

### **Impact Excel Illuminated Canopy Signs Help Stimulate Sales and More**

Bridgeton, MO – (January, 2006) – Hussmann, a business unit of diversified industrial company Ingersoll Rand, is offering Impact Excel merchandisers with the option to use Excel Lighted Canopy Signs. These signs, available on Excel multi-deck wall models with canopies, use existing case lighting to back-light a custom graphic that can help you stimulate sales, manage categories, announce specials and more.



Excel Canopy Signs can be used in a wide variety of ways to provide new, profit building opportunities for your business. For example, you can clearly promote a department or product category, such as Country Fresh Produce or Meals-to-Go, using a bright, colorful graphic and text. Or, you can announce specials, such as seasonal specials or other special sales. These uses not only help you sell product but also keep your store looking new with continuing variations in graphic treatments.

An important income producing opportunity for Canopy Signs is to sell the space to food manufacturers as point-of-purchase advertising. With promotion and management of this concept, you have the potential to create a new, ongoing revenue stream.

Selection of colors and graphic designs can play an important role in helping you enhance the interior décor and appeal of your facility. Whether the sign contains a text message, an illustration, a photograph or simply a design, it can be color coordinated with your store interior for maximum visual appeal. Production of the graphics can be handled by Hussmann or by your designers, and there are a variety of pre-designed templates available if this would be helpful.

Other uses include promotion of store logos or slogans, or promotion of specific marketing themes, such as freshness or wide selection. Whatever the use, Excel Canopy signs give you an attention-getting promotional tool to help stimulate sales and increase profitability.

Hussmann, a global manufacturer of refrigeration and food merchandising equipment, operates as part of the Ingersoll Rand Climate Control Technologies Sector. Providing equipment and services to manage controlled-temperature environments for food and other perishables, Ingersoll Rand Climate Control Technologies encompasses both transport and stationary refrigeration solutions. In addition to Hussmann, its product brands include Thermo King®, a world leader in transport temperature control systems.

Ingersoll Rand is a global provider of products, services and integrated solutions to industries as diverse as transportation, manufacturing, food retailing, construction, and agriculture. With a 135-year-old heritage of technological innovation, Ingersoll Rand helps companies be more productive, efficient and innovative.

For more information, visit [hussmann.com](http://hussmann.com) and [ingersollrand.com](http://ingersollrand.com).