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THE ART OF THE LAUNCH

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Solid State Lighting Systems
Transition & Added Membership Value

My President’s Message in the last TLD laid out some ambitious plans for our organization for this year. Based upon the discussions that took place at the Summer Board of Directors Meeting on August 5-6, I am happy to report that we are making great progress in achieving those plans.

Although the revisions to LS I and II have proven to be more involved than anticipated, there is light at the end of the tunnel. The revised LS I should be live by the time this issue is published, and LS II should not be far behind. These revisions combined with a major push to market our education programs outside of NAILD should drive our revenue growth in the back half of the year.

Our 2015 Conference Chair Greg Ehrich, LC, has put together a great schedule of events for the Denver conference. This will be the first conference managed by Creative Marketing Alliance (CMA). Lynn McCullough and her team have brought some great ideas to the table. With Cathy Heldt staying on with NAILD through the end of the year, we can be confident that the transition will be a smooth one.

Our Business Development Committee has identified a number of organizations that NAILD should pursue partnerships with to bring value to NAILD membership. We hope to establish some of these partnerships by the end of the year.

CMA has put together an ambitious plan for membership recruitment and will be working with myself and the Membership Committee to implement it. They are also working on plans to redesign our website and make better use of social media to promote our organization so that each can be a tool to attract new membership.

CMA is also working with Cathy Heldt on a smooth transition of responsibility for our publications. This is the first TLD to be published by CMA and they will publish this year’s directory as well. Jeff Barnhart’s team has made some great suggestions for improving our publications, and I am confident you will be pleased with the result.

Transition years can often be challenging. Your board of directors is working hard to be sure that the transition is smooth and brings added value to your membership.

Best,

Kevin Eagan
NAILD President
2014-2015
Selling New Products: The Art of the Launch
Lighting distributors have their own economic stake in the product-launch process.
By Christian Horn

NAILD Launches Updated LS I Training Program
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By Elana Stein

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In a rapidly evolving industry like lighting, manufacturers rely heavily on new product introductions to drive annual revenue. Lighting distributors are an integral part of the product-launch process and have their own economic stake in the game as the conduit for introducing new products to customers.

“The number of product launches by our dedicated commercial/industrial and lighting/energy solutions business units has grown in recent years, reaching approximately four launches per quarter per group,” says Peter Kleinman, director of marketing at Leviton.

“The major channel for our business is the traditional electrical distributor: large national chains, independents and national and international buying groups,” Kleinman explains. “Our reps work with distributors on new product training, live lunch-and-learns, counter days and joint calls.” The manufacturer also provides online learning, product literature, market analyses and technical content in support of new products.

He cites the Leviton ProVolt Series, which combines line-voltage occupancy sensing, power pack and photocell technology into a simple, self-contained energy management solution, as an example of a recent product launch success.

Many product launches are enhancements to existing products. Less frequently are they truly new-to-the-industry technologies. That is certainly the case with the new LED/induction lamp hybrid developed by American Green Technology (AGT), an Indiana-based induction lighting manufacturer. Called Spartacus, the new lamp is part of the AGT Gladiator series of products within their high bay line.

“We know where induction wins and we’re very successful there,” says Steve Tokarz, AGT’s executive vice president, sales and operations. “But we also know there isn’t one light source that’s going to solve every lighting need. In some high bay applications, folks like the punch that LED can deliver, but in industrial settings like steel mills and fabrication with very high ceilings, they put LED in and they get a focused square of light and then darkness. When they put in induction, they get well-distributed light, but they want a little more punch. So we pulled the two together.”

He describes the patented and proprietary technology as a circular 400-watt induction lamp wrapped around a circular 65-watt LED module with narrow focus lenses on each of the chips, all tucked inside a highly reflective fixture.

Meredith Jimenez, corporate communications director at AGT, calls the product introduction a soft launch. “The product was developed in response to a customer that had a specific need and we created this product for them to see if it would work,” she says.

“We installed it on-site and they love it,” Tokarz adds. “These are steel mills. One plant is sited on 950 acres with 40 buildings. They placed an order and now we’re starting to make it available to other customers. A 40 to 90 foot ceiling is our sweet spot. We’ll start to actively market the product soon.”

A market niche is important for a new product. Gripple, a British manufacturer of suspension cable, has entered the seismic bracing market with a cable product to secure light fixtures and other electrical equipment in regions with the potential for earthquakes.

“Seismic bracing is written into the building codes in most of these regions which include the state of California and cities such as St. Louis, Memphis, Charleston, as well as upstate New York,” says Lee Christian, southeast sales manager for Gripple.

“We just did a Veterans Administration hospital at the Fort Benning Army Base in Georgia, where they used our seismic bracing for fixtures, cable basket, conduit rack, anything electrical,” he explains.
Gripple’s initial marketing efforts are targeting professional engineering firms for pre-approvals. “The seismic cable is an engineered product that requires a seismic PE to stamp off on it, authorizing the use of our product and specifying it into the job,” Christian notes.

“We educate a lighting or electrical distributor so that when they get a set of drawings, they know exactly which page to look for to see if it’s a seismic-rated job. If it is, we work with them to prepare a bracing quote for the project.” Christian supports this marketing effort with cut sheets, case studies, training videos and product literature.

Universal Lighting Technologies, a member of the Panasonic Group, recently introduced the CENTO family of wall-switch and ceiling-occupancy sensors and sensor power packs.

“From hallways and offices to closets and warehouse aisles, these sensors cut energy use and reduce costs,” says Susan Phillips, director of marketing at Universal Lighting.

“The wall-switch device is vandal-resistant and has a 180-degree coverage area, while the ceiling sensor covers 360 degrees. The family is Title 24- and ASHRAE-compliant.”

“The ceiling mount device has a lens that’s on a gimbal so that you can rotate it to adjust the directionality of the coverage area to match the application,” notes Wally Creer, CENTO product manager. “This gives you a degree of flexibility you wouldn’t otherwise have. Select models have photo sensors with 0-10 volt dimming for daylight harvesting.”

Phillips explains that the CENTO launch is powered by a full complement of print, digital and social media marketing. This effort includes distributor training conducted by Universal Lighting sales agents. A True Blue Merchandising program assists distributors with their initial stocking orders and provides CENTO Awareness Kits for informing customers about the line at the counter.

“Sensors and controls are a fast growing component of the energy-efficiency market,” says Creer, “and we have extensive experience, quality and dedication to that market.”

In response to rapidly changing technology, NAILD has updated its Lighting Specialist I (LS I) Training Program. LS I offers a unique combination of expert technical instruction and hands-on field experience in real-life settings delivered through a user-friendly, self-paced, online approach.

The original LS I program focused on lighting basics and the traditional sources, such as incandescent, halogen, fluorescent, CFL and HID. With the advances in LED, the program required some changes to the course. NAILD found that distributors, lighting professionals, suppliers and customers wanted to know more about LED and how to manage the transition from the traditional sources to LED.

The newly-revised LS I program was designed to help candidates understand how and when to transition customers from traditional technologies to solid state lighting (LEDs). Several significant changes have been made to the course, which include:

• Each module now contains at least three learning objectives, allowing supervisors or “coaches” to see their candidates’ specific knowledge, skill set and activity to measure their understanding of the content.

• A stop has been inserted at the end of each module to check candidates’ performance and ability to demonstrate what they have learned.
The "coach" version of the workbook now contains more detailed instruction on how they can help their candidates complete the exercises. This workbook also includes an answer key and coaching instructions on how to help improve candidates' confidence and ability.

Calculations have been moved to the end of each module, which allows for easier review.

The module quizzes now require a 100-percent passing grade. The higher pass rate ensures that candidates know the content well enough to pass the final exam.

The fill-in-the-blank sections have been eliminated from both the quizzes and final exam.

The revised LS I educational program is geared towards:

- Staff members new to the lighting industry
- New hires who may have distribution experience, but not in lighting
- Counter, customer service and warehouse staff
- Inside and outside sales employees, or any employer interested in using this program to supplement and reinforce their face-to-face training

Whatever your role in the lighting industry, whether you’re brand new to the field or just want to brush up on foundational concepts, the LS I program is an enlightening approach to training at a pace that works for everyone.

To start the LS I Training Program, click on the Lighting Specialist tab on the NAILD website, www.naild.org. Once there, you can learn more about each of the eight modules and register for this course.
CASE STUDY

LUTRON | Public Sector
BACKGROUND:
The Business Academy is housed in a predominantly glass structure, built around three glazed atriums. Due to the high levels of natural light pouring into these spaces at certain times of the day, the potential for energy savings with lighting control was immense. Following a series of energy-efficient improvements to reduce the school’s overhead and maintenance costs, the lighting was reviewed.

THE CHALLENGE:
The management team wanted a more energy-efficient lighting solution that could be put in with minimal interference to the school’s working day, promoted sustainability, dramatically reduced the academy’s lighting bill and have no up-front costs.

THE SOLUTION:
As well as a bespoke, LED lighting solution, designed by 8point3 LED, Lutron’s Energi TriPak wireless retrofit solution was brought in to give light “when it was wanted.” With sustainability a priority for the academy, it was used and custom made gear trays, lighting engines, diffusers and Lutron’s 5 Series LED drivers were created and bespoke LEDs added. The fittings were then integrated with Lutron’s Energi TriPak to achieve maximum savings. As speed of installation was key to the success of the project, the wireless nature of Lutron’s Energi TriPak was invaluable for quick and easy installation and re-programming. More than 150 Lutron PowPak load controllers, 280 Lutron Radio Powr Savr wireless occupancy/vacancy and daylight sensors, more than 100 Lutron Pico wireless controls and 1,800 Lutron 5 Series LED drivers were installed throughout the school, so that light levels could be adjusted based on the natural light levels pouring into the rooms.

THE RESULTS:
An innovative seven year pay-back scheme was set up with a European bank that involved no capital investment from the academy. It enabled the academy to embrace the latest in LED technology and controls, while paying the bank back out of the energy savings it achieved from its reduced lighting bills. In addition, the academy is insulated from electricity price rises on its lighting bill in the coming years and can reap significant savings on the school’s lighting maintenance costs. Thanks to its new LED lighting and controls solution, the Academy is now able to save $31,700 on its electricity bill and 125 tons of CO2 per year. As well as providing a stimulating learning space that adapts its lighting throughout the day and evening to external light levels, The Business Academy, Bexley now has one of the most energy-efficient lighting schemes in academia.

“Installing LED lighting was the logical next step in our efforts to develop a greener and healthier learning environment for our students. We discussed the additional features that a lighting control system would offer us.”

– Sam Elms, chief executive of The Business Academy, Bexley

| Client: | The Business Academy, Bexley |
| Lighting Project: | 8point3 LED |
| Electrical Installer: | Mears Plc |
| Photography: | Lutron |
| Lutron Products: | Lutron’s Energi TriPak retrofit solution |
| Finance Service: | Afm solutions |
In May of 2014, the NAILD Board of Directors finalized an agreement with Creative Marketing Alliance (CMA) in Princeton Junction, N.J., to assume responsibility for a number of functions within our organization.

Their work for NAILD will focus on three specific areas of responsibility: membership recruitment, our annual conference and our integrated marketing communications campaign that includes our rebranded magazine. Under this agreement, the education programs and the day-to-day operations of NAILD will remain with our administrator, Linda Daniel.

The idea of investigating Association Management Companies began at the summer 2013 Board of Directors meeting with the realization that at whatever point in time Linda Daniel would choose to retire, it would be impossible to replace her with one individual. The Board also recognized that in spite of a tremendous effort from our Membership Committees in recent years, we were losing the battle in membership recruitment. The Board also came to the conclusion that our declining attendance at our annual conference needed outside help.

At the fall executive council meeting, Greg Ehrich volunteered to evaluate Association Management Companies. With help from Carroll Reuben, our conference consultant last year, Greg developed a Request for Proposal that was sent out to about two dozen companies. Greg and Carroll selected two companies for final consideration. In the end, CMA was the overwhelming choice of the Board.

First and foremost, CMA has very strong roots in the lighting industry. President & CEO Jeff Barnhart had spent several years with Philips early in his career. The marketing arm of CMA works with many lighting companies, including very strong ties to IMARK Group, a key NAILD partner in our education programs. In addition, CMA was by far the most willing to accommodate NAILD’s desire to keep Linda on as administrator and allow her to retire from NAILD on her schedule. While most of the Association Management Companies wanted to assume complete control immediately, Jeff recognized the unique situation we faced and graciously accommodated our needs.

In a few short months, we are seeing positive results. Working with Cathy Heldt in her final months with NAILD as conference chair, the groundwork has been laid by CMA for a great April 2015 conference in Denver. CMA has put together a marketing plan to rebrand our organization, overhaul our website and position us to be an attractive organization for prospective members. I am confident that NAILD will make tremendous progress this year with CMA’s assistance and expertise.
The NAILD Annual Conference will bring together distributors and vendors from across the lighting industry to engage in meaningful networking and educational opportunities on April 26-29 at the Marriott Denver Tech Center in Denver.

The conference theme, *Lighting the Way. Leading the Way*, plays host to a comprehensive educational program featuring dynamic keynote speakers covering such topics as industry trends, technological advances and professional and organization growth opportunities, all pointing toward a bright future for the lighting industry.

Karl Mecklenburg, former Denver Bronco and NFL All-Pro, will deliver the opening keynote address to kick-off the conference. Inducted into the Denver Broncos Ring of Fame and the Colorado Sports Hall of Fame in 2001, he has been a semifinalist for the Pro Football Hall of Fame each of the last three years. His experiences in the NFL taught him a great deal about teamwork, courage, dedication, desire, honesty, forgiveness and goal setting, which he refers to as his “Six Keys to Success.” In his presentation, Mecklenberg will discuss these keys to success as they relate to the lighting distributing industry.

A nationally known motivational speaker and sales growth strategist, Duane Cashin, will deliver the closing keynote address at the conference. Having led several successful sales teams at Fortune 500 companies and his own multi-million-dollar graphics company that served high-caliber clients, he will hone in on the importance of understanding your clients in his presentation titled, “Moving the Needle on Sales Performance.” NAILD conference attendees will be challenged to look beyond the traditional theories and adopt a new, holistic approach, which will deliver more sales, better service and long-term relationships with customers.

The conference will also feature NAILD’s Product Sprint and Organized Casual Conferences (OCCs), allowing attendees to engage in open discussions with their peers, share ideas and form valuable business connections. Leading industry vendors from around the country will have the opportunity to display their latest lighting products and services during the conference.

Each year, the conference provides a place for attendees to network with potential clients, customers and industry colleagues while taking part in valuable continuing education. For more information on the conference, visit www.naild.org.
Headquartered in northern Indiana, Orion Lighting Solutions has an aggressive five-year plan for building a constellation of lighting supply houses in the upper Midwest. “We just opened a branch in Columbus, Ohio,” says Kirk Mathews, president of the company, which is celebrating its 10th anniversary.

“We’re strong in the industrial and warehouse spaces. I want to parlay that into central Ohio, then northern Ohio, southeast Michigan and down to northern Kentucky so we become a regional lighting provider,” he explains. “All branches will focus on full-service lighting consultation, retrofit and supply to business customers in those markets. We want to be the go-to brand in the upper Midwest and entrench ourselves before our competitors do.”

Mathews observes that energy-efficient lighting retrofits are a key growth area in the region. Orion Lighting partners with several electric utilities to optimize its retrofit projects with rebate dollars.

“We’re selling lighting upgrades, not rebates,” he cautions. “Foremost, it’s about what’s best for your facility to help your business operate more energy efficiently, more productively and safer. Then, let’s look at available utility incentives for those types of lighting technology solutions.”

**Expanded e-commerce offering**

Mathews also sees growing demand for lighting controls. “Upfront, controls can mean a greater investment, but if you educate the customer about the lifetime operational savings of controls and daylighting technologies, it makes financial sense. It’s an investment and it has a solid return.”

With many energy-efficient technologies, the first cost can be a sales hurdle, he observes. “A business owner who is just cost, cost, cost upfront is probably not our customer. The biggest hurdle is getting them to understand the immediate financial opportunity and the cost of waiting.”

Orion Lighting Solutions will soon launch an e-commerce site that will enable customers to pull from 24,000 different lighting SKUs. “They can look at their past order history,” Matthews says. “National-accounts can set approval levels at price points we’ve negotiated for different facilities across the country. Contractors can log-on with their price point pre-loaded in.”

**Above and beyond**

Any aspect of his business keeping him awake at night? “All of it,” he laughs. “Inventory management is always a concern—making sure we have the right stuff in stock at the right time at the right location. With the cost of LEDs dropping and new generations of LED lighting rolling out every four to six months, it’s about having the right products at hand without getting burned on obsolescence.”

As Orion Lighting Solutions broadens its territory and encounters greater regional competition, Mathews is confident the company can differentiate itself. “We set ourselves apart through proactive service and education. Conduit. Retrofit. Supply. But not necessarily in that order. We go above and beyond for our customers.”

For a company named after a celestial constellation, one would expect nothing less. ●
ORION LIGHTING SOLUTIONS: EXPANDING ITS UNIVERSE

General Manager Matt Loker works on wiring an LED sample.
Halco Lighting Technologies Hires Midwest Regional Manager

Halco Lighting Technologies has welcomed Scott Owens to the position of Midwest regional sales manager this summer. Owens has more than 13 years of industry experience in various sales roles.

“With the addition of Scott Owens as Midwest regional sales manager, Halco has a strong team in the Midwest region,” said Kim Cook, president & COO. “Scott comes to us with extensive experience and knowledge of the industry from the manufacturer and rep agency sides of the business. We are confident that he will continue to grow business in the Midwest.”

Before joining Halco, Owens spent 12 years with Osram Sylvania as a sales account manager and, most recently, an executive account manager. His most recent experience was lighting sales manager with Republic Companies. Owens also has worked in various sales roles with Frito-Lay, Inc., Nabisco, Coca-Cola and Hershey Chocolate.

Owens holds a Bachelor of Arts in Communications from the University of Northern Iowa. Reporting to Vice President of Sales Ed Weaver, Owens is responsible for leading the sales and training of the independent agencies servicing distributors in the Midwest.

Halco Lighting Technologies Hires Vice President of Sales

Halco Lighting Technologies has welcomed Ed Weaver to the position of vice president of sales. Weaver has 19 years of experience in several sales roles throughout the industry.

“We are excited to announce Ed Weaver as our new vice president of sales,” said Kim Cook, president & COO. “The extensive experience and knowledge of the industry that Ed brings to Halco will help to drive the continued success of the Halco sales team and the organization as a whole.”

Before joining Halco, Weaver spent 15 years with Acuity Brands, first as a regional sales manager and working his way through various roles leading to vice president of sales and marketing and vice president and general manager of the electrical distribution channel. His most recent experience was with Switch Lighting as senior vice president of North American sales.

Weaver holds a Bachelor of Science in Economics from the University of Florida and holds several certifications in LEAN training and Six Sigma tools. Reporting to President/COO Kim Cook, Weaver is responsible for leading the sales and business development team at Halco and continuing to grow the business.

Universal Names New OEM Regional Sales Manager for U.S. Northeast

Universal Lighting Technologies has announced the addition of lighting industry veteran David Mendes to the Universal team as the new OEM regional sales manager for the Northeast region of the United States.

Mendes joins Universal with more than 14 years of electrical industry experience, including distribution and lighting services. Since graduating from Long Island University in 2007 with a degree in business management and marketing, he has worked on several national accounts, selling lighting products and services in various industries including petroleum, retail and facility management.

Previously, Mendes worked as a senior sales representative, where he was honored with six different sales awards, including 2013 sales representative of the year. Additionally, he has garnered experience developing investment-grade, turnkey solutions for clients to encompass interior, exterior, new fixture, retrofit and lighting controls. Mendes also worked with local and national utilities to maximize return on investment for clients.

“David’s past experience and fresh perspective on the OEM business make him an asset to both our customers and our company,” said Jeff Bristol, vice president of OEM sales. “With expertise across various touch points in our industry, David will be a knowledgeable sales manager and an excellent addition to the Universal team.”

NAILD Recognizes Lighting Specialist Graduates

Mary LeVeck of LeVeck Lighting Products, Inc., has successfully completed NAILD Lighting Specialist II (LS II) on-line courseware. LeVeck has received her NAILD Lighting Specialist II Certificate and pin and is invited to use the NAILD LS II appellation on her business cards.

The third class of NAILD LS II continues to progress through the modules as facilitated by Paul Hafner, LC. We have enrollees from both NAILD and IMARK participating in this opportunity. Several of the LS II students are on the brink of completion; final exams have been submitted, turned in and are waiting for their final approval. We thank their respective companies for their continued support of the NAILD Lighting Specialist program.

The following participants have successfully completed the NAILD Lighting Specialist II (LS II) program.

- David Mendes, LeVeck Lighting Products, Inc.
- Ed Weaver, Halco Lighting Technologies
- Scott Owens, Halco Lighting Technologies
- Mary LeVeck, LeVeck Lighting Products, Inc.
Specialist I on-line courseware as well as the hands-on requirements. Graduates have received their NAILD Lighting Specialist I Certificate and pin. They are invited to use the NAILD LS I appellation on their business cards.

Recent graduates include:

- Lindsey Allen – Access Fixtures
- Christa Napier – Alloway Lighting
- Maria Uzarski – Associated of Los Angeles
- Janeece Layman – Associated of Los Angeles
- Andrew Micco – EiKO, Ltd.
- Ben Mercedes – Bulbs.com
- Marcos Saldana – Bulbs.com
- Bill Silk – Bulbs.com
- Mark Wrona – Bulbs.com
- Ashley O’Brien – Electrical Distributors Co.
- Margaret Byrne – FSG

- Courtney Goerner – FSG
- Don Lawrence – FSG
- Katie Eastin – Halco Lighting Technologies
- John Knight – Illuminating Technologies, Inc.
- Logan Markham – Key Lighting KC
- Joshua Williams – Kobi Electric
- Maggie Flynn – J.H. Larsen Company – Corporate
- James Caswell – National Electric Supply
- Jenni D’Orellas – National Electric Supply
- Meghan Ewing – National Electric Supply
- Ryan Gonzalez – National Electric Supply
- Matthew Gould – National Electric Supply
- Cindy Joseph – National Electric Supply
- Marcus Leija – National Electric Supply
- Clark Maner – National Electric Supply
- Ronald Renshaw – National Electric Supply
- Ivan Rodriguez – National Electric Supply
- Trevor Shaw – National Electric Supply

- Richard Snow – National Electric Supply
- Merve Yildirim – National Electric Supply
- Davis Thode – Shine Retrftts.com
- Barb Contarino – Thayer Lighting
- Jan Henryson – Thayer Lighting
- Matt Honson – Thayer Lighting
- Chelsie Vogel – Win Wholesale
- Tony Kidwell – Wiseway Supply

The Lighting Specialist courses continue to be well received by not only NAILD members, but by IMARK members and people in the lighting industry. If you are interested in information regarding either course, do not hesitate to contact Linda at the NAILD office (lmd@naild.org or 716.875.3670) or you can access information at www.naild.org.

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**Lutron Wireless Occupancy Sensor Solution reduces installation time by 70%**

**Wireless Occupancy Sensor Solution**

- Reliable sensing technology means fewer callbacks
- Reduce your proposal time too, with the Lutron Energi Advisor™ app, NAILD’s 2014 Best Accessory or Service winner. Download the app from the App Store.
- More energy-saving solutions at [www.lutron.com/ETP](http://www.lutron.com/ETP) or contact your local Lutron representative

*70% savings based on a comparison of the total installed time of an Energi ThPake solution compared to a typical wired occupancy sensor solution. Lutron solution consists of one Maestro Wireless switch and one Radio Powr Sav occupancy sensor.*
Universal Unveils New DaliPRO Premium Family

Universal Lighting Technologies is expanding its family of DaliPRO ballasts with the new DaliPRO Premium line. The DaliPRO family provides compatibility with a wide variety of Digital Addressable Lighting Interface (DALI) controls and systems. These ballasts cover a full line of CFL, T5, T5HO and T8 lamp applications. The expanded Premium line features superior parallel-lamp operation, gains in digital dimming via secondary-lamp applications, and a faster start time.

Architectural digital control simplifies wiring and increases system flexibility. The DaliPRO Premium ballast is uniquely specifiable with improved parallel lamp operation that lowers maintenance costs. Parallel lamp operation ensures that lamps stay lit even if one lamp fails. This prevents fixtures from going dark and/or replacing lamps unnecessarily. Additionally, the new Premium product includes a filament cut-out that helps the lamp start quickly (<700 milliseconds). The lamp consolidation and packaging options for Premium include T5 and T8 products with offerings for both UNV and 347V, making these ballasts perfect for Canadian customers.

The DaliPRO family of ballasts is ideal in any space, from a single room to a large facility with a wide range of applications. Dimming does a lot more than just “create a mood” in a room; it can also save energy in an entire building. Universal’s Premier dimming products are available in a variety of digital and analog technology options (e.g., step dimming, 0–10V, DALI digital and demand response). Universal’s entire Premier dimming product line can help meet the new standards, applications and requirements.

“As additional energy legislation takes effect, we’ll see an increasing need for dimming technology. The expansion of the DaliPRO family with the new DaliPRO Premium gives our customers even more dimming options,” said Chris Holstein, vice president of marketing. “We’ve really been looking forward to introducing this new product, in part because the parallel lamp operation is better, but also because the 347V is a great option for Canada.”

Lutron Expands Ivalo Collection with New LED Linear Lighting

Lutron Electronics recently announced the expansion of its Ivalo Collection with the new Lumaris LED linear lighting. Lumaris is an LED light bar that comes standard with the Lutron UL Listed Hi-lume A-Series 1-percent dimming driver. Lumaris is compatible with dozens of different Lutron dimmers and controls, simplifying the specification process for designers, architects and specifiers of high-end residential projects.

The new Lumaris LED linear lighting features:

• **90+ Color Rendering Index (CRI)** – Lumaris has a high 90+ CRI color quality that guarantee colors appear accurately.

• **High-quality, even light distribution** – Lumaris provides a wide 130-degree light distribution with no visible light interruptions in a modular lighting system. The light bars are available in 6-inch, 12-inch, 18-inch, 24-inch, 36-inch or 48-inch sections, enabling continuous installation runs for both linear and radial configurations.

• **Consistent fixture-to-fixture color consistency** – Standard to Lumaris is less than three Standard Deviation Color Matching (SDCM), which ensures the color temperature is consistent from fixture to fixture.

• **Easy and linkable installation** – Lumaris can be easily installed with the standard UL Listed Hi-lume A-Series LED Driver, which can be remote-mounted up to 180 feet away from the LED source depending on the gauge of the wire. Users will only need one A-Series driver per eight feet of linear light, and can have up to eight drivers on one dimmer.

• **Small profile for multiple applications** – Lumaris features a low profile and various lengths, multiple color temperatures, and color finishes that are ideal for a variety of residential and architectural lighting applications such as interior cove, under cabinet, under counter, under shelf and indoor path/step lighting where color and dimming consistency is desired.

All fixtures in the Lutron Ivalo Collection provide smooth, flicker-free performance from 100 percent to one percent, utilizing Lutron Hi-lume A-series drivers that come standard with the fixtures, and include a five-year warranty covering the fixture, dimming driver, LED module and color shift. Products in the Ivalo Collection are Energy Star-certified compliant with FCC and meet the new CA Title 24 requirements.

Halco Lighting Technologies Introduces ProLume Extended Life T8 Lamps

Halco has announced the new ProLume Extended Life T8 lamps as an energy saving alternative to Linear LED lamps.
The new ProLume Extended Life T8 lamps are designed to surpass the lifetime of a Linear Fluorescent lamp. Available in 28W Energy Saver and 32W versions, Extended Life T8 lamps feature up to 60,000 hours of lamp life, offer high 86 CRI, efficiently provide up to 98 lumens per watt and are TCLP compliant. All of the 28W versions are on the CEE Reduced Wattage Lamp listing while the F32T8/850/ECO/XL is a CEE Listed High Performance Lamp.

ProLume Extended Life T8 lamps are available in 3500K, 4100K and 5000K color temperatures. When properly installed with a ProLume ballast, Extended Life T8 lamps are backed by Halco’s ProPLUS Warranty for an industry-leading five years.

Halco Lighting Technologies Announces ProLED Multidirectional A19 Lamps

Halco has introduced the new ProLED Multidirectional A19 lamps as an ideal replacement for standard incandescent lamps.

ProLED Multidirectional A19 lamps are designed with superior thermal construction that provides energy-efficient, high quality illumination. Available in 6W and 9.5W versions, the Multidirectional A19 lamps feature a wide 240-degree beam angle, which disperses the light similar to an incandescent lamp. These dimmable, Energy Star-listed lamps contain no mercury and provide 25,000-hour lamp life, up to 16 times longer than a standard incandescent lamp.

ProLED Multidirectional A19 lamps are available in 2700K and 3000K color temperatures and are backed by a five-year, limited warranty.

USHIO America Introduces Uphoria LED Downlight Retrofit Kits

USHIO America’s Solid State Lighting Group recently announced the launch of its Uphoria LED Downlight Retrofit kits. These kits will allow users to transform existing, inefficient lamp-based downlights into sleek, energy-efficient integrated LED fixtures within minutes.

USHIO America’s Uphoria LED downlight retrofit kits fit most 4-inch, 5-inch, and 6-inch downlight cans, allowing the user to upgrade old incandescent recessed lighting into energy-efficient LED lighting in a few simple steps. These retrofit kits can be installed indoors or outdoors, including wet locations.

These dimmable downlight retrofit kits are Energy Star-rated with a life rating of 40,000 hours. They have an attractive white trim included for a seamless appearance.

All Uphoria LED Downlight Retrofit kits operate on 120V with a Warm White (3000K) color temperature. They are available with Wide Flood (90 degree) beam angles and come with E26 bases. GU24 base adapters are available and sold separately. A High CRI (90+) CEC/California Title 24 kit is also available. USHIO is proud to stand behind these Energy Star-qualified LED lamps with a five-year warranty.

GE’s Evolve LED Canopy Light Provides Uniform, Energy-Efficient Lighting

Providing similar durability and uniform illuminance as its first-generation model, GE’s new Evolve LED Canopy Light is engineered with a sleek, new look that offers easy installation and expanded lumen levels for a variety of mounting heights.

The Evolve LED Canopy ECBA Light Fixture provides an energy-efficient and robust means for lighting areas with canopies, such as gas stations, truck stops and drive-thrus at banks, pharmacies and restaurants. Offered at three lumen levels—4,000, 8,000 and 13,500—and 4000K and 5000K color temperatures, it allows users to find the best LED lighting solution for their outdoor space.

Ideal for retrofits, the Evolve LED Canopy ECBA Light Fixture is fully sealed and designed for effortless installation as it requires only four screws and can be completed in minutes. Additionally, maintenance is a breeze with the LED lighting fixture’s easily accessible power cavity located below the canopy deck.

The robust housing design of the new Evolve LED Canopy Light includes a symmetrical heat sink that keeps the LEDs cool, helping to prolong the life of the fixture. It also is built to withstand extreme weather, from hot and humid
NEW PRODUCTS

summer days to cold and windy winter nights.

Compared with metal halide canopy lighting, the GE Evolve LED Canopy Light provides significant energy savings. Furthermore, the product has a lumen maintenance rating of L95 at 60,000 hours, enabling this LED lighting fixture to significantly reduce maintenance costs and needs.

The new Evolve LED Canopy Light is available with occupancy sensing and dimming options.

MaxLite Introduces LED Vapor Tight Linear Fixtures for Harsh Environments

Engineered for powerful lighting in a watertight enclosure, MaxLite introduces DesignLights Consortium-qualified LED Vapor Tight Linear Fixtures for harsh environment installations.

MaxLite provides the IP66-rated fixtures for use in car wash operations, airports, tunnels, maintenance areas, parking garages and stairwells. The dimmable fixtures can meet California Title 24 requirements and are available for purchase with rebates of up to $.50 per kilowatt-hour from select utilities.

Available as a simplified lineup of eight basic models, the fixtures are offered in two- and four-foot sizes and 30 and 50 watts. Designed as a replacement for fluorescent strip lighting, the LED Vapor Tight fixture is constructed with a one-piece, non-corrosive polycarbonate body to protect the LED light source from water, dirt and vandalism from vehicular or pedestrian traffic. Supplied hardware includes stainless steel buckles, surface-mount brackets and a paint-after-fabrication gear tray.

The LED Vapor Tights’ innovative, thermal- and lumen-balanced light engines are engineered with low-drive rates to allow cooler operating temperatures. Less thermal heat sinking allows for additional LEDs within the fixture and results in a higher lumen output. The cooler LEDs perform longer and work more efficiently than harder-driven LEDs, ultimately resulting in greater energy savings, longer lifetime and higher quality of light.

The fixtures meet or exceed Illuminating Engineering Society (IES) footcandle recommendations at installed heights for parking area, driving lane or stairwell compliance.

Halco Lighting Technologies Appoints S-Squire

Halco Lighting Technologies has announced the appointment of S-Squire as the company’s new sales agency in the New Mexico and El Paso, Texas markets.

“We are excited to announce S-Squire as our partner in the New Mexico and El Paso, Texas markets,” said Kim Cook, president & COO. “S-Squire’s extensive knowledge of the industry and the many years of experience will strengthen our presence in these markets.”

S-Squire, Inc. is a manufacturers’ representative firm located in Albuquerque, N.M., specializing in construction, industrial, utility and energy management products in the electrical industry. Their coverage markets for Halco include New Mexico and El Paso, Texas.

Osram Sylvania Announces Headquarters Relocation

Osram Sylvania recently announced plans to relocate its Danvers, Mass.-based headquarters to Wilmington, Mass. The new location will be within the technology corridor and will present enormous opportunity for the lighting leader to design the positive changes required to support the needs of the business within the transforming lighting industry.

The creation of a new dynamic workplace will cultivate a fresh energizing environment that fosters innovation, focus, customer experience, and learning. The evolution of lighting in recent years from light bulbs to lighting solutions requires the need to adapt quickly in these times of positive change.

Market demand in lighting technology is changing in part due to legislative requirements. With the goal of achieving long-term competitiveness in the lighting industry, positive changes like this relocation are necessary to navigate the transforming market successfully. Like the latest in LED lighting technology solutions of today, a dynamic workspace can create endless possibilities of positive cultural change.

The new location will serve as the regional headquarters of OSRAM Americas and will continue to have a strong presence in northern Massachusetts and the New England area. Set to take place summer 2015, the relocation will include the 54 Cherry Hill location, as well as the future integration of the 71 Cherry Hill location in Beverly, Mass., at a later date.
Universal Lighting Technologies Wins Two 2014 “Best of the Best” Awards

Universal Lighting Technologies was recently recognized in tED Magazine’s “Best of the Best” Awards for 2014. The Nashville-based lighting company’s marketing efforts won in two categories: digital and social media campaign for a supplier under $250 million and website for a supplier under $250 million. The winners were announced at the NAED AdVenture Conference in Chicago on August 5.

“Our company has grown significantly in recent years, and in order to keep up with the competition in this growing digital age we’ve made a lot of strides in website design and overall digital efforts,” said Chris Holstein, Universal’s vice president of marketing. “tED Magazine’s recognition of our work further solidifies the fact that we’ve come so far in such a short time, and we’re thrilled to be considered among the best of the best by one of the lighting industry’s most trusted sources.”

The annual marketing awards competition hosted by tED Magazine honors marketing excellence and recognizes creativity within the electrical industry in companies of all sizes across several marketing and communications categories. Entries are judged on their overall effectiveness and creative impact by an independent panel of marketing and industry professionals secured by tED Magazine.

tED Magazine is a leading publication for the lighting industry, serving as the voice for the top electrical distributors in North America. A complete list of all the winning entries in the 2014 “Best of the Best” Awards is included in the September issue of tED Magazine.
Lutron’s New Data Logger Program Helps Contractors, ESCOs

Lutron Electronics wireless lighting and shade control recently announced a program to help electrical contractors and ESCOs identify new areas of lighting control opportunity in commercial buildings. Onset HOBO occupancy and light data loggers, which provide time-stamped occupancy and on/off light data, can be used free of charge on qualifying projects. This, in turn, will provide project managers and contractors with a competitive advantage, and make the case for adding lighting controls to a project based on actual occupancy data.

The battery-powered, matchbox-sized devices can be configured and installed in minutes and easily transmit data to a computer via a USB connection. “Identifying areas of lighting control opportunity beyond code requirements will not only save energy, but further reduce energy bills,” said Brian Donlon, sales vice president, North America, at Lutron. “We’re confident the results of this program will surprise and delight building owners and end-users at all levels.”

To register for the program, simply establish a Lutron customer account and agree to share basic project data with Lutron, who will then deliver the units needed for data collection. Lutron and Onset recommend two to four weeks for an accurate usage sampling. Contact your local Lutron sales representative to register for the program, or for more information.

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