

HAPPY NEW YEAR

Welcome to the year 2011. What new lighting products will we see next? I've been in the lighting business since 1975 and have seen many changes over the years. In the early 1980's, Philips Lighting Company introduced the first CFL's then known as "PL" lights, named after the company, to begin replacing incandescent bulbs. During that same decade, electronic ballast were being developed to replace many types of magnetic ballast for fluorescent and HID lights. In 1992 the Federal Energy Policy Act, known as "EPACT", came into being to set up standards for energy efficient lighting of all types. First to go were the old 40 watt four foot fluorescent tubes. Next were certain types of incandescent bulbs, the 75 watt R30 and 150 watt R40 indoor floods. As we moved on through the years, more energy efficient lighting systems were developed, the T-8 systems with high efficiency electronic ballast and lower watt high lumen lamps, the T-5 and T-5HO families and many types of LED lights. Our industry continues to develop new and more energy efficient lighting products to light up our world that are friendlier to the environment with less mercury and other pollutants. Keep watching for more new developments. We will pass them along on our "MEDIA" page at <http://www.atlanticlightingandsupply.com/t-media.aspx>

Inside this issue:

Sylvania, new ULTRA Dimmable LED Bulbs	2
The History of Light (in this issue, fluorescent lighting)	3
TCP's new stairwell fixture with built-in occupancy sensor	4
Lightfair 2011	5
Atlantic launches online ordering	
Day-brite's new Aluma-Bay high bay fluorescent	6

Howard Weisenberg is retiring



Howard Weisenberg has announced he is retiring after 16 years with the company. He came to Atlantic in April, 1994 with no knowledge of the lighting business. Through hard work and training he became Atlantic's top sales consultant after only two years and maintained that position through his career. He will continue serving Atlantic as a consultant for the next few months. We just can't seem to get rid of him!!! HA HA HA HA. Howard, we all wish you the very best and hope you will stay in touch with us for a long long time.

SYLVANIA

www.sylvania.com

**I value quality.
I love my planet.
I found my bulb.**



ULTRA

HIGH PERFORMANCE SERIES

LED

Uses up to 84% less energy than traditional light sources

Lasts up to 50,000 hours

Compatible with dimmers

Contains no mercury

DIMMABLE

NAED	Product Description	#/cs	Beam Angle	Color	CRI	Hours	Alternative Substitution	Price
78642	LED8A/DIM/F/830	6		3000K	85	50,000	40W A19 Incad.	\$49.95
78634	LED6MR16/DIM/830/NFL25	6	25°	3000K	87	35,000	20W Halogen MR16	\$32.95
78635	LED6MR16/DIM/830/FL40	6	40°	3000K	87	35,000	20W Halogen MR16	
78643	LED8G25/DIM/F/830	6		3000K	85	50,000	40W G25 Incad.	\$49.95
78636	LED8PAR20/DIM/830/NFL25	6	25°	3000K	85	50,000	50W Halogen PAR20	\$44.95
78637	LED8PAR20/DIM/830/FL40	6	40°	3000K	85	50,000	50W Halogen PAR20	
78638	LED15PAR30LN/DIM/830/NFL25	6	25°	3000K	87	50,000	50W Halogen PAR30LN	\$74.95
78639	LED15PAR30LN/DIM/830/FL40	6	40°	3000K	87	50,000	50W Halogen PAR30LN	
78640	LED18PAR38/DIM/830/NFL25	6	25°	3000K	87	50,000	75W Halogen Par38	\$79.95
78641	LED18PAR38/DIM/830/FL40	6	40°	3000K	87	50,000	75W Halogen Par38	

THE HISTORY OF LIGHT continued from last issue

In our last issue, we explored the creation and development of HID lighting. In this issue we will look into the development of Fluorescent lighting.

1675, Astronomer Jean-Felix Picard observed that the empty space in his mercury barometer glowed as the mercury jiggled while he was carrying the barometer.

1705, Francis Hauksbee, tried to determine the cause of the phenomenon. He showed that an evacuated or partially evacuated glass globe, while charged by static electricity could produce a light bright enough to read by

1857, French physicist Alexander Becquerel experiments by coating electric discharge tubes with luminescent materials.

1901, American Peter Hewitt patented the first low pressure mercury arc tube that was the first prototype of the modern fluorescent lamp.

1938, General Electric developed the first practical fluorescent lamp under US Patent NO. 2,259,040. This four foot tube was powered by a magnetic ballast and at 40 watts, produced over two times the light of a 40 watt incandescent bulb.

1939, At the World's Fair in New York, GE showcases their fluorescent tube and demonstrates it's efficiency over existing incandescent bulbs.

1945, The first circline fluorescent bulb was developed which produced a large amount of light in a small space. This was the first attempt to create a small compact fluorescent light that we know today as the "CFL's"

1949, The "Soft White" bulb greatly improved the light dispersion of fluorescent tubes and produced much less glare.

1974, In response to the 1973 oil crisis, energy saving tubes were introduced by the major lamp manufacturers, GE "Watt-Miser", Philips "Econowatt" and Sylvania "SuperSaver". These new energy saving lamps reduced the four foot fluorescent bulb from 40 watts down to 34 watts and at the time was a great savings in electrical consumption for commercial and industrial customers.

1976, Edward Hammer (GE) "Spiral Lamp" took a long, thin fluorescent tube and bend it into a spiral shape. This not only allowed for a long electrical arc, but also simu-

lated the optical properties of a frosted incandescent lamp. Existing lamp machinery had difficulty making the fragile spiral and GE felt that new machinery would be too expensive, so they shelved the design. However, spiral lamps appeared on the market in 1995 as other manufacturers decided to see if the design could be competitive.

1980, T-8 fluorescent lamps were introduced into the US Market. First operating on magnetic ballast and later on newer electronic ballast, these offered large energy savings over the older T-12 lamps and spawned the retrofit phenomenon that continues today.

1980, Philips Lighting introduces it's "SL" series CFL lamp. This was the first successful screw-in lamp to replace the incandescent bulb.

1981, Philips Lighting Co. introduces the first practical plug-in compact fluorescent lamp. The "PL" series 2-pin lamp, named after the company, was available in 5 to 13 watt and operated on a magnetic ballast.

1985, Osram/Sylvania introduced it's "EL" series screw-in bulb which was the first CFL to incorporate an electronic ballast.

1992, The federal Energy Policy Act of 1992 (EPACT) eliminates the 40 watt cool white (F40CW) which was the most used 4 foot fluorescent and replaces it with the 34 watt energy saver. T-8 32 watt lamps begin to gain popularity in new construction and retrofit applications.

1995, T-5 fluorescent lamps entered the US market. The T-5 lamps (a smaller 5/8 in dia. tube) has a better lumen per watt rating than T-8 or T-12 lamps and is gaining popularity in new construction

1995, Spiral "CFL's" from China entered the US market as a viable alternative to the incandescent bulb.

2000, New federal energy standards eliminate the use of many magnetic ballast for new fixture production after March 21, 2005 and replacement magnetic ballast after June 30, 2010.

Next issue we will review the history of Quartz & Halogen light sources that have become very popular in today's retail display lighting.

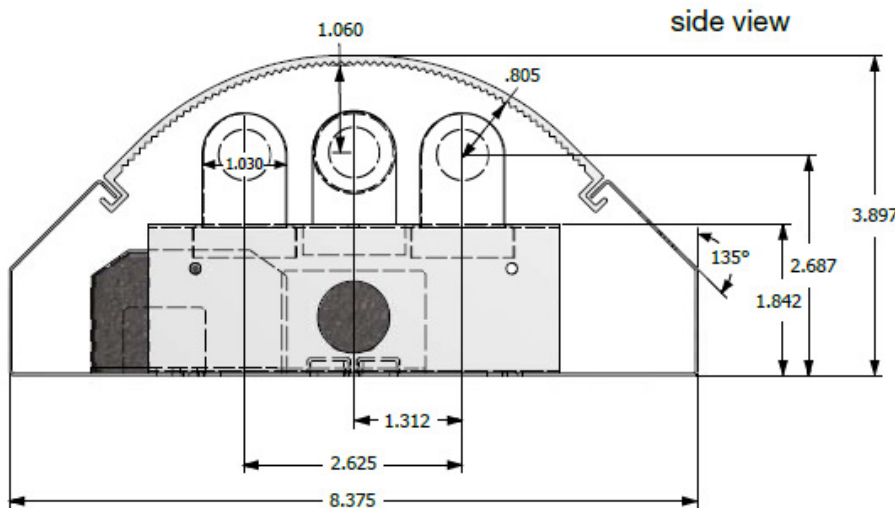
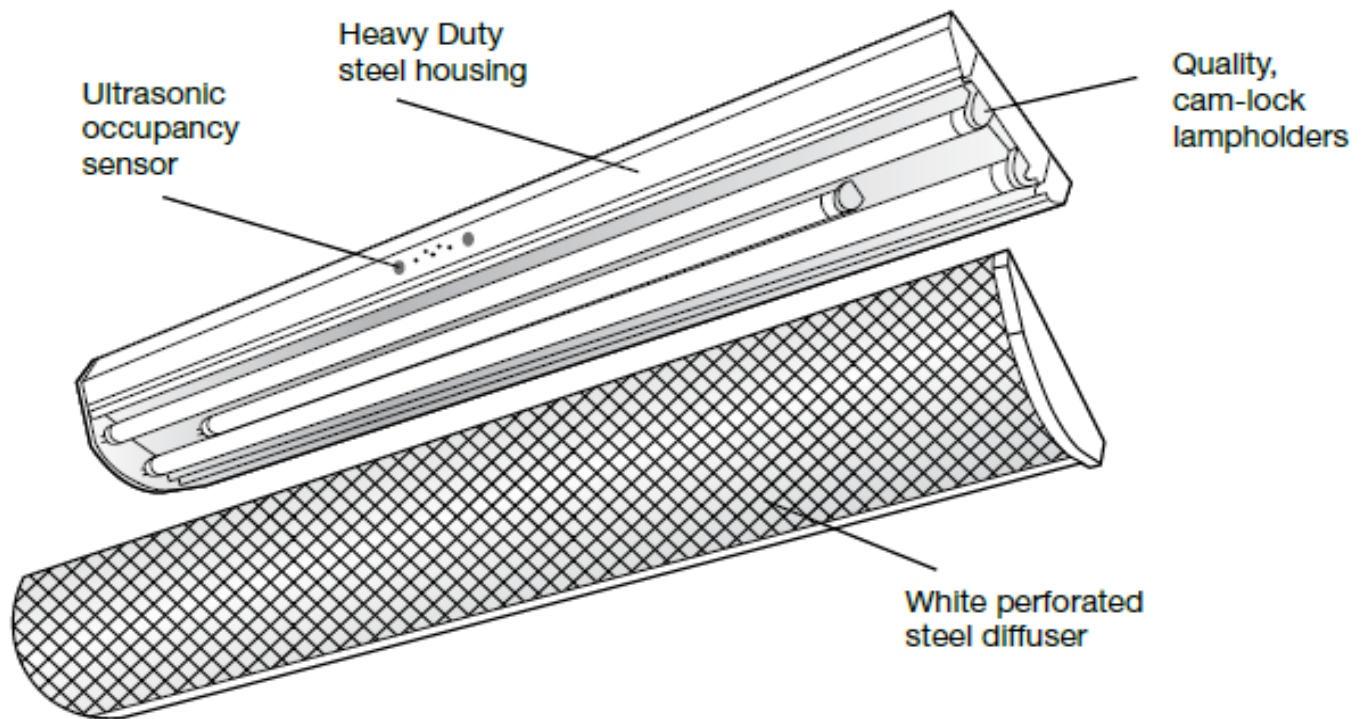


It's been a long road but we've come from the old energy wasting incandescent lamps on the left to the energy saving CFL, LED & Induction lighting on the right.





TCP introduces their new stairwell/corridor bi-level light fixture with built in ultrasonic occupancy sensor to control the light level and energy consumption when unoccupied. The fixture uses two F32T8 tubes with a programmed rapid start ballast in full light mode and one F25T8 or F17T8 depending on local code requirements for egress lighting while in standby mode. The F25 or F17 lamp is always powered up. The two F32T8's only power up when occupied. The sensors time delay is adjustable from 5 to 30 minutes. Excellent for energy retrofiting or new construction. The steel perforated light diffuser is vandal resistant. For more info download the specification sheet from our "MEDIA" page or call customer service at (404) 872-3521.



Available with emergency back-up ballast for power outages.

All electrical components are UL/cUL listed.

Ballast are class "P" rated, thermally protected, sound rated and CEE approved.



REGISTRATION TIME IS NEAR

Established over 20 years ago, Lightfair International has become the WORLDS largest annual architectural and commercial lighting trade show and conference.

Registration for LIGLTFAIR 2011 will open in February. This year the Lightfair Institute will be May 15th & 16th and the Trade Show & Conference on May 17th –19th.

In 2010 Lightfair's 160,000 square feet of exhibit space at the Los Vegas Convention Center was 99% filled with over 475 exhibiting companies. More than 50 were first time exhibitors and over 100 were companies with headquarters outside the USA. Lightfair is truly a world wide event attracting exhibitors from all over the globe in many different industries including manufacturers of light fixtures, ballast, light bulbs, LED's, Architects, Electrical Engineers, Lighting Designers, Lighting retailers and distributors and many others in the electronics field.

Pre-registration begins in February and will be open until April 22, 2011. Lightfair's 2011 fees start at only \$75.00 for the 3 day show if pre-registered and \$95.00 afterward and at the show.

For more information go to their web site at:

<http://www.lightfair.com/lightfair/V40/index.cvn?id=10189>

ATLANTIC LAUNCHES ONLINE ORDERING

Atlantic Lighting now offers online ordering for all of your lighting needs.

Our web site is www.atlanticlightingandsupply.com. For established customers with approved credit, we offer online ordering with purchase order numbers. For new customers, we accept VISA or MasterCard debit and credit cards and all AMEX cards. New customers can download our credit application from the "MEDIA" page at www.atlanticlightingandsupply.com and fax it to (678) 904-3451 or e-mail it to sales@atlanticlightingandsupply.com.

To order online, just go to our site and click on the "PRODUCTS" tab, select the lighting category, find the item you need and add it to your cart. At check out you can print out your order confirmation and receipt.

We feel our pricing and quality are equal to or better than other online lighting companies offering this service. If you find the same item at a lower price, please call us with that information as we desire to be competitive with all other lighting suppliers.

For more information and assistance please call customer service at (404) 872-3521 or e-mail us at sales@atlanticlightingandsupply.com

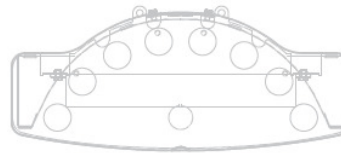
Day-brite's AlumaBay T-8 & T-5 commercial high bay fixture

Technology is advancing, lighting should too. Day-brite's new AlumaBay is an all aluminum high bay with unique styling and maximum efficiency. Its all aluminum construction makes it light weight but strong while offering eye-catching style with a durable finish. Available in 2 lamp to 8 lamp configurations with T-8 or T-5/HO lamps it is a great choice for retrofitting Metal Halide high-bays and fluorescent strips in retail, warehousing or manufacturing facilities.

For more information click the link on our MEIDA page or call customer service at (404) 872-3521 or e-mail sales@atlanticlightingandsupply.com.

AlumaBay Advantages

- compact trim profile
- pleasing aesthetics
- outstanding performance and efficiency
- 2-8 lamp T5HO or T8
- available with or without upright
- flexible mounting methods
- easy installation and maintenance
- 30,000+ hours of lamp life
- designed for maximum sustainability



ALU-LVR 63 cell louver available.



Electronic ballasts for all T8 and some T5HO units are mounted crosswise on the ends for easy access. Ballasts for T5HO units with more than four lamps are mounted in an easily accessible top channel.



218 Ottley Drive N. E., Atlanta, GA. 30324,
Phone: 404-872-3521 Toll free: 800-868-3521, Fax: 404-881-1640
www.atlanticlightingandsupply.com

e-mail: sales@atlanticlightingandsupply.com

written and edited by: DAVE ERWIN

IF IT LIGHTS UP - CALL US