

®



CONTACT: Dena Rose, Rose Stein Inc., for UEC/STARLINE: ([412-481-5807](tel:412-481-5807)/[drose@roseitein.com](mailto:drose@roseitein.com))

Karen Ganter, UEC/STARLINE : ([724-597-7800](tel:724-597-7800) x2042/[kganter@uecorp.com](mailto:kganter@uecorp.com))

## NEW STARLINE PLUG-IN RACEWAY IN THE SPOTLIGHT DURING NATIONAL RETAIL EVENT

**Universal Electric, makers of the award winning STARLINE power distribution products, features next generation raceway during SPECS 2011 (Store Planning, Equipment, Construction and Facilities Services Seminars).**

GRAPEVINE TX, (March 14, 2011) --The newest STARLINE power distribution solution, designed for the changing needs of fast-pace retail environments, will be in the spotlight as top retail store planning, construction, maintenance and engineering executives convene for this year's SPECS at the Gaylord Texan March 13-16.

"The high costs of store construction and time are a constant concern for retailers who need to frequently change product displays," says Mark Swift, STARLINE's Business Development Manager. "STARLINE products allow retailers the flexibility and cost savings to create aesthetically pleasing displays, giving them more power to keep the customer's attention focused on new products."

STARLINE Plug-in Raceway makes changing displays easy and cost efficient. The system has the exclusive ability to add or relocate plug in modules anywhere on the raceway, allowing ultimate flexibility for changing displays while eliminating the cost of an electrician to reconfigure circuits, receptacles and wiring. With no interruption in power and an optional Datacom channel for data, video and audio applications, STARLINE Plug-in Raceway is the most flexible power distribution available to any size retailer.

STARLINE has long been an industry standard and the leading brand in flexible power for top retailers in North America. The popular STARLINE Track Busway, the first fully flexible power distribution product designed for retail, provides overhead comprehensive electrical distribution. With both power and lighting capabilities and ultimate scalability that can be relocated or changed easily by in-store personnel, STARLINE Track Busway offers retailers everything they need – reduced store construction costs, faster installation, full flexibility now and in the future, more choices and colors for any size store.

Retailers can use both STARLINE Track Busway and Plug-in Raceway together for ultimate flexibility, cost reduction and ease of installation.

Visit STARLINE during SPECS in Booth #519. For more information visit [www.uecorp.com](http://www.uecorp.com).