

Build Atmosphere ...

Arrange Creative Lighting ...

Awake Attention ...

Set colored Accents ...

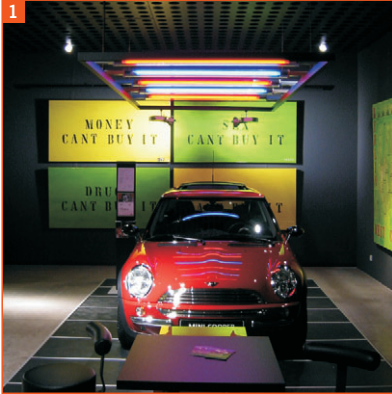
WAY-LIGHT[®]

Deko-Light-Sticks & Accessories

Colored fluorescent splinter guard light tubes

Point Out Ways ...

Present Products ...



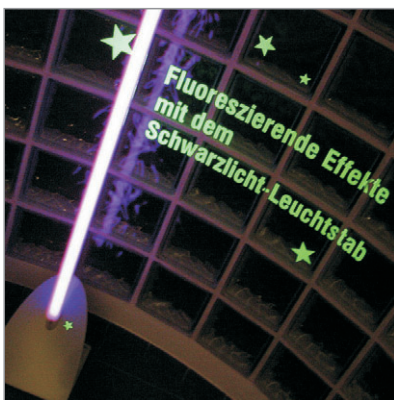
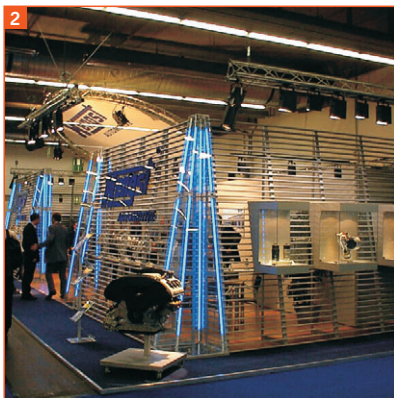
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Deko-Light-Sticks...

Light-Sticks awake attention, are practical, create light and tendency atmosphere. They are highlights at home, in exhibiting and shop fitting, in business and shop windows. Be creative!

1 World-wide presentation in automobile showrooms using red and blue Light-Sticks



...illuminated exclamation marks!

2 Exhibition booth on the IAA in Frankfurt

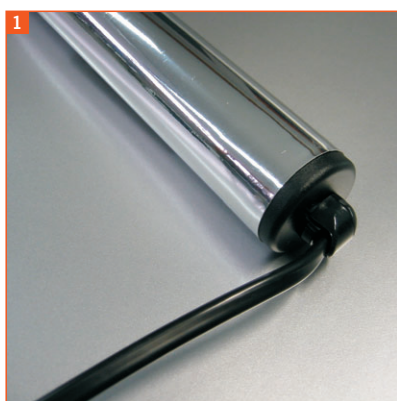
3 Product highlight: Telephone show cases for example in electrical specialized markets

4 Dwelling light and reading lamp

5 Bright accents and eye catchers variable arranged in exhibitions and shop windows

6 Mini-Way-Light[®], desk top display with a use, thereby presence in the foreground

Integrated technology! No external power supply!
 2 meters power cord: **Plug in - and ready!**



Standard version:
 safe stand through 90° cable output
 (strain relief, no cable breakage)



Power cord with plug

Outdoor version (s. page 11, fig.1):
 IP44 according to DIN EN 60598:
 2002-12

Indoor version:
 IP40 according to DIN EN 60598-1:
 2001-11 and DIN EN 60598-2-4:
 1998-04



Made in Germany



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Models

Two versions of the cable connection are offered:

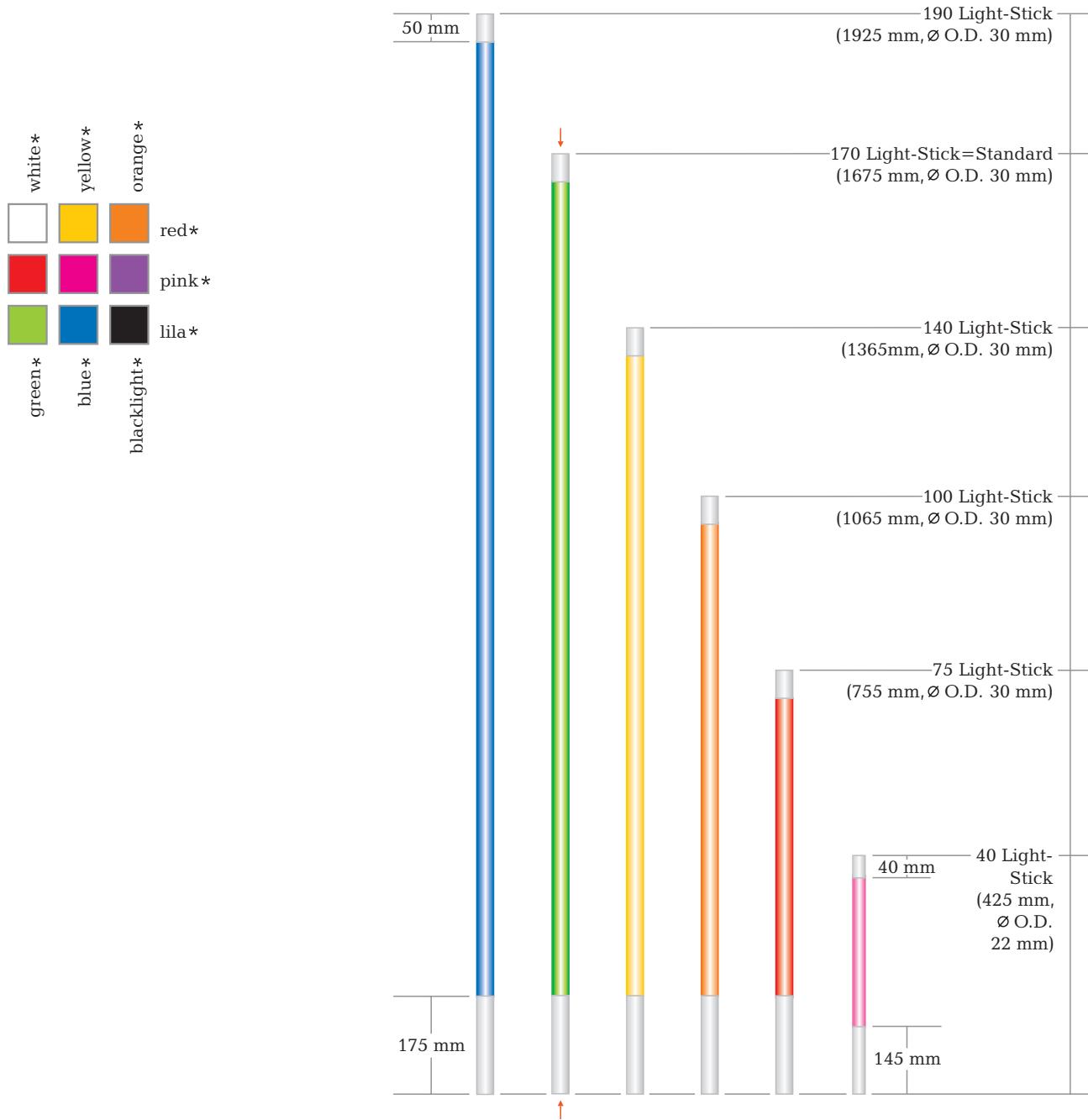
- 1** the firm, 90° version with strain relief (standard) and
- 2** the cord with plug (90° in development). Both power cord versions are immediately ready for use and the black cable is approx. two meters long.

Both versions can be delivered **3** with (standard) or **4** without chrome foil at both ends. The chrome foil covers the integrated technology.

Installation: free standing, wall mount and hanging possible (see accessories)

Versions: 220 V (170 Light-Stick also in 110 V and multi-voltage with auto recognition in HF=High Frequency technology)

TUEV - approved safety: Manufactured according to VDE, EN, CE. TUEV-GS approved safety, UL for USA and Canada pending

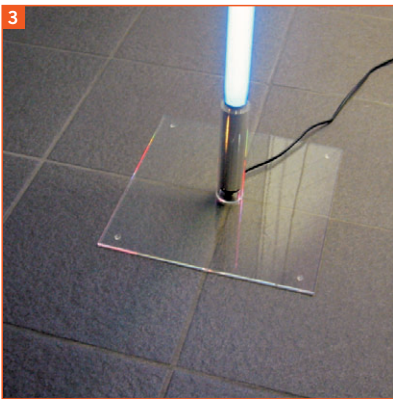


9 Colors & 6 Lengths

Technical data Deko-Light-Sticks

Light-Stick	Length in mm	Light emitting in mm	Outside diameter in mm	Weight in g	mA primary	Fluorescent light tube type (Watt)	Power consumption (Watt)
40 Light-Stick	425	240	22	163	140	8	31
75 Light-Stick	755	530	30	283	260	18	58
100 Light-Stick	1065	840	30	395	200	30	45
140 Light-Stick	1365	1140	30	437	200	36	44
→ 170 Light-Stick	1675	1450	30	533	200	58	45
190 Light-Stick	1925	1700	30	590	280	70	63

→ The standard size (length about 170 cm) of each color we carry in stock constantly, all other size are produced on demand. Black light Light-Sticks are in the lengths 1675 mm and 1365 mm available.



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The Floor Lamp

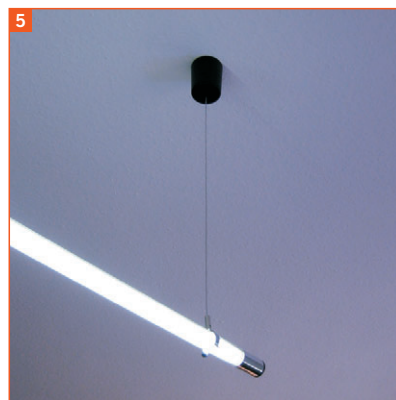
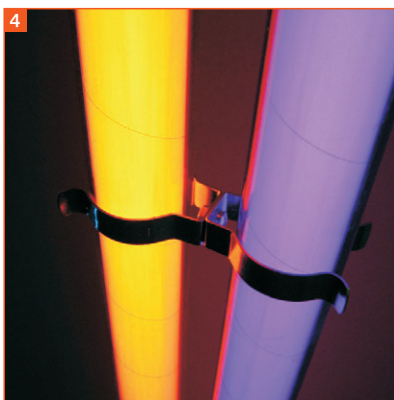
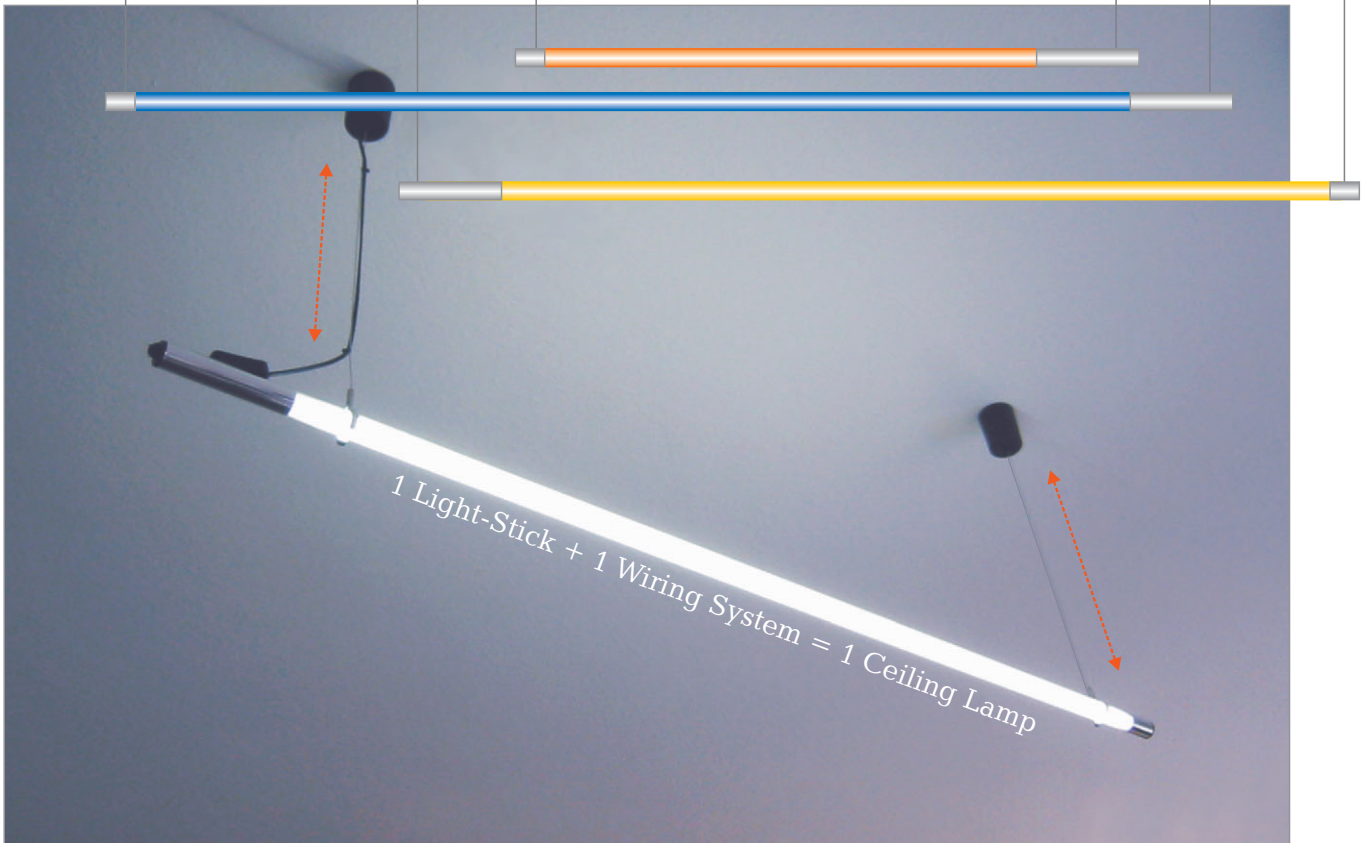
With the floor stand the Light-Stick is fast, simple, decorative and stable set up and a floor lamp is created. Whether for display, shops or home use: this floor lamp creates one special atmosphere. As a lit up pole (see page 12) or simply Light different.

1 The stainless steel stand is available for all sizes of the Light-Stick. The rounded off design and the brushed surface are exceptional and elegant.

2 The small stainless steel stand (developed for the 40's Light-Stick) is equipped with an integrated penholder; thus immediately a bright table lamp has an additional

function with advertisement and use (steel look ballpoint pen at chain included).

3 The floor stand made of acrylic glass is the almost invisible alternative to the stainless steel stand. By highly polished transparency Light-Sticks seem to stand by themselves.

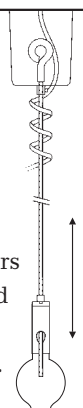


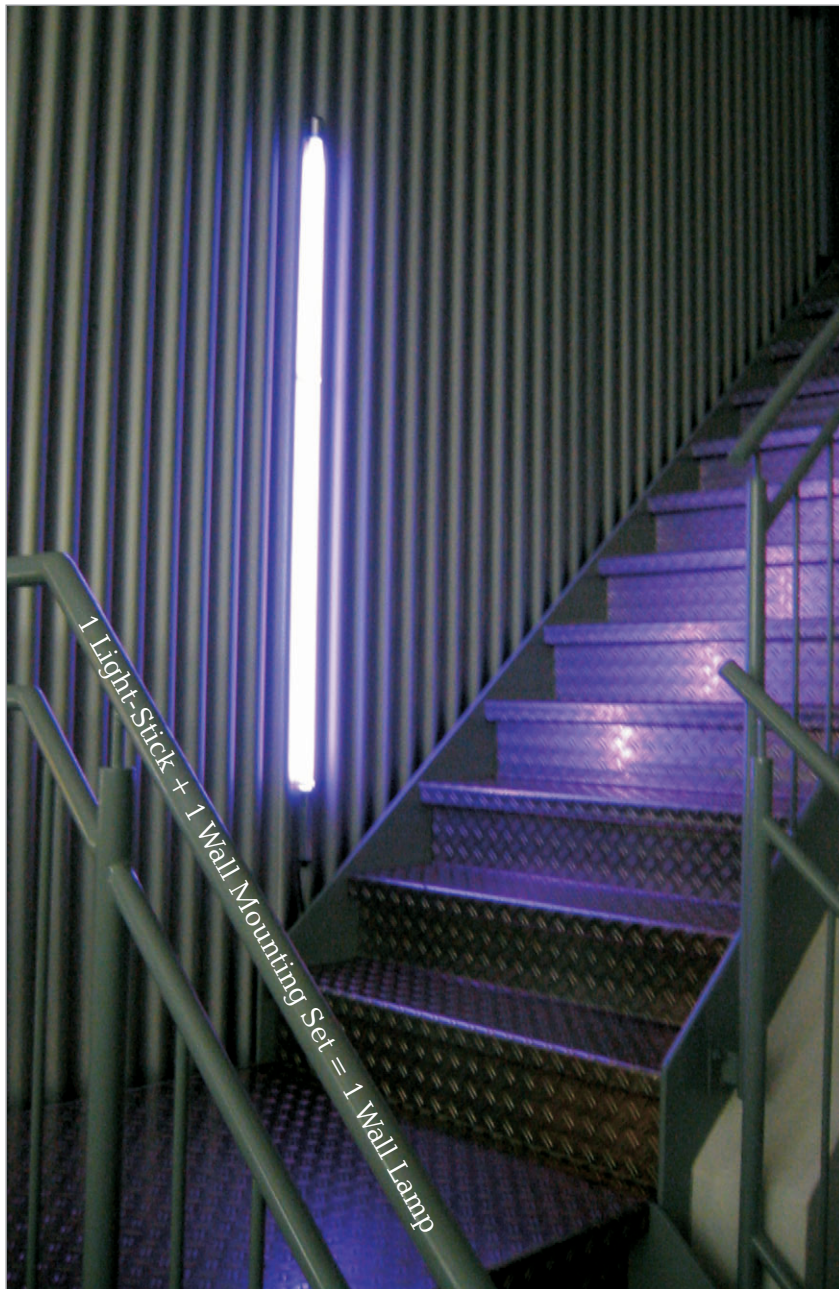
4 With the adapter leave themselves two or also several shining staffs with only one "click" to connect (see also large illustration page 6: red staff at white fastens).

5 The wiring system enables the Light-Stick to be suspended from the ceiling discreetly. Two thin wires support the mounting clips, onto which the Light-Stick is simply clicked. The power supply is wired directly to the bus bar. The suspension supports in the ceiling are concealed by two plastic shrouds.

Special feature: the adjustable locking device makes it easy to move the strip light up without the need for tools.

6 Delivery-wiring system: two silver wires every 3 meters with suspension supports and clips, two black plastic shrouds, two black cable ties.





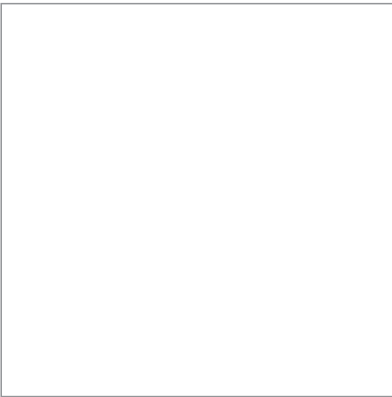
8

The Wall Lamp

Two discreet mounting clips are used to fit the Light-Stick to the wall.

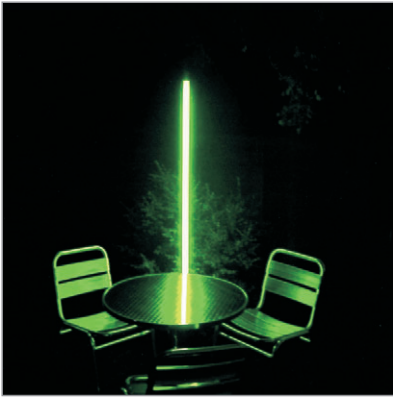
1 The clips are available individually or as a set. Two clips are necessary for mounting one Light-Stick.

2 Set: two clips with suitable screws and wall plugs. Available in two sizes (for diameter 22 or 30 mm).



The Window Lamp

3 Suction Pad Set: with two suction pads on clips your Light-Stick clings to the glass (available in two sizes).

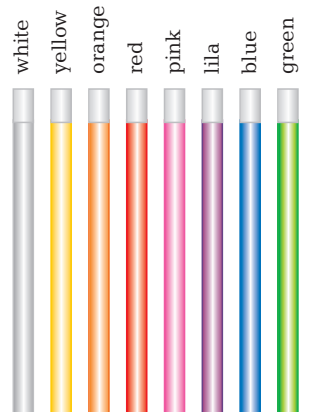


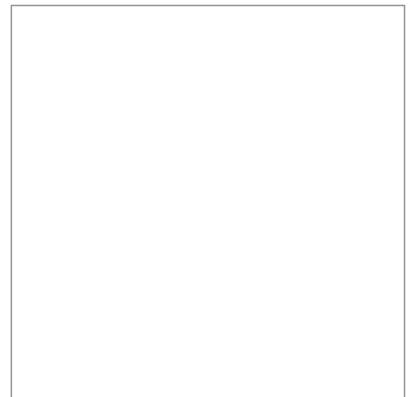
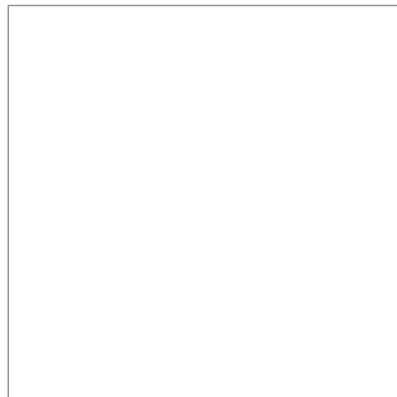
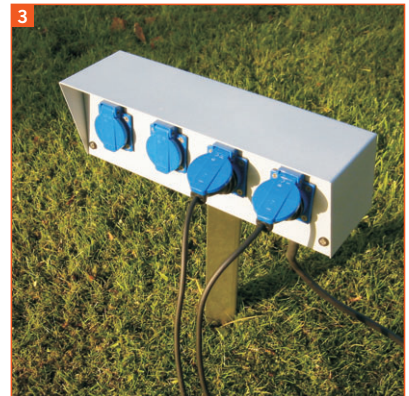
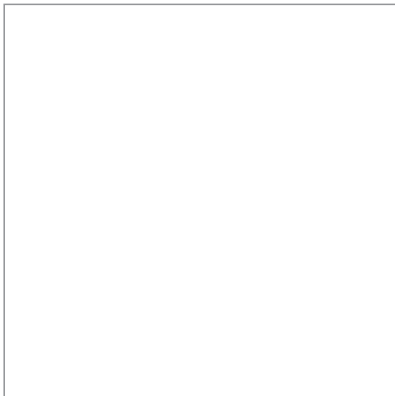
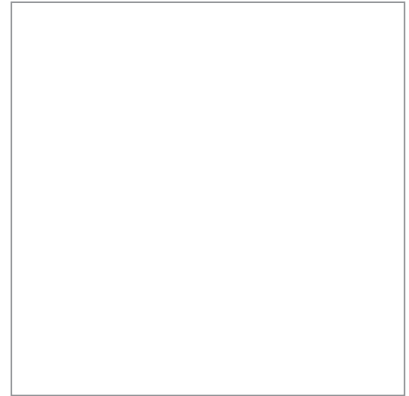
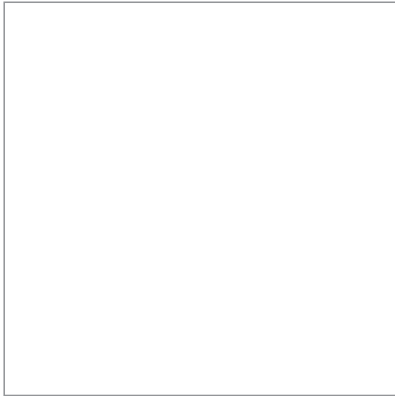
10

The Garden Lamp

Colored Light-Sticks are an effective decoration and source of light for gardens, entrance areas or paths. Colored lights and slim silhouettes create a special and impressive atmosphere. Create your mood with the 9 colors.

The pleasant light output makes any further lighting unnecessary. You can also produce markers, for example, by means of accessories, and let your creativity take its course.



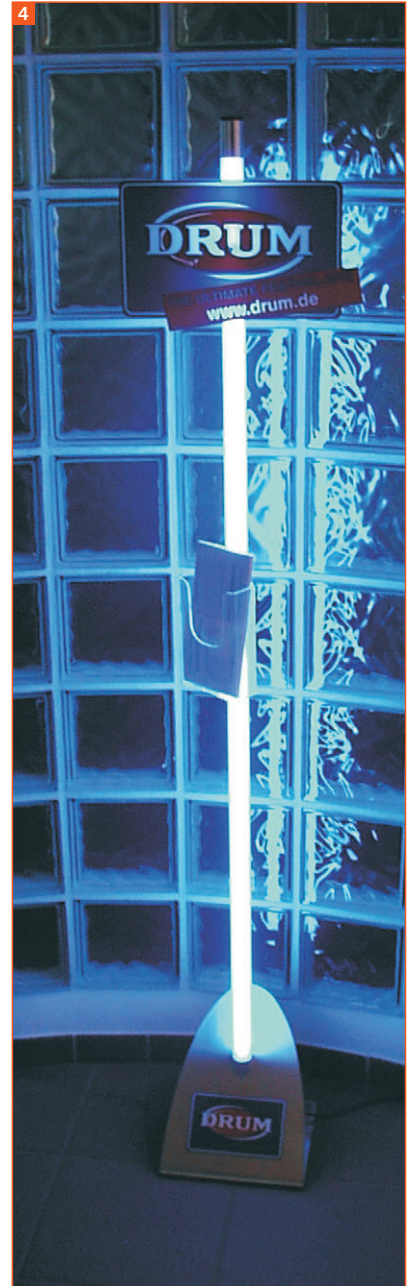


1 Through integrated technology and the ten meter long mains cable (flexible soft cable), the Light-Sticks are ready for immediate connection and outdoor use.

Ip44 splash-proof in accordance with DIN EN 60598: 2002-12

2 The Stainless Steel Earth Pick for Light-Sticks: with brushed surface, well formed and easy to handle.

3 The distribution box for outdoor use enables the connection of four Light-Sticks. It has a 50 centimeter long earth pick and a 10 meter long outdoor cable with plug.

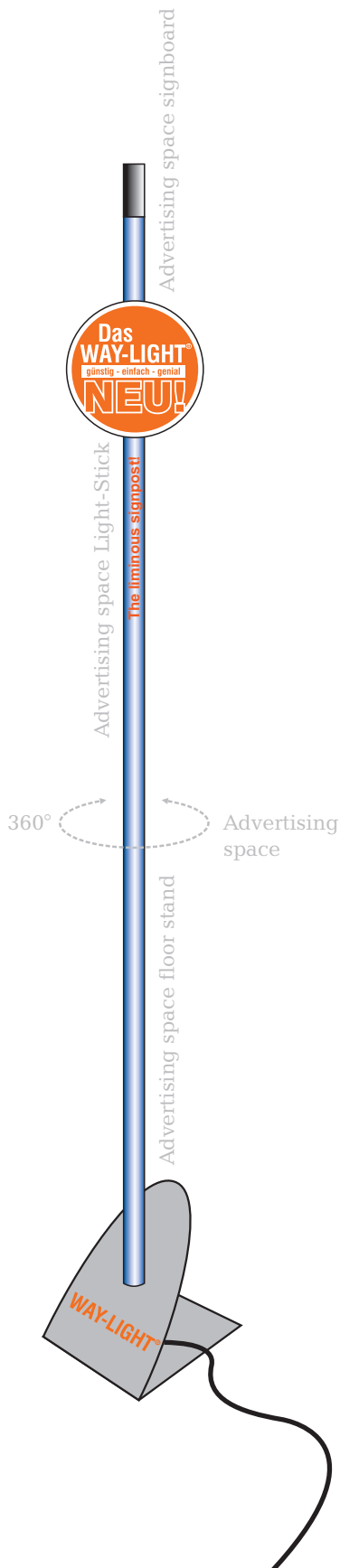


The luminous signpost

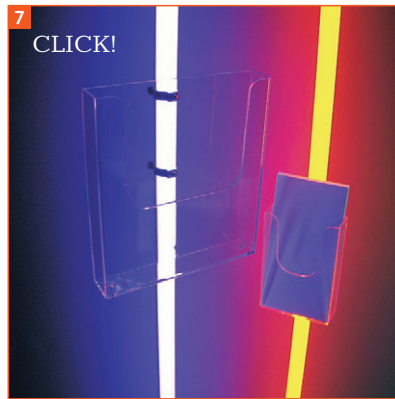
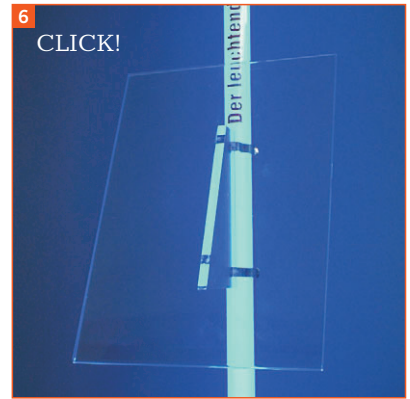
The Way-Light® system is based on the Light-Stick plus accessories, together with labels using high-performance film or screen-printing. All kinds of signs, products, brochure holders, presenters, logos, arrows, single letters etc. up to a total weight of two kilos can be clicked on or off easily with the clip. So, Way-Light® becomes a glowing marker and display, conveying and presenting a product or

a message. One of its remarkable features is great flexibility: a new sign clicked on quickly and easily and a new luminous display is available. Way-Light® can be used individually (also as wall, window and ceiling system), it is ready for connection and available in different sizes. The extensive accessory programme includes a selection of brochure holders and various standard signs.

The system can also be designed individually to meet the customer's requirements fully. In addition to individual lettering and signposting, products can also be fixed directly onto the Light-Stick.



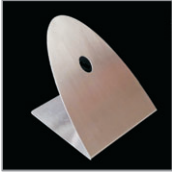
1 Light-Stick + Accessories = 1 Way-Light



The Way-Light®

- 1** The Way-Light® mini: a luminous table display with integrated pen.
- 2** The Way-Light® with glass presenter: one example of presenting your product creatively.
- 3** Signs also can be larger than the Light-Stick: this bottle-shaped sign and two wall mounting clips provide an imposing wall light.

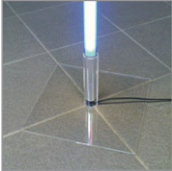
- 4** The big Way-Light® (approx. height 170 cm) can be upgraded with various accessories:
- 5** various signs in shape and color,
- 6** the plug-in holder for an individual sheet in DIN A4 format,
- 7** the clear plastic brochures holder for brochures in DIN long or DIN A4 format.



Stainless steel floor stand,
brushed surface,
for Light-Sticks 75-190 cm,
approx. w 24 x h 24 x d 24 cm.
Item no.: NEF2



Stainless steel stand (small),
brushed surface, for Light-Stick 40 cm,
with pen holder and metal roller ball
pen on chain, approx. w 11 x h 11 x
d 11 cm. Item no.: NEF4BStift



Floor stand acrylic
for Light-Sticks 75-190 cm,
approx. w 30 x h 17 x d 30 cm.
Item no.: NEF6/AC



Stainless steel earth pick,
brushed surface,
for Light-Sticks 75-190 cm,
approx L 46 cm, panel D 15 cm.
Item no.: LST(A)ERDSteel



Connecting adapter 30 mm
for Light-Sticks 75-190 cm.
Item no.: WLZADAP



Wiring system for suspending Light-
Sticks 75-190 cm, 2 wires every 3 m
with suspension supports and clips,
2 black plastic shrouds, 2 black cable
ties. Item no.: WLZBSEI01-S



Suction pad set 22 mm
for fixing to window,
for Light-Stick 40 cm.
Item no.: WLZB023



Suction pad set 30 mm
for fixing to window,
for Light-Sticks 75-190 cm.
Item no.: WLZB017



Wall mounting set 22 mm
for Light-Stick 40 cm,
2 x clips, screws, wall plugs, in pouch.
Item no.: WLZB022



Wall mounting set 30 mm
for Light-Sticks 75-190 cm,
2 x clips, screws, wall plugs, in pouch.
Item no.: WLZB021



Wall mounting 22 mm (single)
for Light-Stick 40 cm.
Item no.: WHDL22M



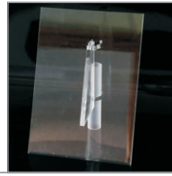
Wall mounting 30 mm (single)
for Light-Sticks 75-190 cm.
Item no.: WHDL30M

Complete overview accessories

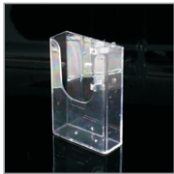
The brand name Way-Light[®] is a registered and copyrighted trademark (trade name).
The Way-Light[®] system is a registered design and is pending patent. Represented logos are the proprietary of the respective brands.



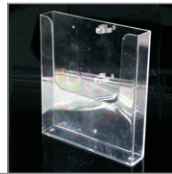
Outdoor power distribution box
for connecting 4 Light-Sticks,
earth pick 50 cm long.
Item no.: LST(A)ERDVS



Plug-in holder DIN A4,
pre-assembled with 2 clips,
for Light-Sticks 75-190 cm,
approx. w 21 x h 29,7 x d 12 cm.
Item no.: WLZB011



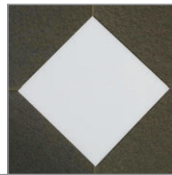
Brochure holder DIN long,
pre-assembled with 2 clips,
for Light-Sticks 75-190 cm,
approx. w 11 x h 16,5 x d 4 cm.
Item no.: WLZB012



Brochure holder DIN A4,
pre-assembled with 2 clips,
for Light-Sticks 75-190 cm,
approx. w 22 x h 25 x d 4 cm.
Item no.: WLZB013



Round sign (unlabelled),
pre-assembled with clip, for Light-
Sticks 75-190 cm, white translucent
Perspex, approx. diameter 20 cm.
Item no.: WLZB018



Diamond sign (unlabelled),
pre-assembled with clip, for Light-
Sticks 75-190 cm, white translucent
Perspex, approx. w 28 x h 28 cm.
Item no.: WLZB028



Hexagonal sign (unlabelled),
pre-assembled with clip, for Light-
Sticks 75-190 cm, white translucent
Perspex, approx. w 25 x h 21 cm.
Item no.: WLZB029



Square sign (unlabelled),
pre-assembled with clip, for Light-
Sticks 75-190 cm, white translucent
Perspex, approx. w 20 x h 20 cm.
Item no.: WLZB028



Arrow sign (unlabelled),
pre-assembled with clip, for Light-
Sticks 75-190 cm, white translucent
Perspex, approx. w 25 x h 14 cm.
Item no.: WLZB025



Hand sign (unlabelled),
pre-assembled with clip, for Light-
Sticks 75-190 cm, white translucent
Perspex, approx. w 31 x h 14 cm.
Item no.: WLZB026



Star sign (unlabelled),
pre-assembled with clip, for Light-
Sticks 75-190 cm, white translucent
Perspex, approx. w 31 x h 30 cm.
Item no.: WLZB024



Banner sign (unlabelled),
pre-assembled with clip, for Light-
Sticks 75-190 cm, white translucent
Perspex, approx. w 25 x h 14 cm.
Item no.: WLZB031

All signs can be rotated. Lettering of signboards, Light-Sticks and stands available on request!

Imprint

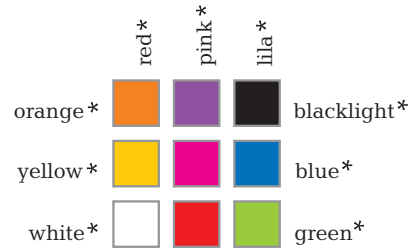
Editing and design

STOCKwerk1, Nicole Stock, Gütersloh, Germany
www.stockdesign.de

Litho & print

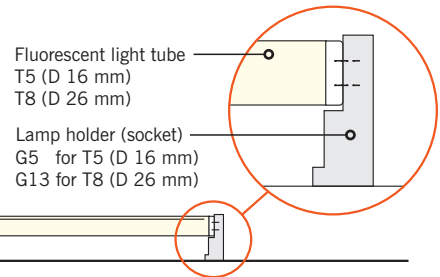
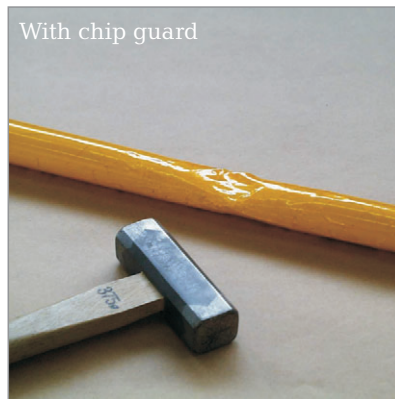
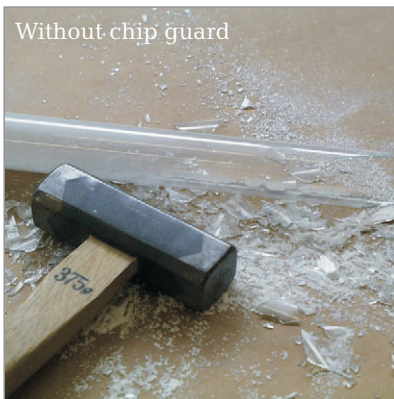
Holterdorf Graphische Betriebe, Oelde, Germany

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sponsible for type and print errors. Color variations
are dependent on typography. After the editorial
deadline of this print, 7.01.2004, products are sub-
ject to change.



Easiest handling and impressive effect: exchange your white fluorescent tubes for colored ones, as a decorative focus, a mood and work light or even outdoors as garden, building/shop front and entrance lights (lamp holder must be suitable for outdoors).

The special advantage of our quality OSRAM® brand fluorescent tubes, colored or transparent (white) coated with a protective film, is the chip guard and the protection against luminescent material and mercury (heavy metal) if there is a breakage of glass.



Encased fluorescent light tubes

Technical specifications				
Item no.	Lenght in mm	Diameter	Fluorescent tubes (Watt)	Lamp holder size
LRF0288/08W/*	288	T5/16 mm	8	G5
LRF0590/18W/*	590	T8/26 mm	18	G13
LRF0895/30W/*	895	T8/26 mm	30	G13
LRF1200/36W/*	1200	T8/26 mm	36	G13
LRF1500/58W/*	1500	T8/26 mm	58	G13

Low flammability, in accordance with DIN 4102-B1, fire protection category B1

The white tubes 36 and 58 Watt are also available in the light color 840 (cool white). The standard color is white daylight. UV filter tubes and food tubes are in the pipeline.

EVK price list 2004 Way-Light® (Light-Sticks and Accessories) and fluorescent light tubes (chip guard)

Page	Item	Item no.	Price plus VAT	Price incl. 16% VAT
Deko-Light-Sticks				
	Please add the color abbreviation to the item no. (*). W=white, R=red, Y=yellow, G=green, B=blue, P=pink, L=lila, O=orange			
5	40's Light-Stick, 42,5 cm long, poly bag, color*	LST040*dg	32,74 €	37,98 €
5	75's Light-Stick, 75,5 cm long, poly bag, color*	LST075*dg	47,11 €	54,65 €
5	100's Light-Stick, 106,5 cm long, poly bag, color*	LST100*dg	47,11 €	54,65 €
5	140's Light-Stick, 136,5 cm long, poly bag, color*	LST140*dg	48,41 €	56,16 €
5	170's Light-Stick (standard), 167,5 cm long, poly bag, color*	LST170*dg	48,41 €	56,16 €
5	190's Light-Stick, 192,5 cm long, poly bag, color*	LST190*dg	62,76 €	72,80 €
5	Blacklight: 140's Light-Stick, 136,5 cm long, poly bag	LST140sdg	65,44 €	75,91 €
5	Blacklight: 170's Light-Stick, 167,5 cm long, poly bag	LST040sdg	68,42 €	79,37 €
10	Outdoors: 170's Light-Stick, 167,5 cm long, poly bag, IP44, 10 meter outdoor cable, color*	LST(A)170*dg	67,45 €	78,24 €
10	Extra charge for Light-Sticks in other lengths IP44, 10 meter outdoor cable	---	32,00 €	37,12 €
5	HF technology 220 volt: 170's Light-Stick, 167,5 cm long, poly bag, color*	LST170*hfdg	61,23 €	71,03 €
5	HF technology 110 volt: 170's Light-Stick, 167,5 cm long, poly bag, color*	LST170*hfdg110V	61,23 €	71,03 €
5	HF technology combination voltage: 170's Light-Stick, 167,5 cm long, poly bag, color*	LST170*hfdgKOMBI-V	64,98 €	75,38 €
Accessories for Deko-Light-Sticks				
6	Stainless steel floor stand for Light-Sticks 75-190 cm	NEF2	35,26 €	40,90 €
6	Stainless steel stand with pen holder for Light-Stick 40 cm	NEF4BStift	48,94 €	56,77 €
6	Floor stand acrylic for Light-Sticks 75-190 cm (D 30 mm)	NEF6/AC	22,11 €	25,65 €
7	Connecting adapter for Light-Sticks 75-190 cm (D 30 mm)	WLZADAP	2,49 €	2,89 €
7	Wiring system for suspension for Light-Sticks 75-190 cm (D 30 mm)	WLZBSEI01-S	26,58 €	30,83 €
8	Wall mounting (single) for Light-Sticks 75-190 cm (D 30 mm)	WHDL30M	0,71 €	0,82 €
8	Wall mounting (single) for Light-Stick 40 cm (D 22 mm)	WHDL22M	0,49 €	0,57 €
8	Wall mounting set for Light-Sticks 75-190 cm (D 30 mm)	WLZB021	2,28 €	2,64 €
8	Wall mounting set for Light-Stick 40 cm (D 22 mm)	WLZB022	1,89 €	2,19 €
9	Suction pad set for Light-Sticks 75-190 cm (D 30 mm)	WLZB017	5,06 €	5,87 €
9	Suction pad set for Light-Stick 40 cm (D 22 mm)	WLZB023	5,06 €	5,87 €
11	Stainless steel earth pick for Light-Sticks 75-190 cm (D 30 mm)	LST(A)ERDSteel	30,51 €	35,39 €
11	Power distribution box for outdoor use	LST(A)ERDVS	212,69 €	246,72 €
13	Brochure holder DIN long	WLZB012	9,52 €	11,04 €
13	Brochure holder DIN A4	WLZB013	16,86 €	19,56 €
13	Plug-in holder DIN A4	WLZB011	25,78 €	29,90 €
15	Round sign (with pre-assembled clips, unlabelled)	WLZB018	5,15 €	5,97 €
15	Diamond sign (with pre-assembled clips, unlabelled)	WLZB028	7,78 €	9,02 €
15	Hexagonal sign (with pre-assembled clips, unlabelled)	WLZB029	8,26 €	9,58 €
15	Square sign (with pre-assembled clips, unlabelled)	WLZB028	7,78 €	9,02 €
15	Arrow sign (with pre-assembled clips, unlabelled)	WLZB025	23,87 €	27,69 €
15	Hand sign (with pre-assembled clips, unlabelled)	WLZB026	29,78 €	34,54 €
15	Star sign (with pre-assembled clips, unlabelled)	WLZB024	28,36 €	32,90 €
15	Banner sign (with pre-assembled clips, unlabelled)	WLZB031	7,78 €	9,02 €
Complete systems				
13	Way-Light® set 170 cm (unlabelled, pre-assembled), 170 Light-Stick (color*), stainless steel end cap, round signboard, paper board container printed	WL170*RS	95,90 €	111,24 €
12	Way-Light® set 40 cm (unlabelled, pre-assembled), 40 Light-Stick (color*), stainless steel end cap, round signboard, paper board container Print/lettering (signboards, end caps, light-sticks, etc.)	WL040*RS ---	89,00 €	103,24 € Available on request

EVK price list 2004 Way-Light® (Light-Sticks and Accessories) and fluorescent light tubes (chip guard)

Page	Item	Item no.	Price plus VAT	Price incl. 16% VAT
Packaging & shipping costs Deko-Light-Sticks & Way-Light®				
	Individual packaging for Light-Stick (cardboard tubes)	SVE1830/0065/0002	2,80 €	3,25 €
	Packaging for 5 Light-Sticks (cardboard tubes)	SVE1850/0100/0002	3,87 €	4,49 €
	Packaging for 20 Light-Sticks (standard, see shipping costs)	SVE1850/0100/0002	---	---
	Packaging Way-Light®, printed	SVE1670/0242/0242	7,89 €	9,15 €
	Shipping costs for Europe, up to 20 Light-Sticks, incl. packaging	LSTV<20	11,95 €	13,86 €
	Shipping costs for Europe, from 20 Light-Sticks and for every further 20, incl. packaging	LSTV>20	7,71 €	8,94 €
	Transport insurance (0.96 % on the net value of goods)	ZTRANSV	... €	... €
	Minimum order value surcharge for orders <50, Euro net value of goods	MZ/15	7,67 €	8,90 €
Encased fluorescent light tubes / chip guard group A				
Please add the color abbreviation to the item no. (*). W=white (daylight), R=red, Y=yellow, G=green, B=blue, P=pink, L=lilac, O=orange				
16	Fluorescent tubes 288 mm 8 Watt, T5/16 mm, end cap size G5, color*	LRF0288/08W/*	4,26 €	4,94 €
16	Fluorescent tubes 590 mm 18 Watt, T8/26 mm, end cap size G13, color*	LRF0590/18W/*	5,05 €	5,86 €
16	Fluorescent tubes 895 mm 30 Watt, T8/26 mm, end cap size G13, color*	LRF0895/30W/*	5,41 €	6,28 €
16	Fluorescent tubes 1200 mm 36 Watt, T8/26 mm, end cap size G13, color*	LRF1200/36W/*	5,41 €	6,28 €
16	Fluorescent tubes 1500 mm 58 Watt, T8/26 mm, end cap size G13, color*	LRF1500/58W/*	5,78 €	6,70 €
16	Fluorescent tubes 1200 mm 36 Watt, T8/26 mm, end cap size G13, color cool white 840	LRF1200/36W/W840	8,32 €	9,65 €
16	Fluorescent tubes 1500 mm 58 Watt, T8/26 mm, end cap size G13, color cool white 840	LRF1500/58W/W840	8,32 €	9,65 €
Packaging and shipping costs Fluorescent tubes				
	Individual packaging for fluorescent tubes (cardboard tubes)	SVE1830/0065/0002	2,80 €	3,25 €
	Packaging for 5 fluorescent tubes (cardboard tubes)	SVE1850/0100/0002	3,87 €	4,49 €
	Packaging for 25 fluorescent tubes (standard VE)	SVE1850/0100/0002	---	---
	Shipping costs incl. packaging no less than, otherwise as a percent of the net value of goods:			
	... Germany 4.79 %		6,00 €	6,96 €
	... Europe 8.62 %		10,80 €	12,53 €
	... worldwide 13.41 %		16,48 €	19,12 €
	Transport insurance (0.96 % on the net value of goods)	ZTRANSV	... €	... €
	Minimum order value surcharge for orders <50, Euro net value of goods	MZ/15	7,67 €	8,90 €
Brochures & sales documents				
	Catalogue Way Light® neutral (nominal charge), 1 pce.		1,24 €	1,44 €

Subject to errors and alterations. The general terms and conditions of the designated stockist apply.
As at 6.01.2004

Master copy

Order form

Stockist:

AMERICAN NEONS
Produktionsgesellschaft mbH

Pleistermuehlenweg 278
D 48157 Muenster

Telephone: +49 (0)251 382 380
Telefax: +49 (0)251 382 3849
e-mail: ans@ansneon.com

Delivery and invoice address:

Company _____

Name _____

Road _____

Town/City Post Code _____

Telephone _____

Telefax _____

e-mail _____

Internet _____

Item no.	Item	Quantity	Unit price	Total EURO

Method of payment (please tick)

- Invoice (returning customer), 10 days 2% discount, 30 days net
- Collection-only cheque enclose (3% discount)
- Cash-Surname (2% discount)
- Credit card: Visa Card Master Card

Card no.: _____ / _____
If available, please enter security code (last 3 digits on the back of the card)

Month of expiry: _____ Year: _____

Card holder: _____

Total _____
Shipping (see price list) _____
Total _____

Date & Signatur: _____

Subject to errors and alterations. The general terms and conditions of the company AMERICAN NEONS GmbH (see www.ansneon.com) apply.

Your stockist:

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