A NEW DAY FOR NAILD

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A New Day for NAILD
NAILD is evolving along with the commercial lighting market, while turning change into an opportunity to enhance its value proposition and member base.
By Christian Horn

BLC America Member Profile
Tom Ciurczak sees challenges and opportunities as he watches the digital lighting age hurtling towards its tipping point.
By Christian Horn

2015 NAILD Conference
The annual conference will feature educational sessions that focus on LEDs and controls.
By Meghan Higgins

Roundtable Discusses Improved LS I program
Today’s Lighting Distributor asked NAILD’s leadership about the added value of the updated program in a Q-and-A session.
By Elana Stein

Controlling Energy Costs With Lighting Controls
Lighting accounts for up to 40 percent of the total energy costs in commercial buildings. Reducing consumption has become a major goal for all stakeholders.
By Christian Horn

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Today's Lighting Distributor magazine is published four times a year for NAILD members in conjunction with Creative Marketing Alliance.
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As I sit down to write this President’s Message, the sub-freezing temperature on the thermometer outside my home in New Hampshire reminds me that we are many months removed from our last conference in sunny Ft. Lauderdale, Fla. Shortly after the conference, the Executive Committee met at Creative Marketing Alliance’s headquarters in New Jersey to lay out a plan to create a “New NAILD.” During this term, we are focusing on bringing greater value to membership in our organization. As we approach the end of 2014, I would like to take a look at where we are in that process.

Let’s start with education. The revisions to LS I and LS II proved to be a bit more complicated than anticipated. NAILD Education Consultant Paul Hafner has now completed the revised LS I and the revised LS II should be available by year’s end. I encourage all of our distributor members to enroll their new employees in these greatly enhanced courses. I would also like to challenge our vendor members to take a good hard look at the new LS I for your own employees, as well as your reps. I know many of you have in-house education programs but they tend to revolve around your own products. Each of you could benefit from basic lighting instruction for your new sales people, customer service reps and warehouse personnel. (For more info, visit www.naild.org.) We also have established a program for the reps of our vendor members to enroll in LS I at a discounted price. Contact NAILD Administrator Linda Daniel (lmd@naild.org) for details.

Linda is also working hard at establishing partnerships with other organizations that could benefit from our education programs. By the time we all meet in Denver, I am confident we will have completed agreements with at least two major organizations similar to the one we have enjoyed with IMARK Group for the past several years.

Our Business Development Committee was charged this year with identifying companies that we could partner with for discounted pricing to NAILD members for goods and services. Early in the year, we concluded an agreement with Fine Tech Business Solutions for credit card processing. We are very close to finalizing a deal with a major shipping company for discounted NAILD pricing.
Our membership recruitment efforts this year revolve around a rebranding plan designed by CMA to promote a “New NAILD” to the industry. In the next few weeks, we will be rolling out a new logo, a new website and a marketing plan designed to demonstrate to potential members the value NAILD can bring to a lighting distributor.

NAILD President-Elect Greg Ehrich has been hard at work with CMA to plan a great conference for us in April. Speakers and events are in the final planning stage and details will be shared on the website and social media channels shortly. This year’s conference will be well worth your time.

Membership in NAILD has always been a good investment. Your board of directors is working hard to bring even more value to that investment, and with the plan we have laid out, I believe we will accomplish that goal.

I would like to conclude by recognizing that this issue of TLD will be the last one that Cathy Heldt works on. At the end of December, Cathy’s contract with NAILD comes to an end. Her contributions to NAILD over the years are too numerous to spell out here. Suffice it to say, it has been my pleasure to work with such a terrific and talented woman for the past four years as a director of NAILD. Speaking for the entire NAILD family, I wish Cathy good luck in the future.

Best,

Kevin Eagan
NAILD President
2014-2015
A NEW DAY FOR NAILD
REINVENT. REBRAND. REVITALIZE.
When a brand encounters fundamental shifts in the marketplace it serves, smart brands evolve to seize new opportunities by reinventing their relevance to changing customer needs and challenges.

In the commercial lighting industry, the widely projected and growing ascendance of LEDs over the next decade is driving a transformation from analog to digital lighting and controls—an evolution that is bringing unprecedented changes to lamp technology, lighting design, specification, distribution and integrated digital lamp/control system installation.

The National Association of Independent Lighting Distributors (NAILD) is changing along with the commercial lighting market, while leveraging those burgeoning changes to enhance its value proposition and expand its membership base.

“This is definitely a rebranding of NAILD,” explains Kevin Eagan, NAILD president and co-owner of Northwest Lighting Systems, headquartered in Minnesota with additional warehouses in New Hampshire and Arizona. “The board of directors sees both organizational momentum and opportunity in current and future marketplace trends that we want to capitalize on.”

The rebranding process commenced mid-year when NAILD cemented a partnership with Creative Marketing Alliance (CMA), a full-service marketing communications firm located in Princeton Junction, N.J., with more than 25 years of experience in electrical marketing and equally deep expertise in trade association event management and membership services.

“NAILD started the rebranding process by transitioning from our voluntary board of directors management structure to an association management company,” says Greg Ehrich, LC, NAILD president-elect and co-owner of Premier Lighting in Minnesota. “CMA is a big part of the rebranding and will have an ongoing presence as we move forward.”

A phased rebranding

The rebranding campaign, which is proceeding in staged phases though 2015, integrates an upgrade of NAILD’s major print, digital and social media marketing, membership recruitment and events, particularly the organization’s flagship annual conference. The NAILD conference committee and CMA’s event management team have been working closely on putting the final touches on the 2015 NAILD conference, Lighting the Way, Leading the Way, which will be held April 26-29 in Denver.

On the marketing side, Eagan says “we’re very pleased with the new, redesigned membership directory and the first issue of Today’s Lighting Distributor (TLD) produced by CMA. We wanted a killer issue of TLD to launch and showcase our new brand, look and editorial format of the magazine. CMA delivered.” A new TLD advertising media kit will be produced to drive expanded advertising support and revenue through a concerted advertising sales effort.

Rapidly moving forward in development are a new NAILD logo, public relations campaigns, an expanded social media presence—already underway—and a design and content overhaul for the NAILD website. “The new website will be a big part of what NAILD is going to do in terms of promoting our educational offerings and new portfolio of member benefits,” Eagan says.

With CMA handling the association-management responsibilities and marketing functions, the NAILD board is developing strategic innovations which will enhance the relevance of the organization as a leading industry educational resource, as well as building NAILD’s membership value and ROI.

Education. Networking. Technology.

“Of NAILD’s three organizational pillars, the educational component is critical to what NAILD is all about today and what we will be even more about in the future,” Eagan states.

“It seems like the lighting industry is changing almost daily,” Ehrich observes. “NAILD educational programs keep our members ahead of the curve and make them more
knowledgeable about current product and lighting control trends. This know-how, in turn, helps them sell more products and provide better service.

Several marketplace forces are currently at work in lighting, and all of them favor NAILD’s rebranding and educational initiatives.

First, extremely energy-efficient and long-life LED (light emitting diode) lamps are increasingly gaining mainstream acceptance and are widely projected to be the dominant commercial light source, both interior and exterior, within a decade. But, as a lighting technology, LEDs have not emerged as a natural progression from incandescent, fluorescent and metal halide lighting advances over the course of lighting’s 125-year history.

The solid-state galaxy

LEDs hail from the solid-state galaxy far, far away from traditional light sources. Beginning as lowly electrical equipment indicator lights, this pauper-to-prince technology has an entirely different set of technical requirements and challenges that must be mastered through training and acquired knowledge.

Second, being digital and programmable, LEDs fit hand-in-glove with automated building and facility energy management systems, which are predicted to follow a trajectory of mainstream acceptance and demand similar to that of LEDs during the next 10 to 15 years. The ability of lighting, distribution and contracting professionals to integrate LEDs into such “smart building” systems requires not only product savvy, but a whole new layer of digital and electrical technology know-how.

Third, with the “aging-out” of the baby boomer generation over the next decade or so, there is an increased need for training in advanced lighting in general, and LEDs in particular. As rising generations take on greater responsibilities in the industry, greater knowledge of the increasing complexity of commercial lighting is paramount.

These forces all boil down to educational solutions, an organizational asset that has long been central to NAILD’s industry and membership offering. “NAILD’s Lighting Specialist (LS) training program was originally developed as an educational benefit to meet the training needs of our members and their employees,” Eagan recounts.

“Several years ago, we partnered with IMARK Group to make LS training available to their members at a discounted price. We are currently focusing our efforts on identifying additional industry groups that we can develop LS partnerships with. I’m pretty confident that we’ll have at least two more LS partners by our 2015 conference.”

“The LS program is among the best, if not the best, lighting training programs in the industry,” Ehrich says. “And it’s just been upgraded to include comprehensive LED training.” Externally, the LS program serves as an awareness-generator, according to Ehrich, enhancing NAILD’s visibility to prospective members throughout the industry. Internally, the program is a revenue-generator, enabling investment in additional member programming.

An affinity for membership ROI

On a different front of the rebranding campaign, NAILD’s business development committee has been actively exploring potential partnerships with a number of organizations that can offer services and products to the membership that will enhance the value of being a NAILD member.

“These are affinity program opportunities that will offer financial, software, logistical and other specialized services of interest to our members to meet their daily needs at a volume discount pricing. Some of these partnerships will be coming to fruition shortly,” Eagan explains.

“These affinity membership advantages will be accessible from our website,” he continues.

“And we will make them highly visible to prospective members in the public section of the website rather than locking them away in our Members Only area. By doing so, prospects can see the deeper benefits and ROI of NAILD membership.”

Casting a wider membership net

Armed with an expanded arsenal of membership enhancements, NAILD and CMA are currently assembling a membership recruitment campaign for 2015 that will target not only lighting specialty distributors and lighting manufacturers, but a more diverse audience in the lighting industry as well.
“NAILD has an Associate Member category that was originally created for non-lighting specialty distributors and other industry players who had an interest in lighting and knowledge to share with our members,” Eagan says. While he acknowledges the Associate Member category has not been actively promoted in the past, the upcoming member-recruitment campaign will transform this catch-all category into a doorway to future membership growth.

“Through Associate Membership, our bylaws allow anyone active within commercial lighting, who has an interest in NAILD’s mission and member opportunities, to fully participate and benefit from membership as a non-voting NAILD member,” Eagan explains. “We’re now gearing up to market the Associate Membership to a more diverse prospect base—manufacturer sales reps, lighting consultants, utility people, lighting maintenance and electrical contractors and contractor apprenticeship programs. We’re currently prioritizing who we want to reach out to and how to best communicate NAILD’s value to them, but we’re definitely focusing on this membership category to drive future growth.”

Working the network

NAILD’s networking pillar is primarily a function of the annual conference, considered by many to be one of the industry’s most forward-looking best. “We create abundant opportunities during the conference’s three and a half days for members and manufacturers to interact, share knowledge and build professional camaraderie, as well as learn,” Eagan says. “NAILD is considering the development of regional conferences in the future, similar to what NAED does. These events would be primarily educational, but would also include formal and informal networking and interaction.”

Just as any savvy leader seeing a parade forming, has a natural instinct to be at or near the front of it, NAILD is aligning and expanding its organizational assets to figure prominently in the march of LEDs and the lighting industry at large into the future.

“LEDs are the biggest revolution the lighting industry has ever seen. As lighting technology continues to change dramatically, I think a lot of full-line distributors will struggle to keep pace,” Ehrich observes. “More and more, it will be the lighting specialty distributors that will drive the market.

“As an association, we figured that if we wanted to grow, NAILD had to evolve with the marketplace,” he continues. “If NAILD can bring more companies and different kinds of members with varied needs and expertise under the organizational umbrella, we’ll all be better off as industry professionals and as an association. We’re all in this together.”

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THE PROJECT:
Midwest Supply Co. is a hardware and farm supply store in Tracy, Minn. The facility was illuminated by 87 two lamp F96T12 strip fixtures utilizing F96T12/CW/EW lamps. In the general merchandising area, there are 73 strip fixtures at a 14-foot mounting height. In the Farm and Garden area, there are 14 strip fixtures at a 10-foot mounting height. The owner wished to cut his energy cost while increasing the light output throughout, especially in the Farm and Garden section.

THE SOLUTION:
The 73 strip fixtures at 14 feet were retrofitted to two 18w LED T8 four foot 5000K lamps. This was accomplished using the two-lamp, non-shunted Retrobracket manufactured by Northwest Lighting Systems Co., based in Burnsville, Minn. Northwest Lighting supplied LED T8 lamps manufactured by Eiko Global based in Shawnee, Kan.

In the Farm and Garden area, the owner desired a significant increase in light levels. The 14 fixtures in this area at 10-foot mounting height were retrofitted to three 18w LED T8, four-foot 5000K lamps.

THE RESULTS:
In the general merchandising area where the fixtures were retrofitted to two-lamp LED, the input watts/fixture dropped from 117 to 36, while the footcandles below the fixture increased from 16 to 24.

In the Farm and Garden area where the fixtures were retrofitted to three-lamp LED, the input watts dropped from 117 to 54, while the footcandles under the fixture increased from 25 to 40.

After the first full month with the new system, Midwest Supply dropped its monthly electric bill from $770 to $395.

PROJECT FACILITATORS:
The materials and design for this project were provided by Northwest Lighting Systems Co. Project management and installation were provided by G&R Electric based in Tracy, Minn.

For further information, contact John Hannasch at Northwest Lighting Systems Co. at (800) 234-1146 or sales@northwestlightingsystems.com.
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Tom Ciurczak sees a technological metamorphosis transforming the future of the lighting industry. While he can’t predict the exact shape of things to come, he envisions LEDs, controls, the decline of fluorescents, a squeezing CFL market and the omen of Amazon all emerging prominently in the ever-broadening digital lighting age currently hurtling towards its tipping point.

Ciurczak, who has been a NAILD member since the early 1980s, is president and owner of California-based BLC America and its Green Energy Lighting division. BLC America is a prototypical specialty lamp supply house carrying Digital Projector, Semiconductor, Xenon Short Arc, Intense Pulse Light and other narrowly-niched specialty lamps.

“BLC and Green Energy Lighting are two wings of the same bird,” he explains. “BLC is the specialty side of the business, and when I say specialty, I mean very specialty. Green Energy is more general illumination and energy-efficient lighting. I always tell people—short of a candle—if it lights up, we sell it.”

**Light bulbs on steroids**

He views his companies’ competitive edge as “knowledge and relationships. I’ve been in this industry since the 1970s, first with Osram Sylvania, then I ran Ushio for 20-some years. I have relationships around the world with just about every manufacturer of light sources imaginable.”

As he surveys the current lighting industry landscape, he sees “massive changes ahead. The expectations are that, by 2020, 80 percent of the North American lighting market will have converted to LEDs. The fluorescent tube business looms large in the cross-hairs of solid state lighting. I don’t see fluorescents lasting beyond 10 years.”

Ciurczak cautions there are unprecedented opportunities as well as challenges with LEDs because the technology is evolving so rapidly and so radically.

“One of my little jokes is that if I had bought a warehouse full of incandescent lamps in 1945, I could still sell them today. Yet, if I bought a warehouse full of LEDs last year, I couldn’t sell them today. They’re already out of date. The analog world of lamps? Slow moving. The digital world of LEDs? It’s like light bulbs on steroids. It changes so fast that it throws you in terms of how am I going to inventory this so I don’t end up with dead stock?”

And how does he manage inventory? “Carefully,” he says. “There’s a whole series of check boxes you have to consider with LEDs. In addition to that, you have another market force squeezing you—Amazon. You have two different and crazy market dynamics coming at you that, 10 years ago, didn’t exist. We all have to do a lot of adapting to play in this new world.”

**Gain knowledge and adapt**

One aspect of an LED-dominated future he does not foresee happening is a decline in distributor lamp sales due to LEDs’ long life. “The cost of LEDs will continue to go down, while their performance is getting more and more powerful. We haven’t moved into the next phase of digital, but it’s coming, and controls will be a big part of that,” he predicts.

“LED advances are so rapid, I actually think many customers will upgrade more frequently—every four or five years—because the payback will be there. We just haven’t made the full change-over from analog to digital yet. It’s like apps. Five years ago, who would have thought there would be 10 million apps out there? LEDs are going to do the same thing.”

Ciurczak recognizes that digital LED lighting and controls require an additional layer of distributor knowledge. “Programmable lighting is a challenge because distributors need to be not only lighting-savvy, but technology-savvy about how these products fit into a building automation system. You accept that you’re going to have to master that knowledge. All any of us can do is gain knowledge and adapt.”
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.

NAILD’s general sessions will focus around the ever-evolving topic of LEDs and lighting controls. Each of the presenters will discuss how LEDs will affect the lighting industry and what this means for manufacturers and distributors alike.

In the general session “LEDs and Lighting Controls—What It Can Mean for Your Business,” Jack Curran, president of LED Transformations, LLC, will examine key issues facing the lighting distribution market as the world changes yet again. Having spent 25 years in the area of product development, Curran has issued 32 patents for products ranging in scope from shear wave seismic sources to fire evacuation systems to LED signals and area lights. At LED Transformations, he provides guidance to companies entering the solid state lighting field. Curran will help attendees understand the implications of the synergy between LEDs and lighting controls for those in the lighting distribution business and how customers’ needs will change as controls become ubiquitous. Also, he will discuss potential business offerings that can replace the loss of the lamp business.

Jim Benya, principal and partner of Benya Burnett Consultancy, will discuss lighting controls and how other technologies play into the controls during his session. Benya is recognized as one of the world’s top authorities on lighting design and applied illuminating engineering. He is especially known for his work in the field of design with an emphasis on daylighting, lighting efficiency and sustainable design. During his presentation, attendees will learn how they can work with lighting controls and what this technology means for the future of the industry.

Mark Lien, LC, CLEP, CLMC, HBDD, LEED BD&C, director of Government and Industry Relations at OSRAM SYLVANIA, will discuss the future of lighting in his session. Lien has designed lighting systems for a wide range of applications, including roadway and street lighting, residential, retail, healthcare, manufacturing and both conventional and nuclear power plants. He has spent more than a decade in lighting education, presenting and teaching throughout North America, Asia and the Middle East. He will reveal how LEDs will begin to phase in over the next decade and how solid state lighting will become the new technology of the industry and what manufacturers and distributors can do to stay ahead of this transition. The conference also will feature dynamic keynote speakers, including NFL All-Pro Karl Mecklenburg who will share his six keys to success.

Each year, the NAILD 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.

By Meghan Higgins
As part of NAILD’s ongoing campaign, the LS I training program was re-launched on Oct. 14, 2014 to add more member value.

Today’s Lighting Distributor assembled a roundtable of NAILD board members and insiders to learn more about the changes. The question-and-answer session included Kevin Eagan, president; Rebecca Phillips, secretary/treasurer and education committee member; Paul Hafner, education consultant; Kelly Himes, education committee member and Linda Daniel, administrator.

**TLD: What changes have been made to the LS I program and why?**

**Rebecca Phillips:** The overpowering entry of LED technology into the market required a different way of looking at both LED and the legacy technologies. We needed to include how they related to make the education viable for the future.

**Linda Daniel:** The original LS I program focused on lighting basics and the traditional sources (incandescent, halogen, fluorescent, CFL and HID) including LED. With the advancements in LEDs, changes to the course were necessary. To move from a traditional source to an LED source, you need to understand each one’s strengths and weaknesses. This allows our audience to make solid and responsible recommendations about when and when not to use LEDs.

**Paul Hafner:** NAILD created the LS I program to provide its members with a blended learning experience, designed to improve their employees’ competence and confidence in lighting. The rapid emergence of solid state lighting technology (LEDs) required a full-scale revision of the course. Now, lighting professionals need to know when to use LEDs and why, and when to stay with “legacy” technologies (i.e. HID, fluorescent and filament sources). This requires three skills: 1) fluency in the language of both “legacy” and LED sources; 2) measurement of light, expected life, effect of temperature, delivered lumens per watt, etc. and 3) the ability to compare possible solutions. To support these needs, the course needed significant revision.

**TLD: Why should employers encourage their employees to take this training program?**

**Kelly Himes:** The LS I program will provide tools that anyone in the lighting industry can use to better perform their jobs. A sales representative with more knowledge about lighting technologies and practices will be able to design and sell a higher-quality lighting project. An inside customer service representative will find that they can better identify the lamp a customer is seeking, reducing incorrect orders and making everyone more efficient.

**Kevin Eagan:** In the lighting industry, closing a sale is often dependent on product knowledge. Many companies have training programs that concentrate on their own products. LS I provides the employees of lighting companies with the basic product knowledge required to proficiently perform their jobs in a short period of time.

**Rebecca Phillips:** The course immediately brings the employee’s level of
TLD: What specific modification have been made to the modules and why?

Paul Hafner: The over-arching change is the greater focus on LED and on the transition from "legacy" sources to LED. We’ve also made changes in the role of the “coach.” Each module has at least four specific learning objectives to aid the coach in ensuring that their candidate understands and can verbally articulate the key content. The course developer also revised the coach’s version of the workbook to provide greater clarity on how the exercises, activities and field trips need to be completed by their employee.

The module workbooks have also been streamlined to emphasize what is most important. More emphasis has been placed on the employee not only completing the exercises, activities and field trips, but also demonstrating verbally—since they meet customers on the phone and/or in person—their ability to communicate and explain key lighting ideas.

Kelly Himes: Each source technology module now includes a focus on how to transition from legacy sources (filament, fluorescent, HID, etc.) to LED. There are times when it is proper to continue to use the legacy source and the new modules will help the student gain a better understanding of when to use each source.

Linda Daniel: Each module contains at least three Learning Objectives. The candidate’s coach now has the specific knowledge, skill set or activity to measure a candidate’s understanding of the content presented. We inserted a “stop” at the end of each chapter to “check” the candidate’s performance and ability to demonstrate what they have learned. Additionally, the workbook exercises and activities have been simplified without reducing the training value. We eliminated repetition and worked to make the instructions simpler and easier to act on.

TLD: Modules V-IX focus on LED. Why the heavy focus on this topic?

Paul Hafner: LED is the near future of lighting. Some applications like freezer and cooler applications have already converted most of the existing stock to LED. Solid state lighting provides many opportunities to save energy and extend life while providing a quality, sustainable light source. But it still requires that you think about the right source for the application.

Just because we can use LED, does not mean we should. A great deal of NAILD’s members have a hunger to know more about LED, how to use it and when to make the switch. Therefore, we need to equip them with the knowledge to do so.

TLD: Why was the coach/mentor component added into the modified program?

Paul Hafner: The role of the coach has been an optional part of the course from its inception. Over the years, and particularly with the advent of LED, the need for someone to evaluate the progress of those taking the course and help them overcome any difficulties they encounter became necessary. The course has become much more than “slides,” “click.” Employers spend a lot of money investing in the development of their employees. The coaching feature helps protect that investment, while allowing employees to become a lighting professional.

TLD: Is there a recommended technique for taking the training program?

Paul Hafner: Certainly. First, you must develop a plan. Modules I through IV take about a week to two weeks to complete and modules V through IX take another two to three weeks to complete. Next, open the course and print the workbook for the module. Complete all of the modules’ exercises, activities and field trips. Get hands on with the lamp, luminaries and controls and then be sure to practice with the various sources. Lastly, apply what you are learning immediately to your work.

TLD: How do you see the LS I program evolving in the future?

Rebecca Phillips: NAILD will continue to keep the training updated with the latest technologies in the industry. As we move through the most dynamic period for change in recent history, NAILD is committed to having fresh and up-to-date training modules. We have already invested in additional education with the LS II program and continue to consider additional programs for the future of lighting education for NAILD members and the industry.

Kelly Himes: As the industry and lighting technology evolve, NAILD will continue to update the content of the Lighting Specialist programs so it offers the greatest value to the industry. Modifications to the content and delivery will be updated as feedback is received from coaches and students.
In commercial buildings, lighting accounts for up to 40 percent of the total energy cost. Reducing this energy consumption has increasingly become a major goal for building owners, governments, utilities and other stakeholders. It’s no secret that retrofitting existing lights with more energy-efficient light sources is one of the ways to reduce lighting energy use—but efficiency is only the start.

As the National Electrical Manufacturers Association (NEMA) and other lighting experts have pointed out, an even greater level of energy cost savings comes from turning off or dimming lights when they are not needed, optimizing light levels to suit worker needs and reducing overall demand for lighting energy within a building. Improving system-wide control over lighting is the best way to ensure that lighting energy is automatically reduced as much as possible.
Demand is growing for local controls such as occupancy sensors and photo sensors, as well as networked controls, as the technology improves and becomes less expensive. Building owners and managers, many of whom have become accustomed to the idea of centrally monitoring and managing their HVAC systems, are beginning to expect the same level of control from their lighting systems.

A recent report from Navigant Research forecasts that global revenue from networked lighting control equipment within commercial buildings will grow from $1.7 billion in 2013 to $5.3 billion in 2020.

In a related development, lighting controls are riding the coat-tails of the growing adoption rate of LEDs as prices fall. The semiconductor soul of LEDs makes them inherently controllable with a high degree of dimmer ability, along with easy integration of controls with drivers and instantaneous startup. On another front, more stringent building codes at the local and state levels are appearing in many regions of the country that require some level of lighting controls in new construction.

For these reasons, the market for lighting controls in commercial buildings has transformed dramatically in recent years.

“There’s certainly been growth in controls versus a few years ago,” observes Randy Johnson, LC, president of Wisconsin based U.S. Lamp and a past-president of NAILD. “The way my company goes to market is predominantly to the building end-user, so that growth in controls reflects growing knowledge and interest in lighting controls among facility managers and the C-suite.”

Gordon Hunt, LC, president and chief marketing officer at Illuminating Technologies in North Carolina, also a NAILD past-president, agrees wholeheartedly with Johnson. “Owners who are planning to have work done have become much more astute than in years past and are asking about controls,” Hunt explains. “Plus, we work nationally, and building code often requires some form of controls for new construction. Some places will require you to bring retrofits up to code as well.”

“For new construction, some form of lighting control is often mandatory, at least in Wisconsin and certainly other states,” Johnson says. “Some states have more stringent regulations than we do, especially California. Across the country, as state building codes are revised and adopted, more and more of them are requiring lighting controls which, of course, drives demand. If a project fails to comply, a building inspector can come in and shut down the project until it meets code.”

**TAKING CONTROL OF LIGHTING ENERGY**

The lighting control toolboxes at these two companies are varied with control strategies that can be installed singly or as an integrated system. Digitally addressable fluorescent dimming ballasts, dimmable LEDs, wireless occupancy sensors that turn lights on and off automatically, shut-off time scheduling to activate and de-activate lighting, wireless daylight sensors that adjust interior light levels to accommodate available daylight and personal remote controls for occupants to set the light level over a desk can all work together or individually to ensure an ideally lit environment that maximizes energy-cost savings.

“The first layer would typically be individual space occupancy sensors controlling offices, hallways, bathrooms, stairwells—things like that,” Johnson states. “Beyond occupancy sensors could be an integrated shut-off system that can be scheduled daily or weekly to set on and off times on a timer.”
“If you give an individual employee the ability to control the light in a space, study after study has shown that person will typically reduce the light level below 100 percent,” he continues. “This would be wireless hand-held remotes or wall-mounted slider dimmers.”

“The project may also incorporate daylight harvesting, which is getting to be more and more of an emphasis,” Johnson notes. “Daylighting is addressed because it isn’t equal across a building since the facility faces in four directions. So usually daylighting controls are done on a room-by-room basis. That typically involves a daylight sensor controlling some segment of interior fixtures that are close to that wall.”

Both Hunt and Johnson agree that controls are growing in the marketplace, in part, because of their hand-in-glove integration with the growing marketplace popularity of LEDs.

“We’re able to use better and different controls with LED systems” Hunt explains. “LEDs have a tolerance for being controlled, which some fluorescent light sources do not. LEDs don’t care how many times you turn them on and off or dim them up and down. So we get a much better array of control options with LEDs.”

As the demand for controls has grown, technology advances in controls have kept pace, according to Hunt. “Wireless sensors are certainly one of the newer options that make installation a lot simpler, easier and faster. There are also sensors out there now that perform multiple applications. These sensors have occupancy, daylighting and time control all in one sensor.”

“In the last decade, a lot of the occupancy sensor controls have become smart sensors that learn usage patterns in their spaces,” Johnson says. They have algorithms in them that allow them to do mathematical calculations to adjust for typical usage patterns and set their own sensitivity levels, so they’ve become less cryptic in the installer having to spend a lot of time tweaking them. Now you can just put them in and forget about them.”

**THE SAVINGS ARE AUTOMATIC**

While energy cost savings and payback on lighting controls are affected by many variables such as facility type, single or multiple control installation and the price of electricity in different regions of the country, both U.S. Lamp and Illuminating Technologies report impressive results with controls.

“We have had clients who realized energy cost savings as much as 65 percent with daylight harvesting,” Hunt relates. “Other control strategies typically range from 20 percent to 35 percent. Again, there are a lot of variables with payback and the price of electricity is a big one. We can get payback in the Northeast in as little as six months. In Alabama, it might take four years.”

“Our typical project paybacks range from two years to three and a half or four,” Johnson explains. “That’s pretty acceptable to customers. Often in the manufacturing sector they’ll throw out two years as their payback parameter. Then they’ll say in the next breath, ‘But if it’s an energy project that has sustainability and pollution reduction benefits, we can push it out to three or four years.’”

Like most energy-efficiency measures, there are typical customer barriers to lighting control adoption and sales. “First, cost can be an issue,” Johnson notes, “but if we can effectively lay out the payback and do some quick math with them, we can say, ‘Okay, we’re doing this many fixtures, burning this many hours a day. How many hours a day do you think the lights could be off?’ You run some numbers for them and they say, ‘Wow, that’s not bad. Let’s do it!’”

“There’s probably a little more of a barrier with daylighting controls,” Johnson continues. “People understand occupancy sensors. The lights are on, but nobody is in the space. It’s pretty obvious to the casual observer that they’re throwing money out the door. Daylighting is more complex.”

“The biggest barrier to sales is lack of education about controls,” Hunt says. “We spend a lot of time educating our clients. By the time we’re done educating them, they want to do the project. If you can educate the customer and you’re selling the right control application for their building and needs, they will buy it because they understand the benefits.”
Introducing Halco’s New ProLED® Fixtures

Halco brings 40 years of expertise in lamp and ballast solutions to LED fixtures with our elegant new ProLED® Panel and Volumetric Series. The direct backlit LED design and premium milk-white lens eliminate individual LED chip images and hot spots, providing a smooth and even light distribution. Backed by a 5-Year Limited Warranty, ProLED fixtures easily retrofit recessed Fluorescent fixtures, lowering energy and maintenance costs.

For complete specifications and certifications please visit www.halcolighting.com and search panel or call 800-677-3334.
Halco Lighting Technologies recently hired three managers and one director to bolster its team.

The company welcomed Doug Campbell to the newly created position of Mid-Atlantic regional sales manager effective August 14, 2014. Campbell has more than 17 years of industry experience in various sales and business development roles.

“We are excited to announce the addition of Doug Campbell as Mid-Atlantic regional sales manager, Halco now has a strong team in that region,” said Ed Weaver, vice president of sales. “Doug comes to us with extensive experience and knowledge of the industry from his prior industry sales roles. We are confident that he will continue to grow business in the Mid-Atlantic region.”

Prior to joining Halco, Campbell spent the last 17 years with General Electric fast-tracking from account specialist to lead account manager and most recently into his role in sales calling on electrical distributors, contractors and end-users.

Reporting to the vice president of sales, Campbell is responsible for leading the sales efforts in the Mid-Atlantic region.

Halco Lighting Technologies and Sollos Landscape Lighting welcomed Michael Grzywacz to the position of national sales manager – specialty markets, effective Sept. 3, 2014. Grzywacz has more than 16 years of industry experience in sales management roles with emphasis in the irrigation/landscape industry.

“We are excited to announce the addition of Mike Grzywacz as national sales manager. His background and prior industry experience will help Halco build our Specialty Products and Sollos Landscape Lighting nationally,” Weaver said. “Mike comes to us with knowledge of not only the industry but also Halco brands and products. We are confident that he will help to grow and nurture business in the Specialty and Sollos brands.”

Prior to joining Halco, Grzywacz spent the last 14 years with VISTA Professional Outdoor Lighting as Midwest Regional sales manager for C&I/Landscapes where he was a top sales performer year after year. Grzywacz earned his Master of Business Administration from Northwood University’s Richard DeVos School of Management.

Reporting to the vice president of sales, Grzywacz is responsible for leading national sales efforts for Halco’s specialty brands and Sollos Landscape Lighting. Mike can be reached at 800-677-3334 or mgrzywacz@halcolighting.com.

Halco also recently hired Suzanne Irvine to the position of director of human resources. Irvine joins Halco with more than 20 years of human resource experience, including 13 years at the director level.

“We are excited to announce Suzanne Irvine as our new director of human resources,” said Kim Cook, president. “With her extensive experience and knowledge in human resources, specifically human resource strategic planning and talent development, Suzanne brings a great deal of value to the organization and our emphasis on further developing our employees.”

Prior to joining Halco, Irvine served as...
director of human resources for United Technologies Corporation’s Onity for 11 years overseeing all locations. Her human resource management experience includes human resource strategic planning, employee engagement, talent development and acquisition.

Irvine holds a Bachelor of Arts degree in Communications from Syracuse University and holds several certifications in human resources and HR development.

Reporting to President Cook, Irvine is responsible for all human resource planning and strategy for Halco Lighting Technologies.

**UNIVERSAL HIRES 2 MANAGERS, AGENT**

Universal Lighting Technologies recently hired two sales managers and one international agent representative to support its team.

The company recently announced the addition of Ron Cattelona to the Universal team as the new regional sales manager for the Mid-Atlantic region of the United States.

“Ron has extensive industry experience and has a proven track record of bolstering relationships with key distribution partners,” said Marty Pint, vice president of distribution sales. “The combination of Ron’s strength in implementing sales and marketing programs with his knowledge of LED technology and general lighting and control strategies will make him an invaluable asset to the team. We look forward to his bright future here at Universal.”

Since graduating from Monmouth University, Cattelona gained experience in the electrical industry as an auditor and lighting design specialist for Facility Solutions Group before migrating to the manufacturer side of operations with EiKo Global LLC.

In his new role, Cattelona will be responsible for growing the northeast distribution channel by managing and supporting agents and distributors. For more information on Universal Lighting Technologies, call 1-800-BALLAST or visit www.unvlt.com.

**Regional Sales Manager in Southwest Territory**

In addition, the company announced the addition of Lena Arnold to the Universal team as a regional sales manager for their Southwest territory.

Arnold joins Universal with more than a decade of experience in manufacturer representation and business management, as well as marketing and product development for local, regional and national markets both in the United States and internationally.

“At Universal, we strategically select individuals who are able to effectively partner up with distributors to deliver maximum results,” said Marty Pint, vice president of distribution sales. “Lena has acquired over a decade of industry experience and has firmly established her ability to help her customers, identify business growth opportunities, and exceed sales goals. We could not be more excited to have her on board.”

Throughout her career, Arnold has strategically penetrated the lighting market throughout the western area of the United States, allowing her to harness the skills required for her new position. With immense talent in areas like account management, Arnold’s expertise will lend itself to promoting new business developments while ultimately driving new business opportunities for Universal’s customers.

In her new role, Arnold will be added to the Southwest sales team—working jointly with Terry Schofield, an experienced Universal sales veteran. Due to the rapid growth of the Southwest territory, these two Universal RSMs will make up the Southwest sales team responsible for supporting the agents and distributors in this region.

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**New International Agent Representative**

The company also announced the addition of Juan Carlos Vazquez as an international agent representing the Universal Lighting product line in Mexico.

“With over two decades of experience, Juan’s knowledge and expertise within the sales and lighting industry is insurmountable,” said Ramon Maciasrivas, manager of international sales. “We are incredibly fortunate to have Juan Carlos representing us. His ability to effectively foster relationships with manufacturers, as well as his impressive track record of boosting sales, makes him an instrumental asset to have here at Universal.”

Vazquez has strategically worked with Universal for a number of years selling lighting products to distributors in the Mexican market, ultimately significantly growing distributor sales with innovative products and business development strategies. His vast experience in the lighting industry ranges from fixtures to ballasts.

In his new role, Vazquez will be in charge of local OEMs and supporting distributors with Universal product sales throughout his territory. For more information on Universal Lighting Technologies, call 1-800-BALLAST or visit www.unvlt.com.
NAILD Announces New Graduates of Lighting Specialist Programs

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. Congratulations to our most recent NAILD LS II graduates:

- Dave Badger – Brown’s Electrical Supply
- Michael Cunningham – Bulbs.com
- Bill McNally – Conserve-A-Watt Lighting
- Sarah Hanus – Conserve-A-Watt Lighting & Supply, Inc.
- Sidney Phillips, LC – Professional Lighting & Supply, Inc.
- Shawn Renner – Warshauer Electric Supply

We thank their respective companies for their continued support of the NAILD Lighting Specialist program. Watch for the newly released version of NAILD LS II program coming soon. This version will be fully automated and will be on-line and on-demand.

The following participants have successfully completed the NAILD LS I on-line course-ware as well as the hands-on requirements. Each graduate has received their NAILD LS I certificate and pin. They are invited to use the NAILD LS I appellation on their business cards.

Congratulations to the most recent LS I graduates:

- Dan Rodriguez – Access Fixtures
- Shaun Petruck – BLC International, Inc.
- Armando Valdez – BLC International, Inc.
- Jodi Gonzalez – EIKO, Ltd.
- Lindsay Maiden – Facility Solutions Group (FSG)
- Robert Girten – Facility Solutions Group (FSG)
- Jeremy Campbell – Lighting Supply Co.
- Donnie Manoogian – Lighting Supply Co.
- Lonnie Pyshny – Loyd’s Electric Supply Co.
- Melissa Tucker – Northern Lights USA
- Michael Vought – Paramount EO, Inc.
- Orin Might – Performance IN Lighting USA
- Cassie Horne – Southeastern Electrical Distributors, Inc.
- Angela Abate – Thayer Lighting, Inc.

The LS courses continue to be well received by not only NAILD members, but by IMARK members and people in the lighting industry. The new LS I program “Transition from Legacy Sources to LED” is now available for enrollments. If you are interested in information on the LS courses, do not hesitate to contact Linda at the NAILD office (lmd@naild.org or 716.875.3670). You can also access information at www.naild.org.

NAILD Welcomes New Members

New Distributor

State Line Lighting, Inc.
Robert M. McMeihan, President/CEO
E-mail: mmcmehan@statelinlighting.com
Ben Burroughs, Vice president
E-mail: ben@statelinlighting.com
1005 North Church Street
Charlotte, NC 28206
704.542.3133
888.887.4491 fax
www.statelinlighting.com

New Vendor

Duraguard Products, Inc.
Shannon L. Edens, Business Manager
E-mail: Shannon@qssi.com
P.O. Box 369
Oldsmar, FL 34677
800.736.7991
800.287.4175 fax
www.duraguard.com
Lighting & Electrical Products (commercial/outdoor)

Keystone Technologies Introduces Smartwire Electronic Sign Ballasts

Keystone Technologies has introduced the innovative SmartWire Electronic Sign Ballast as the best replacement for magnetic sign ballasts, which will soon be unavailable. The U.S. government has banned the manufacture of magnetic sign ballasts as of November 14, 2014.

SmartWire Electronic Sign Ballasts are exactly the same as traditional magnetic sign ballasts, making them easy to install. They are also considerably lighter, operate both T12HO & T8HO lamps and deliver significant energy savings.

“SmartWire Electronic Sign ballasts have the potential to transform the replacement sign industry,” said Josh Brown, vice president of distributor sales at Keystone Technologies. “It can take three hours or more to install a standard electronic sign ballast in place of a magnetic sign ballast because the entire sign has to be re-wired. Our SmartWire product totally eliminates the need to re-wire. We believe this is a game-changing innovation that contractors will really embrace.”

Employing state-of-the-art design, Keystone’s SmartWire Electronic Sign Ballasts deliver all the advantages of...
electronic ballast technology, while still maintaining the familiar wiring pattern of standard magnetic sign ballasts. SmartWire Electronic Sign Ballasts wire in series, identical to magnetic sign ballasts, but are as much as 50 percent lighter and deliver up to 15 percent energy savings. This special product design provides seamless compatibility and easy installation for end-users. Additionally, the entire product offering contains only 5 SKUs that support both T12HO & T8HO lamps, allowing customers to drastically reduce their stocking inventory.

“Our goal is to simplify the adjustment for contractors and distributors whenever there are legislative changes like this,” adds Ira Greenberg, COO of Keystone Technologies. “At Keystone, we really get behind the idea of “Light Made Easy.” And for the sign industry, it doesn’t get any easier than SmartWire.”

To encourage users to “get onboard with SmartWire,” Keystone is giving away a seven-day cruise on Royal Caribbean cruise lines. Enter to win at Keystone-ballast.com/cruise.

### Lutron Expands Ivalo Lighting Collection to Support the Rapid Adoption of LEDs

As LEDs become more widely adopted, so does the need to offer a dimming experience that echoes our familiarity with incandescent bulbs. Lutron Electronics recently announced several new features within its Ivalo lighting collection that will further encourage the use of LEDs and take the guesswork out of ensuring control compatibility.

1. Ivalo LED pendant and sconces
   a. Aliante, L’ale and Rotare interior pendants and sconces, as well as Aliante exterior sconces are now offered in LED options, making the entire high-end fixture line available in LED models.

2. All Ivalo fixtures offer exceptional performance, and come standard with Lutron drivers and a two-wire option for the simplest residential LED dimming solution with smooth, flicker-free, 1-percent dimming.

3. High-quality 95 CRI LEDs feature full, five-year warranties that include color shift and consistency, offering a worry-free solution.

4. Ivalo pendants and sconces are available now in a variety of styles and architectural paint finishes with suggested list prices starting at $1,430.

2. Ivalo Finiré LED recessed lighting
   a. This all-in-one solution (fixture, driver and LED) is guaranteed to work with Lutron’s HomeWorks QS total home control system, thus eliminating the guesswork often present when dimming LEDs.

b. A new, more efficient 98 CRI option provides up to 1000lm in a residential IC-rated fixture, and a new Title 24-compliant option.

c. New, smaller trim designs provide an architectural look and feel, allowing it to easily blend with any home’s décor.

d. Finiré LED recessed lighting is available now in 4-inch round and square fixtures with suggested list prices starting at $490.

3. Ivalo Lumaris™ LED linear lighting
   a. Lumaris LED linear lighting provides uninterrupted lines of high-quality 95 CRI LED illumination in various linkable lengths from 6 inches to 48 inches.

b. A new, clear lens provides the added convenience of more light output for cove and task lighting, creating ambience and providing more light for cleaning and meal preparation.

c. New 30-degrees and 60-degrees angled brackets provide the flexibility for optimizing light distribution, providing the right amount of light in the areas used most.

d. Lumaris LED linear lighting is available now in silver, black, white and brown with suggested list prices starting at $150.

“We’re trying to make it as simple as possible for people to make the switch to LEDs,” said David Weinstein, vice president of Residential Sales at Lutron. “These new additions to the Ivalo lighting collection encourage a wider adoption of LEDs in the home and ensure a smoother transition to this energy-efficient solution,” he said.

### Lutron Adds 0-10V Dimmer Sensors to its Maestro Occupancy Sensing Family

Lutron Electronics recently announced new 0-10V Dimmer Sensors for control of Electronic 0-10V LED drivers or fluorescent ballasts. The new dimmer sensor use Lutron’s XCT passive infrared (PIR) sensing technology to ensure enhanced response to even fine motion like turning a page in a book. The combination of 0-10V dimming and occupancy sensing provides a simplified solution that meets energy
codes while offering an optimized dimming experience for each occupant. Lutron’s growing family of Maestro occupancy sensors now includes a model with 0-10V dimming and XCT PIR sensing in one cost-effective device. Electricians can easily install 0-10V Dimmer Sensors in commercial applications such as private offices, conference rooms, training rooms, hospitality spaces and smaller break rooms in a fraction of the time it would take to install multiple-component solutions. The new Maestro 0-10V Dimmer Sensors use smart, adaptive settings to provide reliable sensing and optimized dimming performance. Installation is a snap with miswire alerts, no neutral required and adjustable settings. Benefits of the Maestro 0-10V Dimmer Sensors include:

- Reliable detection of fine motion, ensuring lights stay on when the room is occupied with Lutron’s advanced XCT technology
- Smart ambient light detection, which automatically learns the user’s preferred light level in the space, turning the lights on only when sufficient daylight is not available
- Optimized dimming performance with selectable dimming curve and smooth fade-to-on and fade-to-off
- Works right out of the box, easy to adjust settings with no dip-switches or dials
- Simplified installation—Lens flash alerts contractors of miswire or incompatible load type
- Long lasting with a tamper resistant lens and extended relay lifetime
- Saves energy with occupancy/vacancy sensing technologies

By installing Maestro 0-10V Dimmer Sensors, customers can control the widely available 0-10V LED or fluorescent fixtures, while providing reliable sensing for energy savings. The Maestro 0-10V Dimmer Sensor is now available in 27 colors and is priced at $110 list price. **Halco Lighting Technologies Introduces New ProLED Panel Light Fixtures**

Halco Lighting Technologies introduces ProLED Panel Light fixtures. These new fixtures provide an energy-efficient alternative to linear fluorescent recessed fixtures.

Halco offers two unique styles—the Panel and Volumetric Series. The Panel Light Series provides a sleek, classic look while the Volumetric Light Series’ architectural styling provides a high-end appearance. Both fixture series feature a direct backlit design with a premium diffuser to provide smooth, uniform light distribution for a more consistent appearance than edge-lit panels. By directing the flicker-free, LED light downward, the percentage of delivered lumens is increased providing more light.

Both dimmable fixture series provide 82 CRI for high quality and consistent color rendering along with a rated life up to 50,000 hours. They also have a 120-277V input range. Fixtures are provided with 0-10V dimming standard. ProLED Panel Light fixtures meet the strict standards of the DesignLights Consortium (DLC). As DLC qualified products, they may qualify for utility efficiency program incentives.

ProLED Panel Light fixtures are available in 1-foot-by-4-feet, 2-feet-by-2-feet and 2-feet-by-2-feet sizes in 3500K, 4000K and 5000K color temperatures and are backed by a five-year limited warranty.

**Halco Lighting Technologies Introduces New Energy Star-Rated ProLED A-Shape Lamps**

Halco Lighting Technologies introduces new Energy Star-rated ProLED Omnidirectional A-Shape lamps in response to ENERGY STAR v1.0 specifications that went into effect on September 30, 2014. Energy Star v1.0 specifications require A-Shape LED lamps to have beam angles over 270 degrees. The ProLED Omnidirectional A-Shape 7W (40W incandescent equivalent) and 10.5W (60W incandescent equivalent) are 300-degree Omnidirectional, Damp Location rated and dimmable to 5 percent for design flexibility. The Omnidirectional A-Shape lamps are 82 CRI for quality and consistent color rendering and are backed by Halco’s five-year limited warranty.

The 7W lamps are available in 2700K (80841) and 3000K (80842) while the 10.5W lamps are available in 2700K (80857), 3000K (80864) and 4000K (80865) CCT. The 10.5W lamps replace the current 11.5W A-Shape Omnidirectional lamps (80826 and 80827). Inventario for all SKUs were available on Nov. 13, 2014.

**Halco Lighting Technologies Introduces New ProLED A-Shape Non-Dimmable Lamps**

Halco Lighting Technologies introduces a new series of ProLED A-Shape lamps. Halco has introduced the new ProLED A-Shape Non-Dimmable Series as an economical alternative to both compact fluorescent and incandescent A19 lamps. The new ProLED A-Shape Non-Dimmable series of lamps are available in 2700K and 3000K CCT. The 6W (40W incandescent equivalent) and 9.5W lamps (60W incandescent equivalent) provide 2.5 times the life of CFLs. In addition, the 9.5W ProLED A19 is 84 percent more efficient than the 60W Incandescent
equivalent. These new ProLED A-Shape Non-Dimmable lamps are rated 82 CRI for quality and consistent color rendering and are backed by Halco’s five-year limited warranty.

The 6W ProLED A-Shape Non-Dimmable lamps are available in 2700K (80866) and 3000K (80867) and will replace the current ProLED Multidirectional A19 6W lamps (80836, 80835). The 9.5W ProLED A-Shape Non-Dimmable lamps are available in 2700K (80868) and 3000K (80869) and will replace the current ProLED Multidirectional 9.5W lamps (80837, 80838). Inventory of all ProLED A-Shape Non-Dimmable lamp SKUs were available on November 13, 2014.

**Osram Sylvania Launches Orios LED Lamps to Help Ease Migration to Future of Lighting**

Osram Sylvania of Osram Americas is launching OrioSTM LED lamps, including A-line, R16, BR, R and PAR lamps. Rated at up to 25,000 hours (L70), these cost-effective, long-life LED lamps can help contractors, lighting-conscious clients and end-users with converting to LED lighting and enjoying long-term cost savings.

Well suited wherever an incandescent A-line lamp was used like a pendant fixture, wall sconce or table lamp, Orios A-19 LED lamps deliver 450 and 800 lumens via 6W and 10W and replace 40W and 60W incandescent lamps, respectively. They are available in warm white 2700K or natural white 5000K color temperature, and last up to 25 times longer than incandescent lamps. These lamps offer a great value where a non-dimmable, semi-directional lamp is appropriate in both homes and businesses. ORIOS BR30 and R20 LED lamps deliver 650 and 325 lumens via only 9W and 5W, respectively, are available in a warm 2700 color temperature, and are ideal for applications such as art galleries, museums, offices, residential and retail. Perfect for offices, residences and restaurants, Orios PAR LED lamps are available in 7W PAR20, 10W PAR30LN and 11W PAR38 versions with a 30-degree beam angle and 3000K color temperature. Orios MR16 LED lamps are energy-efficient 6W replacements for 30W halogen MR16 lamps and are available in 3000K color temperature and with narrow flood (25 degree) and flood beam (35 degree) angles.

Orios PAR, BR30 and R20 LED lamps are dimmable down to 10 percent and are indoor/outdoor rated. In addition to the MR16 LED lamps, they also have a smooth heat sink design and are lightweight. Orios LED lamps offer greater energy savings up to 88 percent in comparison to traditional incandescent lamps. The 80+ CRI ensures good color rendition and can be used in many applications, both home and business. They need no warm-up time, and deliver full light output and stable color. Orios LED lamps are also environmentally preferred products that are RoHS compliant and contain no mercury, lead or other hazardous materials. In addition, they emit no UV or IR radiation that can cause fading and discoloration of fabric or artwork.

**Satco Releases Direct Replacement 12 Volt LED Down Light Retrofit Trims**

Satco Products, Inc., announces the release of its 12 Volt LED recessed down light retrofit trim line. This line is a direct replacement for halogen MR16 lamps used in down light fixtures and represents an immediate upgrade to LED technology. Designed for indoor and outdoor residential, hospitality and commercial use, they work with magnetic and electronic 12V transformers and all models are dimmable. The 3-inch, 7-watt model is 3000K and a wet-location listed sealed baffle version. The 4-inch models include a 7W, 30-degree directional gimbal damp-location listed version and an 8W, baffle version that is wet-location listed, both at 3000K. Innovative tension springs allow them to be installed quickly and easily into existing recessed fixtures, and each comes with a bi-pin adapter. All models feature an integral trim bezel making them a clean design upgrade as well as an LED technology upgrade.

Satco 12V recessed down light retrofits are high-efficiency and environmentally friendly offering energy savings of as much as 80 percent over their halogen counterparts, a “true life” of 35,000 hours. They emit no harmful toxins and no UV or IR radiation. And they are Energy Star-qualified and carry a three-year warranty.

**GE’s Evolve LED Security Light Saves Money and Maintenance Needs**

Utilities, commercial buildings and more can now rely on a more energy-efficient alternative to traditional high-intensity discharge (HID) security lights with GE’s Evolve LED Security Light.

The Evolve LED Security Light, with a rated lifetime of 100,000 hours, is designed for such applications as outdoor work yards, commercial and roadside establishments and roadway lighting in rural areas.

Providing similar durability as traditional security light fixtures but with dimming capability, GE’s Evolve Security Light has a robust design built to withstand the harshest of elements. Utilizing high brightness LEDs at 4000K and 5000K color temperatures and reflective
NEW PRODUCTS

technology designed to optimize efficiency, it allows users to find the best LED lighting solution for their outdoor space.

The GE Evolve LED Security Light provides significant energy savings compared to HID security lighting, which has a lifetime that is a fraction of the hours. The new security light, offered in two lumen levels and two optical distributions, has a lumen maintenance rating of L70 at 100,000 hours, enabling this LED lighting fixture to significantly reduce maintenance costs and needs.

Universal's New Everline LED Fixtures Redefine Reliability

Universal Lighting Technologies recently launched three new luminaire products—LED Retrofit Kits, Wall Pak luminaires and Vapor Tight luminaires.

- The Everline LED Retrofit serves as a florescent lighting replacement kit, reducing energy consumption and maintenance costs. It includes a two- or four-foot kit, both including two LED Lensed Modules, one LED Driver and a harness packaged together with replacement instructions.
- The Everline Vapor Tight fixture line features four-foot and eight-foot products for replacement and new construction offering significantly higher efficiencies and industry-leading lumen maintenance.
- Universal's Everline Wall Pack luminaire is perfect for HID replacement or new construction, providing five lumen options, instant light availability with excellent color rendering and common commercial color temperatures (4000K and 5000K).

Halco Lighting Technologies Supports Earth Craft House Project

In an effort to promote its energy-efficient products and technology, Halco Lighting Technologies has donated ProLED A19 lamps and ProLED BR30 lamps to the Georgia Northwestern Technical College's (GNTC) Earth Craft House project for use in the energy-efficient model.

As a part of the “Residential Energy Efficiency Technology” program at GNTC, students are building two model/test houses on the Gordon County Campus. The two houses are identical in size at 16-feet-by-24-feet. One house is built under the standard/old building specs with common air leaks and traditional construction, old appliances, water heater and 80 percent efficient gas furnace. The other house is built under new green and energy-efficient specifications, using new materials and techniques with Earth Craft House and Energy Star ratings. Halco is proud of its ProLED lamps, which illuminate the energy-efficient house because of their cost and energy effectiveness.

Halco offers a full line of ProLED lamps that are up to seven times more efficient, last up to 13 times longer and provide up to 88 percent energy savings, while producing light output equivalent to incandescent and halogen lamps. Their increased energy savings and long life require less
maintenance and reduces overall environmental footprint of the lighting installation. ProLED lamps are environmentally responsible lighting solutions that contain no mercury and no lead. The low-energy consumption of LED lamps coupled with the fact that ProLED lamps are mercury-free make them ideal for U.S. Green Building Council’s LEED (Leadership in Energy and Environmental Design) projects.

**Universal Helps Distributors Show Their True Blue Colors**

Universal Lighting Technologies recently launched True Blue, a new merchandising program that supplies bright and attractive point-of-purchase items to its loyal distributors. Signage and other merchandising materials are designed to help increase sales and customer awareness of key product opportunities on the distributor level. Displaying these support materials gives Universal’s distributors the opportunity to engage customers, increase counter sales, drive repeat business and prominently place high-interest items to leverage branch counter area.

One of the key benefits of the program is helping distributors endorse the new CENTO product family of sensors and power packs. The promotion allows distributors to stock an initial amount of sensors, and receive a free CENTO Awareness Kit. The kit includes literature, aisle blade, floor decal, shelf wobblers and an adhesive countermat. These items help the distributor inform their customers about Universal’s sensor and power pack components—a key part of today’s comprehensive lighting control strategy.

“Universal understands that every branch location has a different merchandising strategy and space is always a concern,” said Susan Phillips, director of marketing at Universal. “With the True Blue promotion, distributors get to select from up to 10 new merchandising items that work best for their location, choosing from two point-of-purchase packages.”

The new Universal merchandising items include a variety of options. From acrylic counter units to put sample products and literature on display at a distributor counter, to the very popular counter stools, and even a ceiling mounted light thief box, which illuminates Universal’s complete product portfolio.
Providing the opportunity to grow your business profitably through education, networking and technology. NAILD continues to be extraordinary in the lighting industry.

Wanted: Your News

Looking to promote a new hire, product or industry development? Email your news to Managing Editor Kenneth Hitchner at KHitchner@CMASolutions.com.

For more information on NAILD, visit www.naild.org or call 716.875.3670.

2015 Schedule

January 28 – 31
NEMRA Annual Conference
Hilton San Diego Bayfront
San Diego, CA
www.nemra.org

March 25 – 28
IMARK Group Showcase
Chicago, IL
www.imarkgroup.com

April 26 – 29
NAILD 38th Annual Conference
Marriott Denver Tech Center
Denver, Colorado
www.naild.org

May 5 – 7
Lightfair International
Javits Center
New York, NY
www.lightfair.com

May 15 – 19
NAED National Meeting
Hyatt Regency
Chicago, IL
www.naed.org/eventschedule.aspx

October 3 – 6
NECA (National Electrical Contractors Association)
San Francisco, CA
www.necanet.org

Educational Training Opportunities

Advance University
(800) 322 2086

NAILD University
www.naild.org or call (716) 875-3670

NAILD Lighting Specialist Program
For information call (716) 875-3670 or e-mail info@naild.org.
To register, please visit www.naild.org and click on Lighting Specialist.

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