

# Impactful. Versatile. Power-ful.

Electrified standards are the foundation for easy installation, even illumination and adaptive merchandising.



**INSYNC**<sup>®</sup>  
SHOP FITTINGS



# Shedding light on what matters most

The Engage Fit N Light product line provides modular merchandising solutions using versatile, electrified standards that carry a low-voltage DC current to power a wide range of plug 'n play illuminated components, backlit signage, digital screens and IoT enabled SMART Assistant anywhere along its vertical axis.

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## WHY INSYNC®

Retail today is more dynamic and fluid than it's ever been, consumer trends and tastes are forever changing, and merchandise assortments need to constantly adapt too. Your retail space should be able to conform just as quickly and effortlessly. With INSYNC® plug 'n play accessories and merchandising solutions, they can!

We believe that the future of retail is smart retail. So, we've created a range of electrified standards specially designed to be in sync with the omni-channel demands of modern retail!

Make in-store communication more engaging by adding digital screens, powered by our electrified standards, to your product displays. This makes it extremely simple to play promotional messaging, product information, tutorials, video content, add RFID compatibilities and more.

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## BENEFITS

Even lighting throughout the display without wires or outlets.

Reconfigure displays quickly and easily.

Incorporate IoT solutions like digital screens, endless aisles tablets, RFID and QR codes.

Integrate into an existing space or, design from the ground up.

Custom finishes are available.



**Turkish Cotton Bath Towel**

Ultra-soft, wonderfully deep and plush, the Zorah bath towel is luxuriously soft with a diamond ribbed border.

Our Zorah towel is certified OEKOTEX Standard 100, guaranteeing it is free from harmful substances, as well as allergy-friendly.

Also available in sage, plum and oyster.

Personalize it

Sage	Black	Black







LED lights compared to incandescent use **75% LESS** energy, and last up to 25 times longer. \*

LED lights compared to fluorescents, cost **40% to 90% LESS** to run, and last 6 times longer than CFL bulbs. †

# How We're Reimagining Retail

Insync-US is a unique merchandising solutions provider addressing challenges retailers and brand marketers face in the rapidly evolving retail industry. Our entire team provides visionary thinking, practical application, value-engineered and consistent manufacturing, and dependable delivery, that help customers evolve their business model to more effectively engage retail shoppers at a much deeper level and empower the future of retail.

## OUR AUDIENCES

We work with many types of businesses to help them get set up for success with new store openings, remodels, new category launches, Pop-up store strategies, and more.

Our types of customers include:

- Pop-up stores
- Regional and national retail chains, Museums, Hospitality
- Architects and designers
- Shared space developers
- Consumer packaged goods companies looking for custom built fixtures in a retail setting

## INSPIRING NEW SOLUTIONS

Insync-US offers full-service solutions to store planning, store design and visual merchandising teams throughout the United States. Whether we value engineer your store fixtures and POP display ideas, or custom design and manufacture new and unique branded retail fixtures, our in-house design team creates innovative merchandising solutions rooted in practicality.

In addition, as the only North American partner of INSYNC® Shop Fittings, we are uniquely positioned to provide our customers with a full line of merchandising solutions designed to seamlessly integrate physical and digital retail (Phygital) into smart shops that are in sync with today's smarter shoppers.







## ENGAGE INLAY | Recessed

Engage Inlay is an electrified standard designed to be inlayed into a variety of substrates including metal frames or wood panels. Designed to blend seamlessly, Engage Inlay is an ideal foundation for merchandising flexibility while maintaining clean and simple design aesthetics. Inlay panel assembly comes factory fitted with the embedded channel and is hung onto the wall using a specially designed wall bracket.

### About Engage Inlay

- Available in silver or black anodized finish
- Standard 48 in. and 72.9 in. lengths
- Made from space-grade aluminum
- Custom finishes and sizes available

### Plug N' Play Accessories

Faceouts	Hangrail
T-Hangrail	Shelves
Backlit Sign Frames	Digital Monitors
RFID Readers	

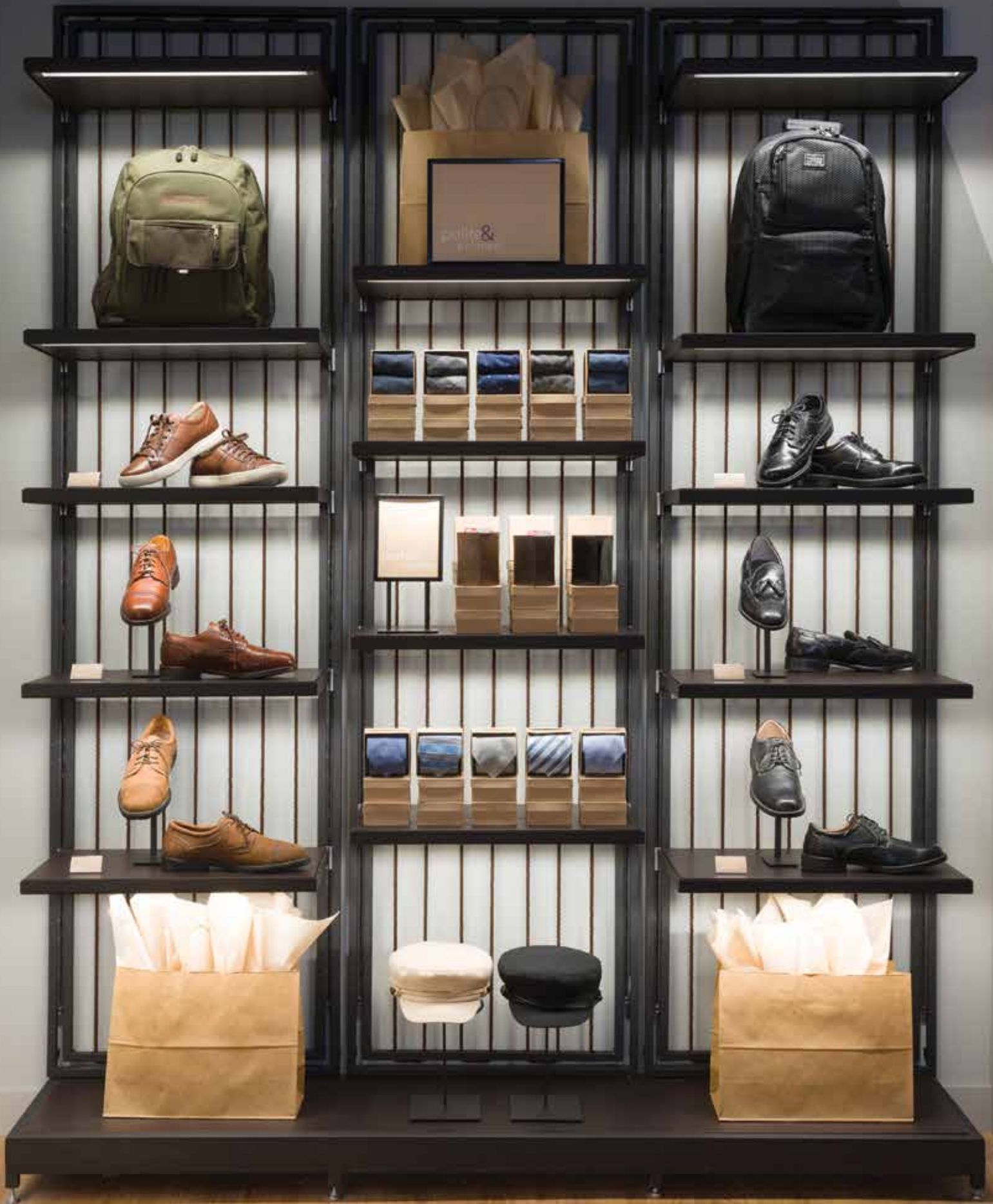


Silver Anodized



Black Anodized

















## ENGAGE W | Surface Mount

Engage W can be mounted on existing walls or pillars with an innovative design that conceals all wall mounting hardware. Crafted from space-grade aluminum and available in multiple anodized finishes, Engage W aluminum standards carry a low-voltage DC current which powers a wide range of plug 'n play illuminated components, backlit signage, digital screens and IoT enabled SMART Assistant anywhere along its vertical axis.

### About Engage W

- Available in silver or black anodized finish
- Standard 83 in. length
- Made from space-grade aluminum
- Mounts on any existing wall or pillar
- Wall-mounting hardware is concealed
- Custom finishes and sizes available

### Plug N' Play Accessories

- |                     |                  |
|---------------------|------------------|
| Faceouts            | Hangrail         |
| T-Hangrail          | Shelves          |
| Backlit Sign Frames | Digital Monitors |
| RFID Readers        |                  |



Silver Anodized



Black Anodized



Easy to mount







## ENGAGE X | Floor-to-ceiling

Engage X is a versatile 2-sided electrified standard that can be used as a partition in the center of the room or mounted as a single sided display long the perimeter wall. The bold design aesthetic can be used alone or integrated with panels for a custom solution. Engage X aluminum standards carry a low-voltage DC current which powers a wide range of plug 'n play illuminated components, backlit signage, digital screens and IoT enabled SMART Assistant anywhere along its vertical axis.

### About Engage X

Available in silver, black anodized and rose gold finish  
 Standard 95 in. and 119 in. heights  
 Made from space-grade aluminum  
 Custom finishes and sizes available

### Plug N' Play Accessories

- |                     |                  |
|---------------------|------------------|
| Faceouts            | Hangrail         |
| T-Hangrail          | Shelves          |
| Backlit Sign Frames | Digital Monitors |
| RFID Readers        |                  |



Silver Anodized



Black Anodized



Rose Gold





ENGAGE X DETACHED | Perimeter Wall





## ENGAGE X DETACHED | Perimeter Wall

Engage X Detached utilizes a standoff connector and can be mounted as a single sided display along a perimeter wall. The bold design aesthetic can be used alone or integrated with panels for a custom solution. Engage X Detached aluminum standards carry a low-voltage DC current which powers a wide range of plug 'n play illuminated components, backlit signage, digital screens and IoT enabled SMART Assistant anywhere along its vertical axis.

### About Engage X

Available in silver, rose gold or black anodized finish  
 Standard 96 in. and 120 in. lengths  
 Made from space-grade aluminum  
 Custom finishes and sizes available

### Plug N' Play Accessories

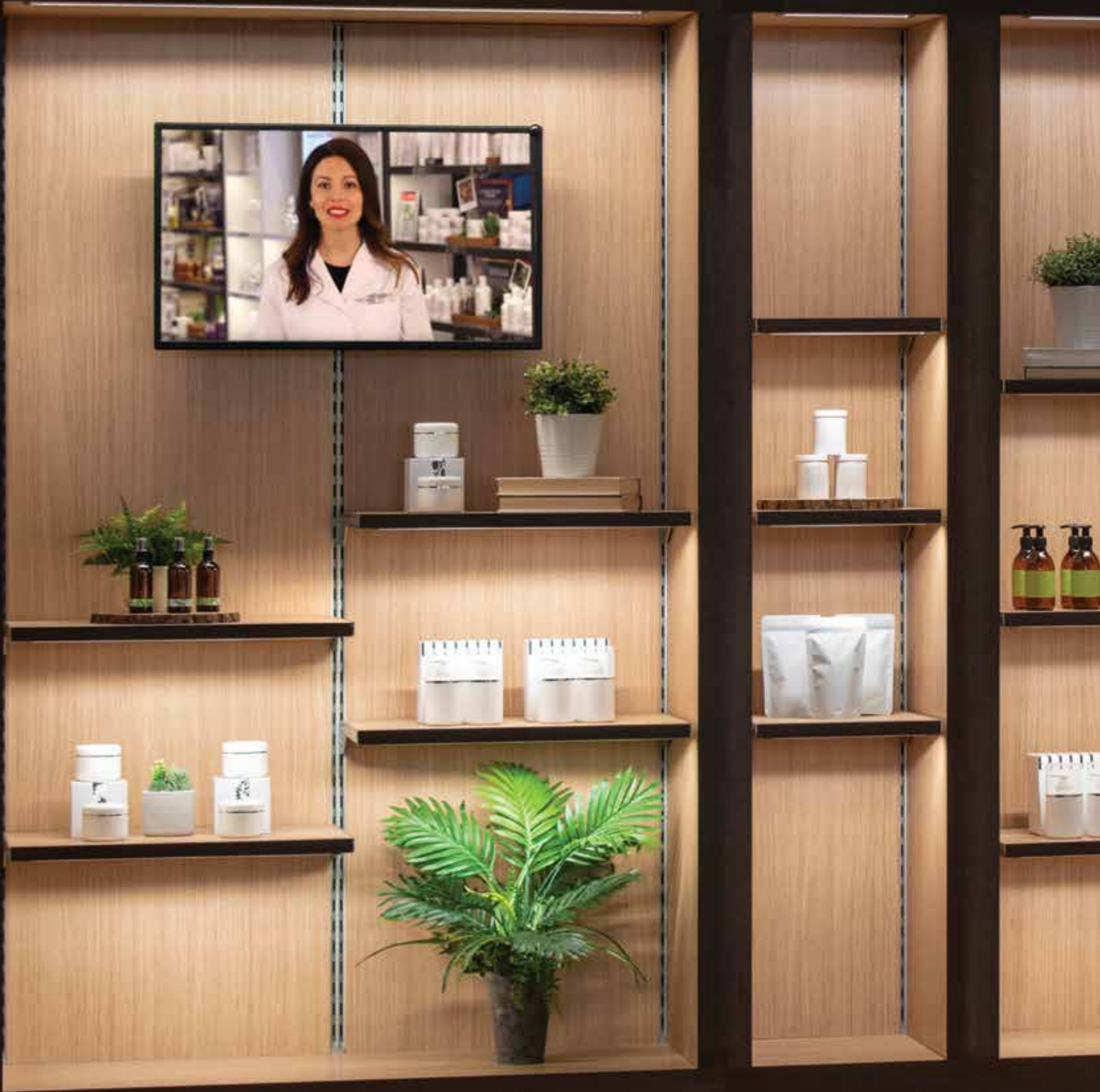
- |                     |                  |
|---------------------|------------------|
| Faceouts            | Hangrail         |
| T-Hangrail          | Shelves          |
| Backlit Sign Frames | Digital Monitors |
| RFID Readers        |                  |



Silver Anodized

Black Anodized

Rose Gold







## SNAPTRAX | Pop-up

As retail formats evolve, including shared spaces and pop ups, there's a need for both speed and adaptability in store construction. Snaptrax is built around a combination of two uniquely designed electrified tracks "EDGE" and "TWIN", designed to be used with each other or individually. This double-edged solution can help reduce store construction time and expense by allowing the tracks to be mounted on a wall, a substructure or a vertical panel aiding in the quick and easy fabrication of cabinets, niches and alcoves.

### About Snaptrax

Available with silver or black anodized finish

Standard 96 in. and 120 in. lengths

Made from space-grade aluminum

Custom finishes and sizes available

### Plug N' Play Accessories

Faceouts

Shelves

Digital Monitors

Hangrails

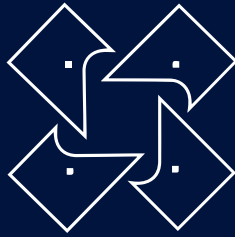
Peg Hooks

Backlit Sign Frames

RFID Readers



Black Anodized



**INSYNC**<sup>®</sup>  
SHOP FITTINGS

**30+**  
Years Providing Retail Solutions

**42,000+**  
Projects Implemented

**10+**  
Showrooms across  
USA, India and Middle East

**30M+ sq. ft.**  
Finished Retail  
Installations



MANGO STATIONARY



MANGO STATIONARY



TIME ZONE



LIVSPACE





THE LIQUOR STORE



THE LIQUOR STORE



HANDFUL OF HEALTH



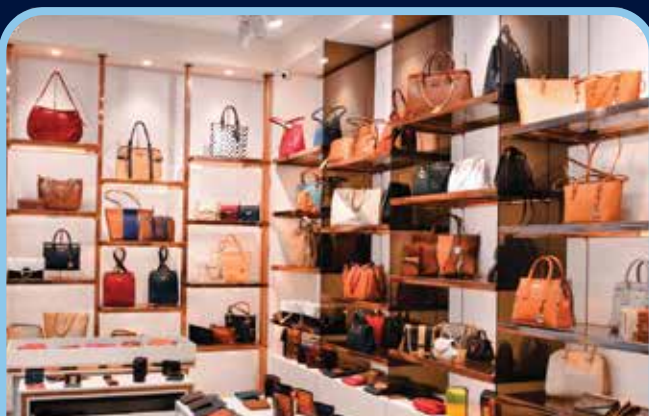
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MOCHI



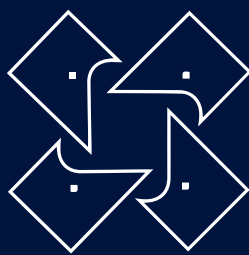
AMERICAN TOURISTER



ADAMIS



METRO



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SHOP FITTINGS

Insync-US is the North American partner of Insync Shop Fittings



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