

PHILIPS ACQUIRES THE GENLYTE GROUP

Philips Holding USA, a fully owned subsidiary of Amsterdam-based Royal Philips Electronics, is purchasing Louisville, Ky.-based The Genlyte Group for \$2.7 billion.

"This offer creates outstanding value for our stockholders and enables our management and talented associates to continue our successful strategy," explains Larry K. Powers, chairman, president, and CEO of Genlyte. "This reflects the strength of Genlyte's brands, strong customer relationships, and many years of successful growth in sales and earnings. We are especially pleased that we have the opportunity to build upon these assets as we join an entity that understands the lighting fixtures and controls industry and can bring us extensive creative solutions and financial resources to further grow our business."

Genlyte's major brands are: Canlyte, Capri/Omega, Chloride Systems, Crescent, Day-Brite, Forecast, Gardco, Hadco, Hanover Lantern, JJI Lighting Group, Ledalite, Lightlier, Lightlier Controls, Lumec, Shakespeare Composite Structures, Strand, Stonco, Thomas Lighting, Translite Sonoma, Vari-Lite, and Wide-Lite.

AN OUTDOOR SPIN

Casablanca Fan Co., headquartered in Pomona, Calif., made a big play for outdoor fans during the recent Dallas International Lighting Market as it turned part of its showroom into a simulated oasis.

"We're focusing on the growing outdoor category," states John Pearson, vp/marketing. "[We have] created a realistic environment within our showroom to properly display our new damp- and wet-rated products."

The introductions were exhibited in an environment that demonstrated the products' indoor and outdoor capabilities. The unique space featured a covered patio and a 23' x 11' pergola furnished as an al fresco living room. "This is the perfect setting to preview these fans and provide a visual reference for our customers," Pearson explains.

Its four latest outdoor models include: Atria, Continental, and Twain, which are meant for damp locations and have integrated lighting. The modular Heritage is wet location-rated and includes three blade choices and three light fixtures.

BIGGER & BETTER

Bronx, N.Y.-based **Murray Feiss Lighting**, a Generation Brands Company, has expanded its market showrooms to accommodate its growing inventory of lamps, chandeliers, mirrors, and accessories. The High Point and Las Vegas spaces have been increased by 2,000 feet; in Dallas, the Martha Stewart Lighting® vignette has been enlarged to showcase the debut of 70+ Martha Stewart fixtures.

Each location incorporates three new window displays designed to provide a product story and feature fixtures as well as portables in each vignette.

"We at Murray Feiss believe in planning for the future," explains Jody Crow, senior interior designer. "Looking at all of the introductions we are debuting in 2008, we realized how important it would be to invest in our business and expand."

WEB WATCH

Lutron Electronics, headquartered in Coopersburg, Pa., has launched a redesigned, interactive Web site that demonstrates how controls – particularly those that are dimmable

– reduce energy consumption, save money, and protect the environment. This cyber enhancement is part of its Light Greener, Light Better™ campaign, which is dedicated to raising awareness that light usage can be controlled without having to sacrifice quality.

Lutron.com is a comprehensive compilation of facts about energy, allowing visitors to experiment with interactive dimmers. Guests can input criteria about their home or office space – such as number of fixtures, lamps per fixture, wattage per lamp, and hours used – to calculate how much money and energy would be saved.

"Our new energy Web site allows people to experience the energy savings they can get from dimming and 'dollarizes' [it] for them," says Michael Jouaneh, marketing manager. "This is very important now because energy costs are high ... and dimming lights fights the threat of global warming by preventing unnecessary CO₂ from being released into the atmosphere."



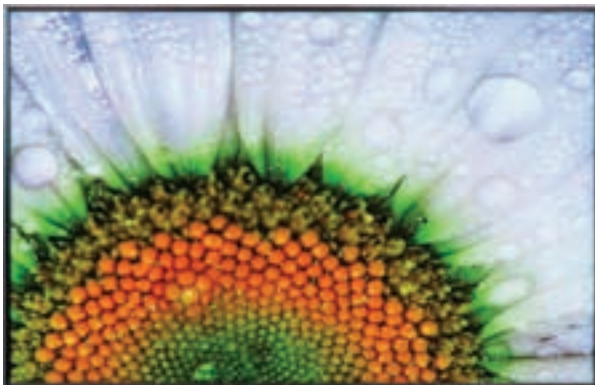


WALL SMARTS

Albertville, Ala.-based **Paragon Picture Gallery** premiered the new 34-piece Candice Olson Collection of wall décor during the January markets. Olson is the star of HGTV's *Divine Design* and the owner of her eponymous interior design firm which she established in 1994.

"My art is defined by inspiring imagery, distinctive materials, and the effects created by light on surfaces and finishes," Olson explains. Her sophisticated, yet accessible, style incorporates creativity, practicality, and timelessness.

"Candice is such a talented designer and we are excited to have her wall décor pieces in our showrooms," said Malanta Glassco-Knowles, vp/marketing for Paragon. "Candice's designs are innovative and they add another dimension to our line."



THE GREEN SCENE

Watt Stopper/Legrand®, the manufacturer of lighting controls located in Santa Clara, Calif., has initiated a policy to make its entire operation more eco-friendly. *Watt Stopper Green* is comprised of five goals to minimize a negative impact on the environment.

Several product lines are being redesigned to diminish the use of hazardous materials and be RoHS-compliant. Packaging will be more efficient.

Efforts have been stepped up to save energy and water, reduce paper waste, and increase recycling at its facilities. In addition, a "green team" meets regularly to implement conservation ideas. Staff members are urged to continue globally conscious practices at home; the company has provided them with information and vacancy sensors.

Jackson, Mich.-based **Full Spectrum Solutions**, Inc., manufacturer of BlueMax™ and UltraLux™ CFLs, fluorescents, and portables, has broken ground on a new energy-efficient headquarters. The 70,000-sq.-ft. facility will house the manufacturing plant and the executive offices. The structure will be LEED-certified, meeting the strict criteria established by the U.S. Green Building Council.

The conservation efforts include geothermal heating and cooling systems that do not require water, as well as a rooftop rainwater capture system intended to supplement city water. Solar panels will control heating and air conditioning plus recycled glass will be utilized throughout. The parking lot lighting will run on solar energy and wind turbines.

Royal Philips Electronics has opened a LUXEON® high-power LED production facility in Singapore. "Singapore is the destination of choice for Philips' first facility outside Silicon Valley," states Paul Peeters, chairman & CEO of Philips Electronics Singapore. "The country's well-established industry infrastructure offered us a necessary talent pool and supplier support network which enabled the smooth and quick set up."

"This will not only double the production capacity of our LUXEON®-powered LEDs, it will also strengthen our number one position in this field," explains Theo van Deursen, CEO and member of Philips' board of management.

TECH TALK

OSRAM Opto

Semiconductors GmbH, with its headquarters in Regensburg, Germany, has developed a transparent white OLED tile. The prototype has achieved a luminous efficiency of more than 20 lumens per watt at a brightness of 1000 cd/m² under laboratory conditions. The prototype is 55-percent transparent either on or off and lights up a nearly 90 cm² (14 sq. in.) area. This development indicates the possibility of partitions that are invisible during the day yet will provide

a pleasant, diffused light at night. The manufacturer suggests that a surface light source installed in furniture or a canopy could be configured so that light shines in a specified direction. At last year's Electronic Lifestyles Expo sponsored by Custom Electronics Design & Installation Association (CEDIA), OSRAM-OS featured a futuristic home with furnishings embedded with OLEDs.

The performance results were part of the OPAL 2008 project, a research effort of the German Ministry for Education and Research dedicated to studying organic light-emitting diodes for applications.

Morrisville, N.C.-based **LED Lighting Fixtures**, Inc. (LLF) released the numbers generated from its prototype PAR38 self-ballasted lamp. The LRP-38 produced 659 lumens at a mere 5.8 watts of wall-plug power, resulting in 113.6 delivered lumens per watt. The LLF lamp – which used the Cree XLamp, and OSRAM Opto Semiconductors' Golden Dragon products – doesn't contain mercury and emits a warm, incandescent-like color of 2760K and a CRI of 91.2, but uses less than 9 and 30 percent of the energy consumed by incandescents and fluorescents respectively.

The National Institute of Standards and Technology in Washington, D.C. conducted the solid-state testing on the product and Gerry Negley, chief technology officer of LLF, believes the technology will surpass all existing forms of lighting. "It further validates that LLF has created a unique method for maximizing solid-state lighting efficiency while delivering a lighting experience that is better than incandescent and fluorescent sources."

Savannah, Ga.-based **PureSpectrum** Inc. has developed an electronic ballast circuitry design allowing CFLs to be fully dimmable with a standard device. This breakthrough enables a CFL bulb to be lowered 10 percent below perceived light output with a standard dimmer. The one-of-a-kind circuitry allows the CFL to function alongside incandescents and mimic performance like low light starts.

PureSpectrum owns patent rights and applications related to improved electronic ballast technology and circuitry designs for ballast-driving applications. The company confirmed in 2007 through independent testing that its ballast circuitry improves energy efficiency for linear fluorescent lamps, plus enhances multiple performance areas for CFLs. It is currently conducting photometric testing at Intertek.



ALA ADDRESSES SENATE

In its efforts to represent the industry in key legislature issues, the **American Lighting Association** (ALA) submitted written testimony regarding the federal Energy Efficient Lighting for a Brighter Tomorrow Act of 2007 (S 2017) to the U.S. Senate Committee on Energy and Natural Resources. The ALA has supported the bill, which merged with the House bill HR6 forming the Energy Independence and Security Act of 2007; it was signed into law December 19.

Among the points addressed was the focus on general service medium screw-based bulbs. The legislation calls for a timeframe for incandescents to become more efficient. The ALA concurred with the adoption of dates that were recommended by manufacturers in order for them to have ample time to develop, make, and deliver quality products. The suggested deadlines were: 2012 for 100-watt bulbs, 2013 for 75-watt versions, 2014 for 60-watt models, and 2015 for 40-watt lamps.

The ALA also strongly suggested preempting state action to regulate bulbs, pointing out that manufacturers would be unable to mass produce products for different states' requirements.

Excluding 20- to 40-watt candelabra bulbs from the legislation was another concern of ALA. The specialty lamping is often a decorative aspect and the clear glass is part of the appeal, according to the ALA, which noted that CFL candelabras are generally an unsuitable replacement. One argument stated that many incandescents are outfitted with dimming capabilities, which is an energy-saving device that can reduce consumption to 10 watts or less.

Allocating funds for expanding consumer awareness was another facet of the testimony. The ALA advised that money be included in the legislation for a five-year period to facilitate a sound market transition. The accrued money would be used for marketing, labeling requirements, and any information that would guide the general public.

The final bill has provided \$10 million per year from 2009-2012 for the Department of Energy to implement a proactive consumer awareness, information, and education program.

ENERGY STAR® OFFERS NEW SPECS FOR RESIDENTIAL FIXTURES

Going into effect on August 1, 2008 is the final version of Energy Star's residential lighting fixture specification (Version 4.1) covering requirements for single-piece GU24-base lamp/ballast combinations and replacement lamps. Integrated GU24 lamps were addressed because they are not meant as incandescent replacements.

Among the conditions will be that fixtures containing self-ballasted GU24-base lamps must have the epa.gov/bulbrecycling Web site printed on it or its packaging. An alternative site – lamprecycle.org – is also permitted. Manufacturers are encouraged to source lamps that have been appropriately tested. The conducted product tests will be noted on Energy Star platform letters of approval. Finally, a two-year warranty will be required. For more information, visit energystar.gov

ONE TO GROW ON

St. Louis-based **Lighting One** is expanding with new products and members, plus a commitment to environmentally friendly goals. Lighting One will be offering a 64-page magalog exclusively to its members. The supplement showcases SELECT products, part of the line launched at the group's Arizona convention late last year, and includes seven complete families. In addition to traditional, transitional, and European styles, there are two outdoor lines. To round out the series, fresh models and finishes join several existing collections.

In order to become more earth-conscious, the group launched Green Select to ensure sound environmental business practices. The program highlights Energy Star®-rated items and the effort to print marketing tools on recyclable materials. Initiatives will also include educating showrooms about environmental awareness and green offerings.

The cooperative organization consists of 150+ member-owned retail stores throughout the North America. Recently it welcomed El Paso, Tex.-based City Lights to its fold as well as its first Canadian member, E.G. Penner Building Centres in Steinbach, Manitoba.

DAHLHAUS LIGHTING EXPANDS INTERNET PRESENCE

A new Web site, UpscaleLighting.com, has been developed by Dahlhaus Lighting, a family-owned business based in Germany with an American operation located in Brooklyn, New York.

The site was developed to provide a viable source for consumers and the architectural community seeking high-end interior and exterior lighting.

Dahlhaus has been manufacturing vintage-style exterior fixtures at its main factory in Germany for more than 40 years, and also sells the products of other high-end lighting companies.

Upscale Lighting was founded in Brooklyn, when Lars Dahlhaus of Dahlhaus Lighting sought out like-minded manufacturers that share his commitment to quality and customer service. "I wanted to create a better, more convenient, and quality-minded platform for manufacturers, consumers, and professionals alike," he says. "We are clearly setting a new standard on how the online lighting business should work."

The Dahlhaus and UpscaleLighting.com customer service professionals will assist clients with projects of any scope or size, and have the ability to create autoCAD layouts or custom-designed lamps for specific applications.

For more information about lighting fixtures, lampshades, or complementary accessories, visit UpscaleLighting.com, call (866) 571-4764, or e-mail customerservice@upscalelighting.com.

COMPETITION SEEKS NEW TECHNOLOGIES

The 2008 *Lighting for Tomorrow* contest is looking for new products and innovations in fixtures boasting designs that are attractive, energy-efficient, and encourage the creative use of new light sources. The international challenge officially launched at the Dallas Lighting Market in January.

The competition includes a solid-state lighting category that calls for the employment of the most energy-efficient white LEDs. This section of *Lighting for Tomorrow* highlights the progress being made in LED devices and the "Future LED" group will require a minimum efficacy of 90 lumens per watt.

The CFL Fixture Family entrants face added challenges. "The 2008 competition mirrors [the changes in the industry] by requiring CFL chandeliers to dim for the first time," explains Rebecca Foster, senior program manager at the Consortium for Energy Efficiency (CEE) and co-manager of *Lighting for Tomorrow*.

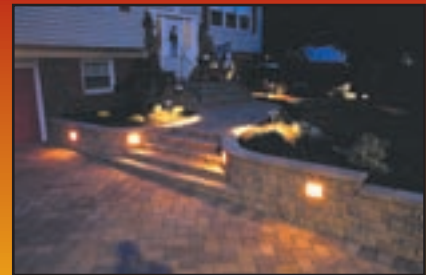
Organized by the American Lighting Association (ALA), the U.S. Department of Energy (represented by Pacific Northwest National Laboratory), and the CEE, *Lighting for Tomorrow* is sponsored by two dozen energy-efficiency organizations in the U.S. and Canada that have pledged more than \$150,000.

Entries must be received by April 30. The winners will be announced at a ceremony during the ALA Conference, which will be held September 14-16 in Washington D.C. Those products will be promoted by energy-efficiency programs across the U.S. and Canada. For rules and guidelines, visit lightingfortomorrow.com

OSRAM SYLVANIA APPLAUDS NEW LIGHTING LAW

Danvers, Mass.-based Osram Sylvania, the maker of Sylvania lighting products, has announced its support for the energy bill that was signed into law in December 2007 by President Bush. The legislation calls for a phase-out of inefficient light bulbs, starting in 2012. The new law is expected to increase demand for energy-saving lights, resulting in new products and lower prices.

The company reduced its own energy use by 10 percent in 2007. As part of the Osram Sylvania Global Care sustainability initiative, the company supports The Climate Project, an organization dedicated to increasing public awareness of the climate crisis. The firm is also part of the Clinton Climate Initiative and the U.S. Environmental Protection Agency Climate Leaders program.



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