



Contact:

Mark Cleaver
Phone 312-428-7560
mcleaver@SpellBrite.com

Press Release

EyeMart Rolls Out SpellBrite To Virtually All Their Locations

Chicago, IL – February 2, 2019 –

iLight Technologies today announced that EyeMart Express has acquired and installed SpellBrite signs in virtually all of their locations, over 250, to inform and guide their customers, validating the sign technology's value to retailers.

"EyeMart, Farmers Branch, Texas, uses the flexibility and low cost of SpellBrite to create an ideal sign for notifying consumers of their one-hour service program," said Sean Callahan, CEO of iLight Technologies. "EyeMart's expanded use of SpellBrite illustrates the versatility of this innovative sign concept for every business that needs to catch consumers' attention."

The SpellBrite sign system allows entrepreneurs in all industries to create unlimited messages in just moment. The innovative system contains an environmentally-friendly "click-together" set of LED characters that have the striking, bright look of neon without the cost or the dangers and risks inherent with hot, heavy, fragile glass neon signs. SpellBrite's 44 letters, numbers and characters are interchangeable, allowing anyone to create an ultra-bright message that can be changed at any time.

SpellBrite was born from the technology developed by iLight, a pioneer and leader in innovative LED illumination solutions. Founded in 1999, the company's award-winning legacy of exceptional lighting products are known for high brightness and smooth even glow. The company currently holds more than 100 patents in the U.S. and international markets. SpellBrite was introduced in 2012. Retailers and restaurant owners quickly grasped the benefits of the signage system; SpellBrite was named a Retailer Top Pick at the 2012 NACS trade show and Best New Product at the 2012 ISA International Sign Expo. In 2013 iLight received the Chicago Innovation Award for SpellBrite.

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