

## Anthony® Introduces Optimax Radiant Series LED Light

*Optimizes cold-vault merchandising by improving product visibility*

**Sylmar, CA, USA – May 14, 2018** – [Anthony™](#) is pleased to introduce the next generation of its Optimax lighting: the Optimax Radiant Series LED. The new Optimax Radiant Series LED optimizes cold-vault merchandising with best-in-class uniformity and high color rendering for enhanced product visibility.

Anthony Optimax Radiant Series LED lights have been specifically designed to improve merchandising and increase cold-vault sales and profits. Featuring a 100,000-hour L<sub>70</sub> life cycle for long-term reliability, the Optimax Radiant Series LED light has an industry-leading efficacy (Lumens/Watt) and provides a brighter and more uniformly lit cold vault when compared to other models. In side-by-side tests, the Optimax Radiant outperformed competitive models in lumens, efficacy, distribution and L<sub>70</sub> life. Additionally, these lights increase merchandise visibility thanks to a higher Color Rendering Index (CRI) that ensures the product “pops” in the display case.



*Optimax Radiant Series (top to bottom) OP30, OP45, OP55*

“We are extremely proud to introduce our highest CRI LED light – the Optimax Radiant Series,” said Uri Rainisch, Senior Product Manager with Anthony. “Energy efficiency does not have to mean poor visibility. With Anthony’s Optimax Radiant Series LED lights, merchandise visibility is enhanced while brightness is consistent and uniform.”

Optimax Radiant Series LED lights are available in nominal sizes ranging from 18 to 72 inches and in both end- and center-fixture configurations. Optimax Radiant Series LED lights come with a 5-year warranty.

For more information on Anthony and its various product lines, please visit [www.anthonyintl.com](http://www.anthonyintl.com).

###

### Anthony Contact:

Uri Rainisch, Product Manager  
[urainisch@doverfoodretail.com](mailto:urainisch@doverfoodretail.com) or +1 818.837.2967