



NEWS RELEASE

March 2008

Retailers discover sustainable innovation by partnering with Boston Retail.

Boston Retail will introduce its modular end-to-end use FastLane™ Modular Wiring System. This new revolutionary wiring system with the integrated FastConnect Homerun eliminates hard wiring and provides a modular system that is 100% integrated from switch gear to end use. The introduction of the end-to-end modular solution will revolutionize the construction process as you know it.

The pre-wired, pre-tested 'plug & play' system arrives 'as designed', eliminating guess work and on-site engineering common with traditional methods. The NEXT Generation of Modular Wiring virtually eliminates hard wiring. Components can be installed in vendor supplied fixtures, equipment, power panels and accessories to speed up deliveries and installation. The integration of a modular system in the retail environment increases merchandising flexibility, accessibility and reusability. The FastLane™, vendor neutral system, integrates power, voice and data throughout your store with simple, fast, reliable connections. Save on installation time and labor costs with a complete end-to-end modular solution.



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Boston Retail also introduces the latest innovative additions to the ecoSeries® family of recycled, recyclable and pvc-free impact protection products. The ecoSeries® family has expanded to include 100% stainless steel floor mounted protection (HIPS), custom extrusions and more – your investment and the environment is protected when you utilize the full offering of green impact protection in your store.

And also showcased is Boston Retail's VersaPanel system that satisfies Merchandising and Operations needs for versatility while providing maximum desired flexibility and density with interchangeable finished face plates that allows for power access every two inches. A double sided, low profile and transparent Adapter places emphasis on the product in less display space. Installation requires no tooling and is easy enough for one to two people to do the job. UL, cUL and CE listed. (Patents Applied for)

Innovation and ecoCommitment to the retail environment are driving forces behind Boston Retail's revolutionary design and material advances in ecofriendly impact protection products, modular wiring technology and powered modular merchandising capabilities. Visit Boston Retail and become part of the innovation.

Boston Retail

It's no wonder so many trust the Boston Retail name. Since 1937, we've supplied retailers of all sizes with the products they need to succeed. In fact, Boston Retail is the only company to provide a complete line of display, power and protection products. Our solutions for the retail environment include modular power/voice/data systems, fixture and wall protection, eco-friendly products, merchandising displays, and decorative raceways. Our designers have created thousands of solutions, from concept to rollout. Having our own metal and plastic manufacturing facilities in the U.S. allows us to maintain strict quality and cost controls. Whether your order is a custom solution or an in-stock product, you're assured your delivery will arrive as promised and you'll enjoy the service and project management support that have made Boston Retail an industry leader.

For additional information, please visit www.bostonretail.com email info@bostonretail.com or call us at **1.800.225.1633**.

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