

Display Logic Named LUXX Light + Retail Technology Authorized Distributor

Display Logic is now an authorized partner for LUXX eShelf® retail tech and PowerTraxx™ electrification, offering unified digital shelf and power solutions.

SHELBY, NC, UNITED STATES, April 7, 2026 /EINPresswire.com/ -- Display Logic has been officially appointed as an authorized distributor and integration partner for the [LUXX](#) Light + Retail Technology [eShelf®](#) portfolio, including LCD displays, shelf lighting, and retail electrification solutions for retail and commercial applications.

"The LUXX retail technology portfolio aligns perfectly with our engineering-first approach," said Keith Morton, CEO of Display Logic. "Retailers need dynamic engagement at the shelf level, and LUXX delivers both visual impact and structural practicality, from the display screen all the way down to the power infrastructure beneath it."

The LUXX eShelf® Portfolio

Display Logic now distributes and integrates products across two core categories:

Retail Technology

eShelf® Stretch Screens — 8.8" to 47.1" shelf-edge displays with WiFi, touch, ESL, and movement sensing

eShelf® Header Displays — high-visibility above-shelf branding screens

eShelf® Tablet Size — 15.6" and 18.5" units for wall or POS placement

OFFICIAL ANNOUNCEMENT

WELCOME, DISPLAY LOGIC!

USA RETAIL TECHNOLOGY DISTRIBUTOR



Welcome Display Logic

eShelf® Digital Display Box — transparent LCD overlay cases for product showcasing
eShelf® Digital Photo Frame — standalone promotional displays
LoziBoxx™ — LED light box purpose-built for Lozier-compatible gondola shelving
Shelftag Lighting Fixture — illuminates shelf-edge price tags and products below
LoziLight® — Effortlessly converts retail shelves into brilliantly lit product displays

[Shelf Electrification](#)

PowerTraxx™ Roll It! — the world's first rollable magnetic power track; installs without removing shelving
LoziTraxx™ — slim-track electrification for North American pegboard back wall shelving
PowerTraxx™ Mount It! — compact fixed-mount alternative
Magnetic Cable Channel — keeps wiring clean and correctly routed

Built for National Retail Programs

Unlike consumer-grade panels retrofitted for retail use, every LUXX product is purpose-built for commercial shelf environments. The platform supports centralized CMS control, dynamic pricing integration, multi-display synchronization, and phased national rollouts — making it ideal for grocery, big box, beverage, convenience, and CPG retail environments.

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