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Rose Displays and CeeLite to Co-Develop Signage Fixtures

Rose Displays Ltd. has been selected by CeeLite to help develop signware fixtures for extending CeeLite's light emitting capacitor (LEC) technology into retail marketplace applications.

"The integration of CeeLite's breakthrough technology into our products will literally illuminate a range of exciting new possibilities for retail customers. Combining Rose Displays' signware expertise and CeeLite's ultra-thin lighting material is logical as both companies have grown in parallel, giving retailers innovating merchandising solutions. We are confident that together, we will develop products that bring tremendous new options to retailers around the globe," says Dean L. Rubin, CEO, Rose Displays Ltd.

"We are delighted to announce this collaboration with Rose Displays, one of the world's leading manufacturers of signware products for retail applications. We believe that the combination of our powerful technology with Rose Displays' resources and expertise will produce a winning scenario for all parties," says Malcolm Hayward, CEO, CeeLite.

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