

OUR FIRST NEWS LETTER

Atlantic launches it's first News Letter.

A little history on our company. Established in 1982, Atlantic Lighting is a specialty lighting distributor in the commercial, industrial, contractor and institutional market. Based in Atlanta, GA., we service customers all across the country with light bulbs and tubes, ballast and light fixtures of all types.

OUR PURPOSE

To distribute quality lighting products to the industrial, commercial, contractor and institutional market. We are committed to the sale and delivery of energy efficient, quality lighting products to our customers.

OUR PRODUCTS AND SERVICES

We distribute quality light bulbs & tubes, ballast and light fixtures. We offer lighting design & layout,

energy audits and retrofit proposals and installation.

OUR SERVICE AREA

Based in Atlanta, GA., we deliver with our own fleet of trucks in the metro Atlanta area. However, we are National in scope as we ship by UPS, FedEx and Motor freight all over the country.

NATIONAL ACCOUNTS

One of our specialties is servicing National Accounts. Backed by Sylvania Lighting, we service and ship to national accounts all over the country with the latest technology in light bulbs, fluorescent tubes, LED lighting and ballast.

RENOVATIONS & NEW BUILDOUTS

We are one of the nations leaders is supplying new light fixtures for new construction build outs and renovations. We can help with the design and layout of your new space, then

bring the light fixtures into our warehouse, package them up and ship then anywhere in the country as a "packaged lighting system".

ENERGY SAVING RETROFITS

We have been performing energy audits and retrofitting old out dated lighting equipment since the mid 1980's. We can perform an energy audit on your facility and show you where you can cut operating cost by installing more energy efficient lighting equipment. A few of our previous jobs were The Westminster School, Atlanta, GA. American Cancer Society HQ, Atlanta, GA. Morris Brown College, Atlanta, GA. and Siemens ITE circuit breaker plant in Tucker, GA.

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Special points of interest:

- Stone Summit Climbing and Fitness Center opens in May, 2010
- The history of lighting. How it all came about
- LED's for the future. Indoor & Outdoor light fixtures now available
- LIGHTFAIR 2010. Not too late to register
- CFL flood light failure. The installation of the bulb was to blame
- Fed's make us more energy efficient with the elimination of magnetic ballast

Atlantic's 25,000 sq ft facility in Atlanta, GA.



Located at 218 Ottley Drive N. E., Atlanta, GA. 30324, Atlantic is one of the largest distributors of lighting products in the South East. We maintain a fully stocked warehouse of light bulbs, fluorescent tubes, ballast and commercial and industrial light fixtures.

How To Prematurely Burn Out Good HID Lamps

The following scenario has happened to lighting distributors before

The customer sees a Metal Halide fixture cycling. They have the lamp replaced. They assume the ballast is good.

This lamp is now on Death Row.

In a short time the fixture is cycling again. They replace the ballast and capacitor **and install a new lamp.**

Now everything is working fine and they give the used lamp back to the distributor.

The very same lamp that was used to help determine a bad ballast and capacitor.

The failure mode of a ballast is capacitor failure with consequent low power factor operation and high current. This leads to overheating of the core and coil and eventual failure. Lamps will prematurely fail.

Premature blackening of the arc tube is an indicator of high lamp current. Replacing a ballast and a new lamp without replacing the capacitor would result in cycling problems and short lamp life.

A defective lamp socket where the center tab is not making a positive electrical contact would result in multiple component problems.

HID Relamp Programs save on ballast replacement.

Operating HID lamps till they fail is comparable to never changing the oil in your car. The cost to replace HID ballast is 10 to 14 times the cost of replacing the lamp.

Tracking the life of your HID lamps and replacing them at 80% of rated life will ensure much longer life for your ballast & capacitors.



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HAVE YOU REGISTERED YET

Light Fair International is the worlds largest annual architectural and commercial lighting trade show.

It combines education courses with innovative product displays ranging from high-end design to cutting-edge technology.

Registration is now open. For more information go to:

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

MAGNETIC T-12 BALLAST

Their days are numbered

As of April 1, 2010, there are no magnetic T-12 ballast to be made in the US market. Federal legislation requires only electronic ballast be manufactured in the US market for most types of T-12 and T-8 fluorescent lamps.



Under the Federal Energy Policy Act (EPACT), as of July 1, 2010, all ballast manufactures must stop producing "magnetic" ballast for T-12 and T-8 lamps. Ballast already produced before that date may still be sold.

Fixture manufacturers have already switched production to "electronic" ballast. These electronic ballast are more energy efficient, produce less heat and last much longer than their old magnetic counterparts.

Existing fluorescent fixtures that use magnetic ballast and T-12 lamps, can easily be retrofitted to use the newer electronic ballast and T-8 lamps. The energy saved will pay for the cost within a short period of time.

CFL Premature Failure

Thermal related stress is probably the single most common cause of compact fluorescent lighting product failures.

Reduced Lamp Life

Typical CFL products are designed to operate at ambient temperatures of approximately 30 to 40°C (86 to 104°F). This not only maximizes the light output but provides the highest efficacy. When temperatures exceed the optimal range, the electrical properties of the lamp change, which in turn causes the ballast to operate outside its design parameters, allowing more than the rated current flow through the lamp. Long-term operation at higher-than-rated current shortens the life of the lamp.

CFL PARs need spacing at the lamp neck to allow for air circulation / cooling



Visible mark on lamp neck. Installed tight in fixture

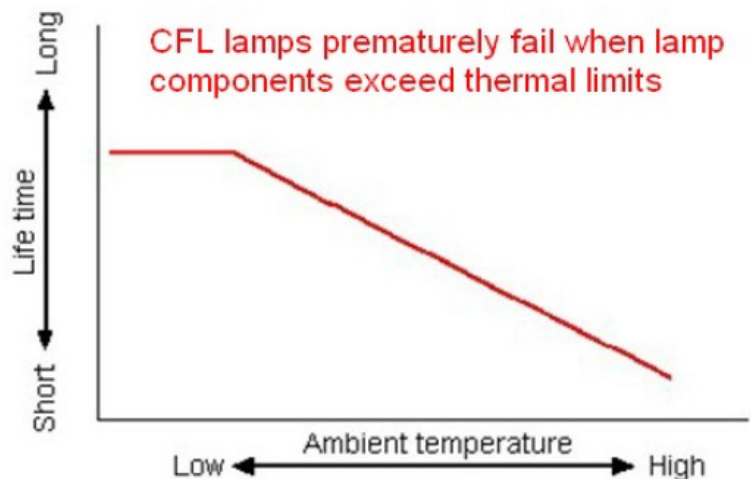


Another cause of high ambient temperature operation (and reduced lamp life) unique to integral (or screw-based) CFLs is the fact that the ballast components are in close proximity to the heat-generating lamp cathodes. The problem is further exacerbated in enclosed applications. Ballast components are exposed to temperatures that approach and/or exceed the temperature ratings of the individual components. The ballast is only as good as its "weakest link" and a single component failure can be catastrophic. CFL manufacturers identified the electrolytic capacitor as the component most susceptible to heat and premature failure. This component, as used in integral CFLs, is typically rated for a maximum operating temperature of 85 or 105°C operation.

CFL Reflector Lamp Failure

Most CFL Reflector failures can be attributed to improper installation. The most common is in track lighting where the lamp has been installed tight in the fixture and not allowing for air circulation. The components over heat and lamps fail.

Every 10° C increase in internal temperature halves the component lifetime.



Typically, the service life of electrolytic capacitors decrease by half if the ambient temperature increases by 10°C.



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WWW.ATLANTICLIGHTINGANDSUPPLY.COM



Specializing in Quality Light Bulbs & Tubes, Ballast, Light Fixtures and Parts
IF IT LIGHTS UP – CALL US

ATLANTIC awarded Stone Summit Lighting



Atlantic Lighting was awarded the light fixture package by electrical contractor Richards Electric Co.

The Stone Summit Climbing and Fitness Center is located at 3701 Presidential Parkway in Atlanta, GA., It is a new state of the art rock

climbing and fitness center and will be the largest facility of its type in the country. The 30,000 sq. ft. air conditioned facility is scheduled to open in May and will feature rock climbing walls from 25 to 60 feet tall. It will also feature a comprehensive fitness center and studio quality yoga.

It will also house an indoor retail shop to be operated by Unique Outfitters. They offer top of the line gear to explore the great outdoors.

For more information, visit their web site at www.ssclimbing.com or call (404) 467-2170.

See you on the walls in MAY.

THE HISTORY of LIGHT

Information Source: Wikipedia, Google, GE & Philips

70,000BC	Moss soaked with animal fat	1938	First practical fluorescent lamps
4,500BC	Oil lamps were invented	1959	First Quartz/Halogen lamp
3,000BC	Candles were first made	1962	First practical LDE developed
900AD	Kerosene lamp in invented	1962	First Metal Halid lamp
1000	The first street lights	1978	First T-8/electronic system introduced
1780	Central draught fixed oil lamp invented	1981	Philips introduces CFL plug in lamps
1792	Experiments with gas lighting	1991	Philips introduces first "Induction" light
1805	The first industrial factory lit be gas	1995	First T-5 system introduced
1841	Arc lighting experiment in Paris	1999	LED automotive & traffic signal lights
1867	First fluorescent lamp is demonstrated	2001	First energy saving T-8 fluorescent
1880	Edison 16watt bulb lasts 1500 hr		
1901	First Mercury Vapor lamp		
1911	First Neon lamp and sign		
1925	First inside frosted bulb produced		
1926	Fluorescent lamp technology patented		

More to come next issue



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.



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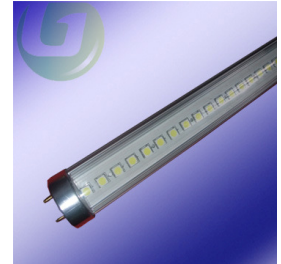
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IF IT LIGHTS UP - CALL US

LED, lights of the future

While the first LED's (light emitting diodes) were developed in the early 1960's, they were not suitable as a practical source for general illumination. In recent years, new developments in materials and technology have allowed an amazing new generation of LED products to become available for both residential and commercial use. These pictures are just a few of the products offered by many manufactures in solid state LED lighting. From replacement light bulbs and tubes to indoor light fixtures and outdoor floods, parking lot and street lighting, LED's are the future of lighting. For more information call your Atlantic sales representative or call us at (404) 872-3521 or e-mail to sales@atlanticlightingandsupply.com.



LED-315

