

Slimline Light Box Purchasing Guide: Five Considerations to Ensure Value From Your Investment

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

Unfortunately, their popularity has also led to a lot of cheap slimline light boxes coming onto the market. Although Slimline Warehouse light boxes match many of these other products for price, if a buyer were to make their decision on price alone, they could easily be left with a poorly performing product that would sabotage this investment in their business.

So to ensure that all light box buyers have enough product knowledge to be able to compare "apples for apples", we'd like to propose 5 points that should be considered for any light box purchase.

1. Brightness

Slimline light boxes use either fluorescent tubes or LEDs as their light source. The brightest light boxes available are those that are illuminated by T4 or T5 fluorescent tubes. (Note: Such as those used by our [SDB Retail Lumi](#) or [FDT EccoLight](#) or [YGW Ultra Lock](#) models.)

LEDs can also produce very good results as well as having the advantage of using around 30% less power, but there is a dramatic variation in the brightness in LEDs depending on their quality. Furthermore, cheap LEDs will also deteriorate quickly over time. Light boxes that use these cheap LEDs may lose as much as half their brightness in just the first year of operation.

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

Despite this, for large light boxes of over one metre wide, we only use T4 & T5 fluorescent tubes. LED technology is continually advancing, but we don't yet feel that LEDs can deliver high impact advertising in these larger sizes, while T4 and T5 fluorescent tubes can.

2. Quality of Illumination

One of the great advantages of slimline light boxes over older backlit light boxes is the smooth and even illumination that they deliver. This because slimline 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 surface.

Many poor quality slimline light boxes use un-authentic 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 slimline 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 cheap light boxes may appear to be good value, but deteriorate quickly and end up costing you more in the long run.

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 purchase

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 ten years of business.

Many of the slimline 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
- 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, be sure 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 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... well into the future.