



SELF Electronics USA Corporation  
 3264 Saturn Ct, Peachtree Corners, GA 30092  
 Phone: +1-770-248-9023  
 Fax: +1-770-248-9028  
 E-mail: salesus@self-electronics.com



## ACCENT

High performance linear lighting for shelves

Standing out the commodity is the first priority for shelf lighting. Being slimmer and smaller, ACCENT can be hidden well to achieve the effect of 'seeing light without luminaire'. Also with minimum visual distraction, People can pay more attention to commodity rather than anything else. Moreover ,ACCENT's line voltage design is more convenient compare to low voltage lighting fixture as no power supply and additional cables are needed for installation. In addition, 4 different lengths of ACCENT giving maximum flexibility to incorporated into various shelves. Its end-to-end connection also support a quick installation and Smooth continuous lighting effect.

## CROWN

Outdoor cove lighting for architectures

Cove lighting is widely used to illuminate and outline architectures. With IP66 CROWN offers an excellent wall-washing lighting in most weather condition. CROWN allows a precision aiming adjustment up to  $\pm 85^\circ$  in vertical direction with lockable function. A maximum linkable lengths up to 72' @120VAC, 156' @277VAC allows a smooth and continuous lighting for most buildings. It is also 1-10V dim from 10%-100% to satisfy various needs. More important, high efficacy up to 1050lm/ft will stand out the building and make it more attractive in night.



Germany  
SELF

USA  
SELF

Dubai  
SELF

Thailand  
SELF

China (Ningbo)  
SELF



SELF Electronics Manufacture Base (Ningbo, China)



SELF Electronics USA Corporation (Atlanta GA, United States)



SELF Electronics Germany GmbH (Cologne, Germany)

SELF Electronics USA Corporation (SELF USA), founded in 2009, is a professional designer and manufacturer for display lighting, shelving lighting and general lighting for retail environment. With its local distribution and technical support, SELF systems are sold through a network of manufacturing reps and other partners to grocery and convenience stores, big box retailers, and OEMs such as manufacturers of showcases, shelving, gondola, and store lighting fixtures. Supported by its parent company, Ningbo SELF Electronics, founded in 1993 in Ningbo China, is the largest indoor LED lighting manufacturer in China. A global leader with operations in North America, Europe, Asia and China, SELF Electronics specializes in the design and manufacturing of LED lighting, sensors and LED power supplies. SELF Electronics features a highly recognized research and development team; and such awards as the prestigious European iF product design award in 2014. SELF Electronics is a UL CTPD (Client Test Data Program) Certificate participant, and is recognized as an official author for the National Standards of Indoor LED Lighting in China.