

## **Anthony Launches Optimax® 7 Series LED Lighting Optimizing Merchandising and Energy Savings**

**Sylmar, CA, August 25, 2020** -- Anthony announced the launch of the newest generation Optimax® lighting series — the Optimax 7 Series LED. The newly designed Optimax 7 Series offers grocery and convenience stores optimized refrigerated case merchandising while achieving superior uniformity, high-color rendering, and designed for optimal LUX values and reduced energy usage.

The Optimax 7 Series is specifically designed to help retailers enhance merchandise and increase cold-vault sales. This new series features superior uniformity and high-color rendering for enhanced product visibility, color saturation, and clarity. Anthony's Optimax 7 Series is able to do this by optimizing all aspects and values of Lumen output, LUX incidence on targeted areas, and color rendering.

"We are constantly working on innovating technologies that will help our customers maximize their merchandising and improve energy consumption – the newly designed Optimax 7 LED Series does just that." said Uri Rainisch, senior product manager with Anthony. "We have leveraged the advancements in LED technology and improved the energy efficiency while dialing in on key attributes of our LED design."

The Optimax 7 Series LED lighting will be available August 2020 and feature Low Power (for Walk-In applications only); Standard Power designed for single-swing doors; and French for French Swing applications. Both the Standard and French are being offered in 3500K or 4000K CCT and have longer fixture lengths for improved lighting distribution.

### **About Anthony**

Anthony branded products deliver innovative design and manufacturing of merchandising solutions in glass doors, lighting systems and display equipment for use in commercial - refrigeration display systems.

### **About Dover Food Retail:**

Dover Food Retail, part of Dover Corporation with headquarters in Conyers, Georgia, is the partner to customers seeking to create unique food experiences. Employing the capabilities of our industry-leading brands, Anthony and Hillphoenix, we are able to provide insight and a comprehensive portfolio of innovative solutions that enables our customers to sell more food, more profitably. Our ability to evolve with the ever-changing market demands is driven by our passion for understanding our customers' business and providing them with the best quality products and services they need to succeed both today and in the future. Our focused, forward-thinking approach, combined with the strength of our brands, sets the stage for streamlined product development, a broader product portfolio, and cutting-edge technology resulting in redefining what is possible for customers in the food retail value chain.

**About Dover:**

Dover is a diversified global manufacturer and solutions provider with annual revenue of approximately \$7 billion. We deliver innovative equipment and components, consumable supplies, aftermarket parts, software, and digital solutions, and support services through five operating segments: Engineered Products, Fueling Solutions, Imaging & Identification, Pumps & Process Solutions, and Refrigeration & Food Equipment. Dover combines a global scale with operational agility to lead the markets we serve. Recognized for our entrepreneurial approach for over 60 years, our team of over 23,000 employees takes an ownership mindset, collaborating with customers to redefine what's possible. Headquartered in Downers Grove, Illinois, Dover trades on the New York Stock Exchange under "DOV." Additional information is available at [dovercorporation.com](http://dovercorporation.com).

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