durable**: superior polymer materials
  - **easier to assemble** at store
  - improved **consistency of gravity feeding** of product...better shoppability
  - **fewer parts**...will not fail over time



# PETCO Cat Food...Gravity Feed System



# Sunglass Spinner at Walmart

- Industrial designed with contemporary materials (clear injection molded plastic used in innovative ways to lower costs, including total supply costs like freight & installation.
- **In less than 2 months shipped over 27,500 fixtures!**
- Utilized full potential of TRINITY operational facility & project management experience.
- Early reports—store associates “are so complimentary of the units and installation”.



# Eyewear at Costco





@ ULTA

@ BED BATH & BEYOND  
(LED Lit Fabric Graphics)



@ HARMON  
(LED Lit Fabric Graphics)

# Lit Nail Polish Fixture @ Rite Aid with LED Lighting & LED Lit Cornices in Background



# Fixture & LED Lighting

Lindt Lit End Cap @ Walgreens



Lit Nail Bar @ Mariano's



# P3<sup>®</sup>—labor saving for big bulky items and presents product well with vertical pusher!

Full P3<sup>®</sup> at Harris Teeter



½ P3<sup>®</sup> at Hy-Vee



Check-out these links on our private YouTube:

- Consumers:

<http://www.youtube.com/watch?v=qTqzJv9dlQA>

- How P3<sup>™</sup> works:

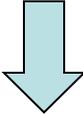
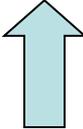
<http://www.youtube.com/watch?v=VrrQjTGUVWk>



Innovative Task Lighting  
For Your Budget

# Why Has Our LED Lighting Business Grown?

## Because Yours Has & We Have Added Value!

1. Applied our industrial design to task lighting.
2. LED costs down. 
3. Innovation & ROI up. 
4. Invested—people & equipment.
5. Be part of something bigger...sustainable products.



Innovative Task Lighting  
For Your Budget

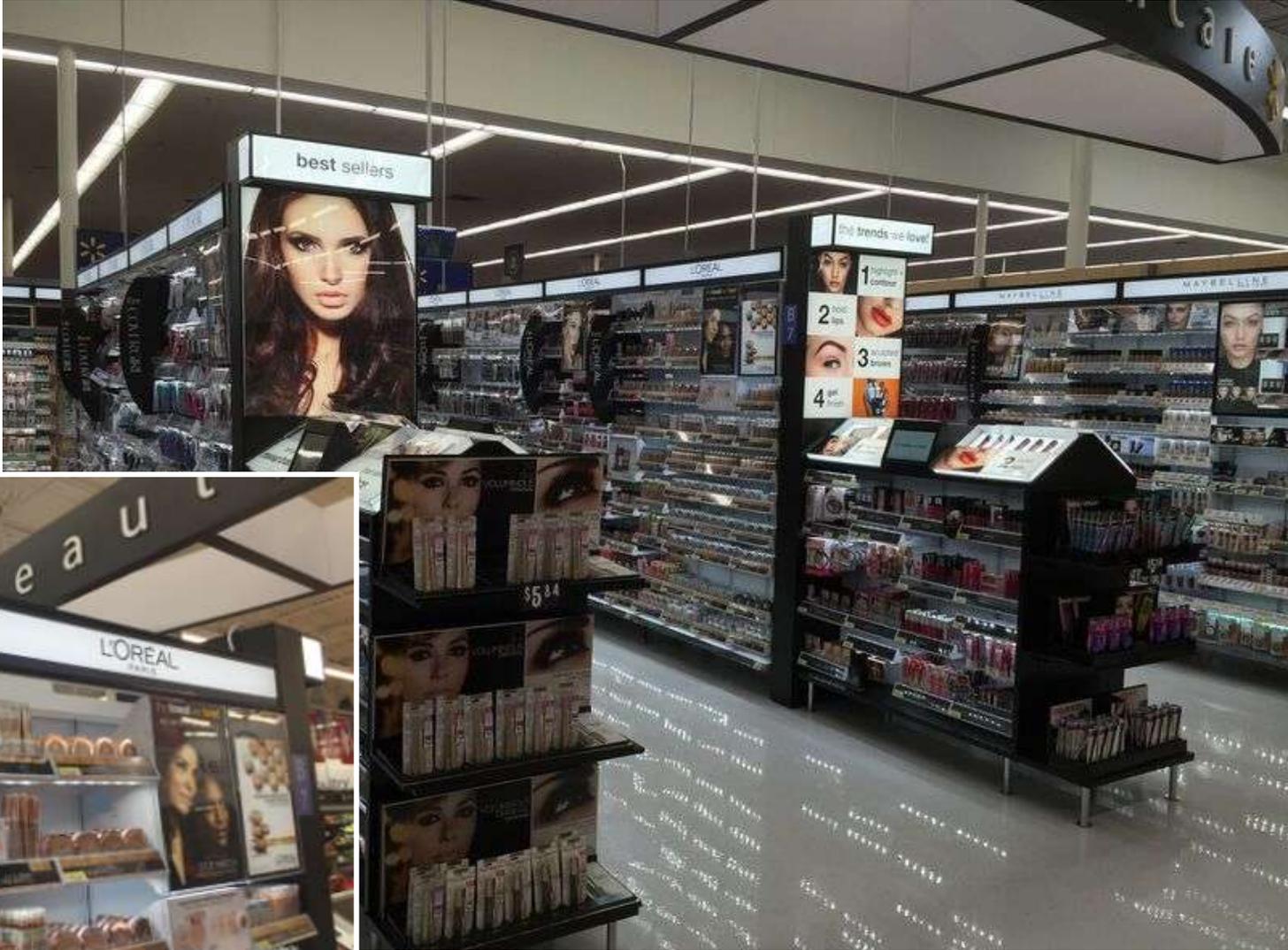
## LED Facts are Compelling: New Technology

1. 2012 Global LED replacement bulb sales up 22%.
2. By 2030, LED's 75% of all lighting sales.
2. 2012 v. 2011—LED costs down 40%.
3. 2012, 49 million LED's installed in US...saved \$675MM in energy costs!
4. In 20 years --LED's could save US \$250B in energy costs.
  - Reduce electric consumption for lighting by 50%.
  - Reduce CO2 emissions 1,800 million metric tons!

Facts: DOE

# Latest Beauty LED Lighting @ Walmart... LED Cornices

- Spec's:**
- 9 W (v 15 W, Rail Corn)
  - Color Temp: 5000
  - Lumens: 900 +
  - Price: Low Cost
  - New design utilizing
  - High efficiency Mid Power LEDs



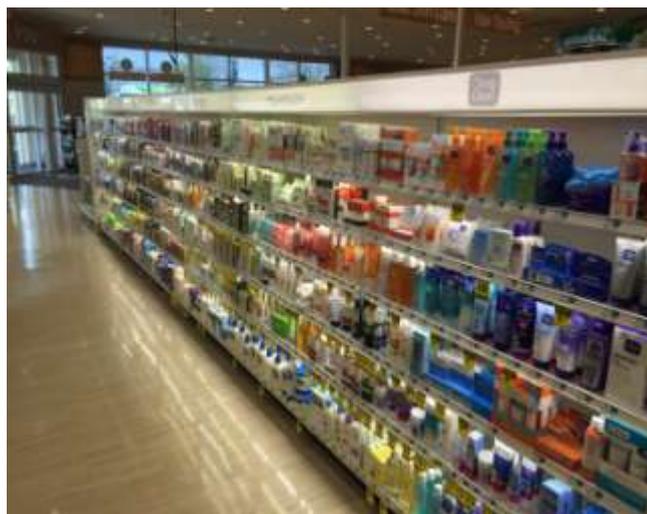
# Rite Aid...Beauty, Wellness, Food Fixtures & Lighting

## NEW REMODEL STORES:

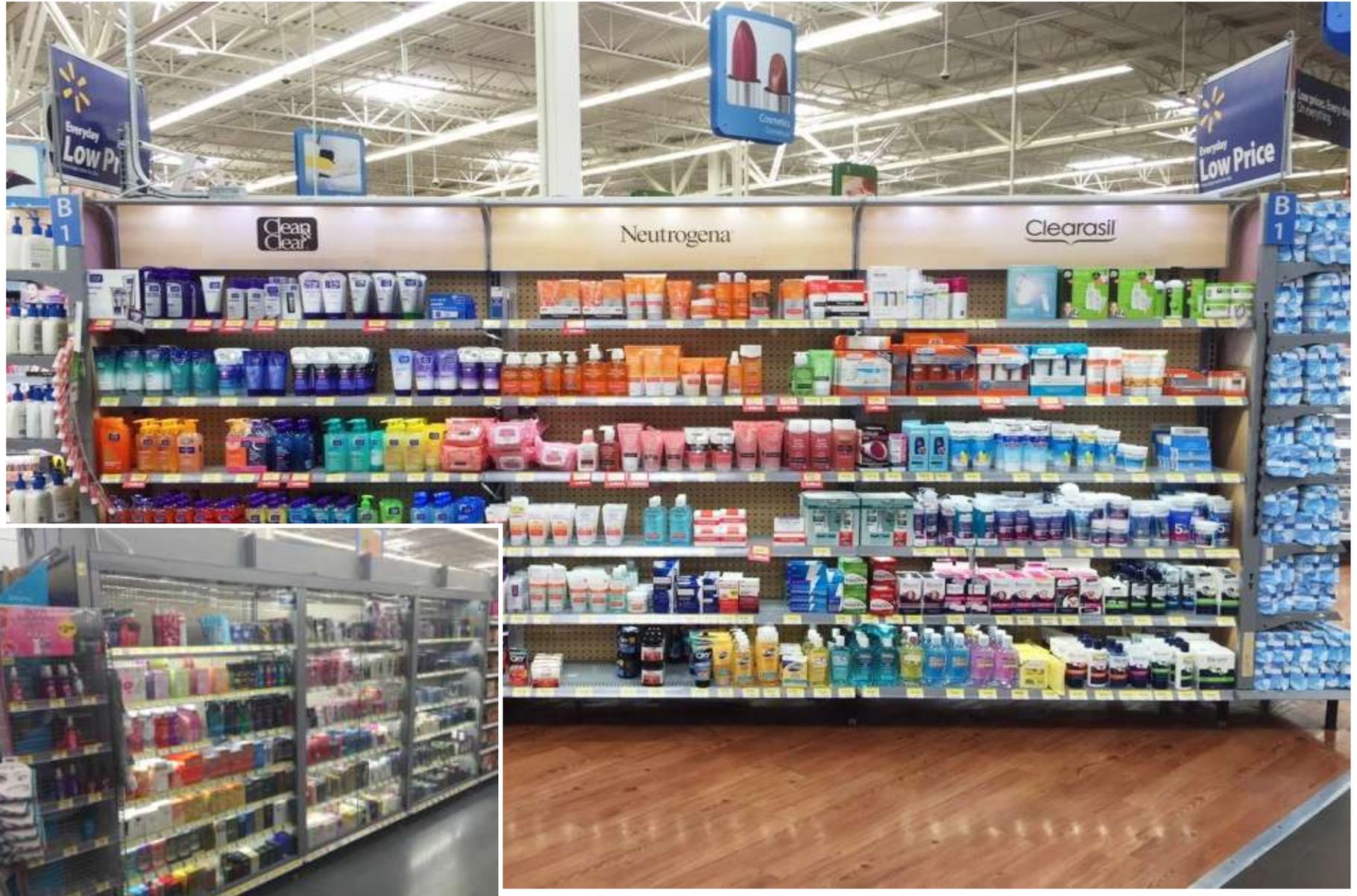
- Completed 1,400+ stores in 2014-2017
- Over 100,000 LED LIT CORNICES & FIXTURE ELEMENTS in this timeframe produced & shipped.

## PROGRAM ELEMENTS:

- 4' & 3' LED Metal/Plastic Cornices throughout Cosmetics & Wellness Departments.
- Custom designed Undershelf LED Lights with unique mechanical attachment.
- Multi-material—wood, metal and plastic, and two forms of LED Lights—Nail Bar.
- Multi-material LED Lit Chocolate End Cap
- Numerous LED Lit Panels throughout store

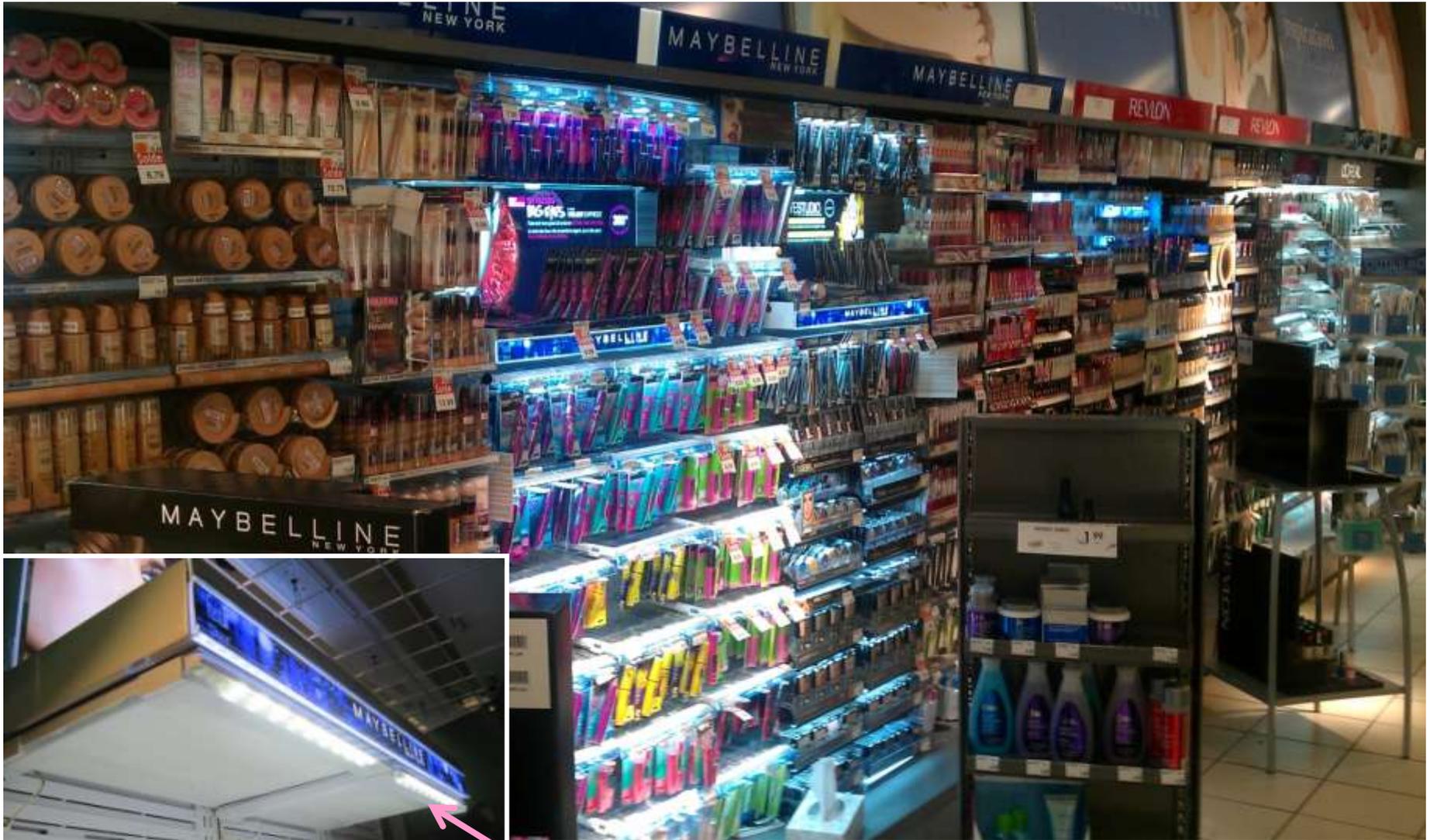


# Undershelf LED Lighting... Regular Shelves or Behind Glass



**What an entrance! LED Lighting as you enter store!**  
**400 Undershef & Cornice Lights per store.**





Retrofit LED Light that plugs into retrofit power strip.

# LED Undershef Lights--Beer, Wine, & Spirits @ Mariano's

Beer

Wine

Spirits



# Footlocker...Metal Fixtures & LED Lighting



# Snap Frame LED Panels



@ OFFICE DEPOT



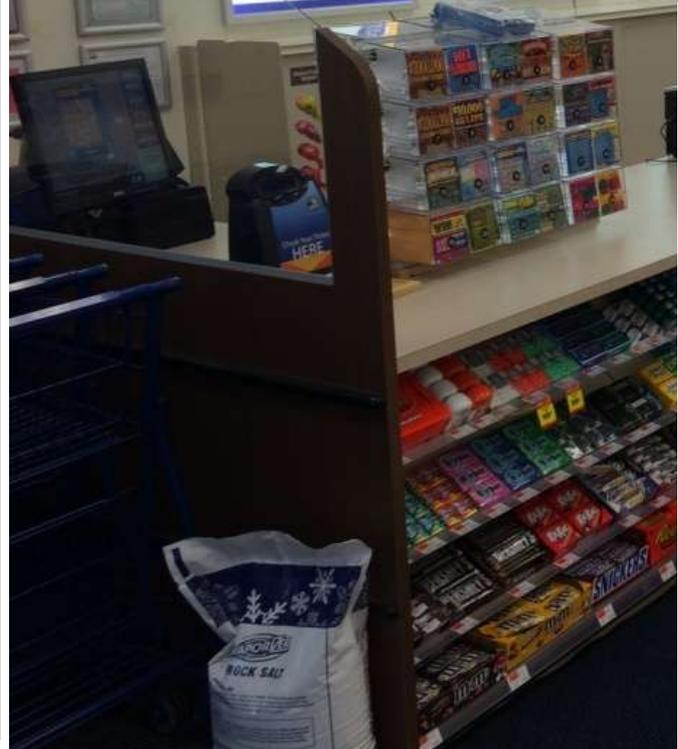
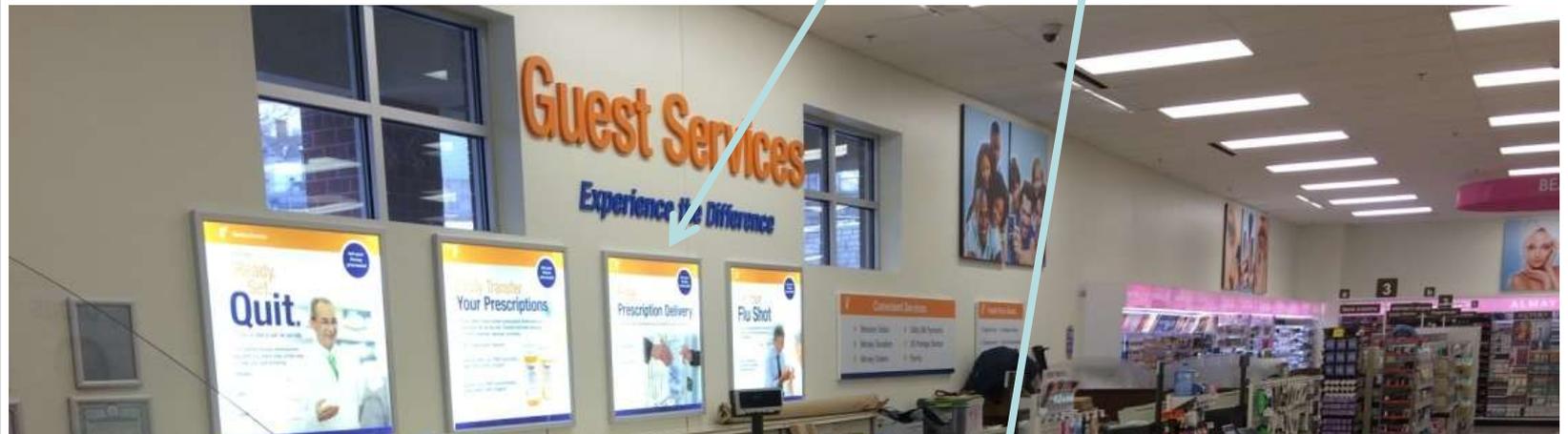
@ Rite Aid

# LED Light Frames and Panels

Updated Target Electronics Department - LED Light Panels

LED Panels @ Rite Aid





**LED Panels (36" x 96") @ Macy's!**



**LED Panels @ Jockey!**



# Neo-Neon Signs & Logos

Far less expensive than neon and safer, lower energy usage, and last longer...



ARNO

## **TRINITY & ARNO...**

- **Philosophically and personally aligned**
- **Joint Venture relationship**

# ARNO - An Introduction

Our experience.

- 80 years of creating and delivering outstanding retail communication.
- Specialist knowledge of the telecoms & consumer electronics sectors.



# ARNO - An Introduction

International Structure & Scale.

## ● ARNO Offices:

● ARNO India

## ● ARNO - Current Partnership

- ARNO GB - Bristol
- ARNO GMBH - Stuttgart
- ARNO Russia - Moscow
- ARNO Turkey - Istanbul
- ARNO China - Guangzhou
- ARNO Design - Munich
- ARNO Trinity - New Jersey, USA
- ARNO Greneker - LA, USA & Mexico
- ARNO TU - Australia & New Zealand



# Environmental Sustainability

## TRINITY Sustainability Roadmap:

- Use biodegradable/recyclable materials
- Use less material thru design
- Use the same material/component again in design
- Reduce/reuse packaging

## Design:

Use materials like plastics to not only lower fixture cost but also weight of displays, which translates to easier installation and lower freight.

Example: A Sunglass Display—produced 27.5M with significant plastic use (panels & base); saved approximately 20 lbs/display or 550,000 lbs. across the chain...less to move/lift in stores, less freight, and fewer lbs. of CO2 in transportation.

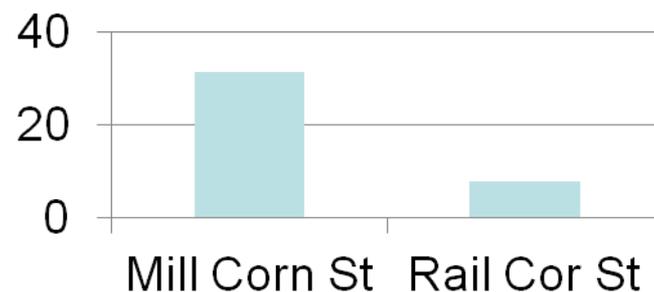
## Energy—TRINITY focus on LED design leadership:

- Apply lighting engineering knowledge and LED technological innovation
- Create lower wattage, still effective LED light fixtures

### Example: LED Rail Cornice v. Florescent

**Cornice has saved over 54 million lbs. of CO2 annually**  
 (2,300 stores x 23.6M lbs. of CO2/yr for lighting  
 Florescent Cornice v. Rail; assumptions: 45, 4' Cornices/st,  
 cost of kWh, kWh per store used, emission rate of  
 CO2/kWh = emission of CO2).

CO2 000's of Lbs  
Emissions/Store





# GRENITE® 100% Recycled Solid Surface





## Starbucks Counters



Grenite contributes to LEED points. Greenest, highest performance counter material on market! NSF and UL approved.



## Partner Information:

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# Thank You!

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