

## **LED Light Box Purchasing Guide:**

### **Why LED Light Boxes?**

Using light boxes is a tried and trusted means to increase the advertising impact of your business and boost sales. Thanks to the many advantages of slimline light boxes over old-style backlit models, they have fast become the retail industry's go-to product for achieving these goals.

Technology has continued to progress quickly and today LED light boxes are preferred over traditional fluorescent tubes in the signage industries. The reasons for this, apart from being extremely energy efficient, LEDs have a long lifespan, are durable, they light up instantly and are not affected by cold weather.

### **Five Critical Considerations for Your LED Light Box Investment**

"Lightboxes Ain't Lightboxes!". In recent years the popularity of slimline light boxes has led to a flood of cheap products coming onto the market from unscrupulous suppliers looking to turn a quick profit. If a buyer were to make their decision on price alone and without the right information, they risk being left with a poorly performing product that will not deliver the results expected of such an investment in their advertising.

So to ensure that all light box buyers have enough product knowledge to effectively compare products, we'd like to propose the 5 points that we think should be considered before any light box purchase.

#### **1. Not All LEDs Are Created Equal**

Modern lightboxes use Light Emitting Diodes (LEDs) for their light source rather than the fluorescent tubes used in old-style light boxes.

LEDs are the preferred light source as they produce excellent illumination and have the advantage of using around 50% less power. There is, however, a dramatic variation in the brightness of LEDs depending on their quality. Furthermore, cheap LEDs will also deteriorate quickly over time and may lose as much as half their brightness in just the first year of operation!

Our LED light boxes use top quality LEDs that we have tested over time and, we believe, deliver superior illumination to any other LED light boxes on the market.

#### **2. Quality of Illumination**

One of the great advantages of slimline LED light boxes over older backlit light boxes is the smooth and even illumination that they deliver. This is because slimline LED light boxes use a dot matrix pattern that is calculated to draw the light away from the edges of the light box and distribute it evenly across the illuminated surface.

Many poor quality slimline light boxes use inauthentic dot matrix patterns, which fail to draw enough light to the centre of the light box, resulting in a display that is bright at the edges and dull at the centre.

All our LED light boxes use a patented dot matrix pattern that ensures an even illumination that is slightly brighter in the centre of the light box. Be sure that your chosen supplier uses [a dot matrix pattern that intensifies as it moves to the centre of the light box.](#)

Click the link to see how [our slimline light boxes are slightly brighter in the centre of the display.](#)

### **3. Quality of Materials**

To get true value from your light box purchase, it's critical that the materials and construction can stand the test of time. Like any product purchase, the cheap option is often more costly in the long run and cheap light boxes are no different. They may appear to be good value, but deteriorate quickly and can end up costing more than twice the price when averaged out over the lifespan of the product.

Just one example is the many light boxes on the market that use mill finish aluminium that easily scratches, marks and dents. The poor appearance that results cuts years from the lifespan of a light box. Other manufacturers use anodised aluminium which is harder and more durable, but still prone to scratching.

All our light boxes are constructed of extruded aluminium with an electrophoretic surface treatment, resulting in a harder surface and more structurally sound light box. It's a small detail, but one that may add years of use to your light box and comes at a cost to the purchaser of no more than a couple of dollars extra.

### **4. Quality of Workmanship**

The quality of finish and detailing of our light boxes is only possible due to the close working relationship that we have developed with our production team in over 15 years of business.

Many of the LED light boxes on the market, particularly in the standard "A" sizes and other common sizes, are off-the-shelf products. The suppliers of these products are on-sellers, who have little or no input into the design and quality control of the product.

The negative impacts of this on workmanship can be many, but some of the more common problems include:

- Faulty wiring or components
- Poorly mitred corners that leak light from the unit and create sharp edges
- Clip frames with cheap springs that deteriorate over time
- Scratched or dented aluminium frames and plastic lenses

If you intend on buying from small supplier, it's wise to inspect a sample light box as you may not be able to rely on their quality control procedures to deliver you a satisfactory product.

## **5. Proven Performance**

If you're not able to organise a sample unit, the next best measure of the quality and performance of a light box is the businesses that have purchased that model previously.

Large brands do not accept sub-standard products, so ask your supplier: Has the light box in question been purchased by any brands you know? Was it a one off or did they roll it out nation wide?

We like to think that the company we keep is a testimonial to the quality of Slimline Warehouse light boxes. We've fulfilled light box roll-outs for **Oakley, JeansWest, Medibank, Medicare, HSBC, Qantas, Jetstar, Virgin Blue** and many, many more.

Buying a light box, or a number of them, is a great investment in the future of your business. By condensing our years of research and experience into the five points above, we hope that your investment will bring the best returns possible and be part of your businesses success... well into the future.