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## **WhiteOptics Launches Reflector Products for Signage and Display Applications**

**NEW CASTLE, Delaware, October 10, 2014** –WhiteOptics, LLC, a leading provider of highly reflective, highly diffuse white reflector products to the lighting industry has expanded its offering to meet the needs of signage and display manufacturers.

Lining illuminated signage and display cavities with WhiteOptics' high diffuse, high reflectance film or metal products will lower costs and increase light output and uniformity. WhiteOptics' patented reflector technology, which has been widely adopted throughout the LED lighting industry, can now be easily incorporated into illuminated signage and display applications.

“Our film and metal products are ideal solutions for lighted sign fabricators looking to deliver better and brighter signage to their customers at lower cost,” said Eric Teather, President of WhiteOptics. “In today’s competitive retail environment, every detail matters. Our materials enable up to 30% brighter signs with more evenly distributed light – helping retailers attract the attention they want from their signage and displays.”

“We are excited about being able to extend the use of our proven technology to the signage industry. Our film and metal-backed products are easily applied in the fabrication of both edge-lit and back-lit signs, resulting in a visibly brighter and more aesthetically pleasing sign,” said Roger Dobnikar, North American Director of Sales for WhiteOptics.

Sign and display manufacturers can learn more about how to effectively incorporate WhiteOptics materials into both edge-lit and back-lit applications by visiting the WhiteOptics website and clicking on the Signage and Display applications tab. Samples can be requested directly from the website at <http://whiteoptics.com/edge-lit/>.

### **About WhiteOptics**

WhiteOptics is an advanced materials company manufacturing and distributing the most highly reflective, diffuse white coatings to enhance lighting efficiency and design. WhiteOptics is committed to the development of innovative, efficiency-enabling materials to directly serve the needs of light fixture and signage manufacturers and designers. WhiteOptics also makes high performance lighting retrofit kits for use in standard or custom applications. Headquartered in New Castle, DE, WhiteOptics also has sales and distribution offices located in Asia and EMEA. WhiteOptics manufactures all film and metal products in the United States. For more information about WhiteOptics, visit [www.whiteoptics.com](http://www.whiteoptics.com).