

Take the ENERGY STAR
Change a Light
Pledge



The Atlantic Light

atlantic
lighting & supply

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HAPPY NEWYEAR

Man — how time sure flies by. Can you believe it's new years again?

I'm beginning to see a little up surge in our business. Getting more request for quotations on small to mid-size retail & restaurant lighting packages. I feel the construction market is finally picking up a little. More new products are coming in the LED market and it looks like prices are continuing to come down. I hope you all had a very prosperous year in 2011 and look forward to more good things this coming year.

Inside this issue:

Recycling fluorescent light bulb & tubes	2
TOPLED from Osram Sylvania BROWNLEE Lighting Made in America	3
Commercial Interior upgrades by Philips Lightolier	4 & 5
Con-Tech Lighting expands LED offering	6

After three successful years on North Druid Hills Road in Atlanta, Uncle Maddio's Pizza Joint is expanding. Three new locations are now opened or under construction.

New locations are:

1081 Bradstown Road, Louisville, KY.

9777 HWY 92, Suite "F, Woodstock, GA.

2959 Cobb Pkwy, Space 290, Atlanta, GA.

Uncle Maddio's Signature Dough, Sauces, and Salad Dressings are made from scratch daily.

For every new location Uncle Maddio's opens, they will put 25 or so people to work. With current plans to open 17-20 new "pizza joints" this year, they can create 450 new jobs! This does not included jobs that are created as a result of their growth with vendor and supplier partners. With your help, let's get and keep the economy moving forward! Visit a location today and enjoy the "BEST" pizza joint around.

uncle
MADDIO'S
pizza joint



RECYCLING LAMPS IS NOT A WASTE!



USHIO

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Recycling Lamps Is Not A Waste!



Being a "green company" is much more than just a slogan to USHIO America, Inc. It's a strong corporate commitment to promoting environmental practices in everything we do.

We want to take this opportunity to remind our distributor partners to encourage your customers to recycle all mercury-containing lamps. In many states, it's the law! But in all states, it's the environmentally-responsible thing to do. So the next time you're selling a lamp that contains mercury be sure to urge that customer to recycle the used lamp rather than discarding it in the trash.



[Click here to download the RECYCLEPAK catalog.](#)

For more information on lamp recycling and the various regulations and requirements, go to www.lamprecycle.org

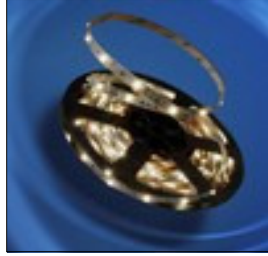
To make lamp recycling fast and easy, USHIO is please to offer **RECYCLEPAK** lamp and ballast recycling kits through our website at <http://www.ushio.com/products/recyclepak/index.htm>.

Proper recycling is easy with **RECYCLEPAK**.

- Recycle large or small quantities
- Comply with changing regulations
- **RECYCLEPAK** prepaid packaging allows you to conveniently manage lighting waste
- One price includes everything you need - packaging, freight, insurance, liability protection and certificates of recycling

For additional information and pricing, call your Atlantic Lighting sales professional or customer service at (404) 872-3521

**New from
Osram-Sylvania
LED tape lights in
two brightness's.**



**Low (ECO) and High
(Architectural)**

The new, improved LINEARlight Flex TOPLED LED linear module is now available in low brightness (ECO) and high brightness (Architectural) versions in 20-ft and 32-ft reels respectively.

The Architectural versions are 14%-36% brighter than the original products and the ECO versions provide similar brightness to its predecessors with long 50,000 hours life (L70). Both versions are offered in 2700K, 3000K, 4000K and 5400K color temperatures with a CRI of >80 in addition to selected monochromatic red, yellow, green and blue colors. It's narrower board width of 8mm (previously 10mm) and the flexibility to cut at every one or two LED's at designated cut points allows for flexibility in luminaire design.

The major benefit is the capability of supplying uninterrupted power from a single feed point through the entire 20-ft or 32-ft of module. These products are ideal for backlighting, border lighting, display lighting, cove lighting, under cabinet, and edge lighting. These products are optimally paired with OPTOTRONIC® 24Vdc power supplies and controls, and are covered by a 5-year system warranty.

**BROWNLEE LIGHTING
Made in AMERICA**



Brownlee Lighting is proud to manufacture superior, hand crafted products made right here in the U.S.A. Because of our commitment to quality and workmanship, most Brownlee products comply with the American Recovery & Reinvestment Act (BAA - 41 U.S.C. § 10a-10d). The **Buy American** provision under the ARRA requires the United States government to prefer U.S.-made products in its purchases and third-party purchases that utilize Federal funds, such as highway and transit programs.

With tens of millions of dollars appropriated for military base improvements in 2010 and beyond, the BAA requirement is creating opportunities for US Manufacturers. Brownlee Lighting is proud to be a Buy American compliant company and has supplied numerous projects across the U.S., including schools, public housing projects and military bases.

With the majority of Brownlee fixtures manufactured in our Orlando, FL headquarters, you can rest assured that you will get highest quality products available at reasonable prices. Please contact us with questions regarding Buy America Compliance of specific fixtures.

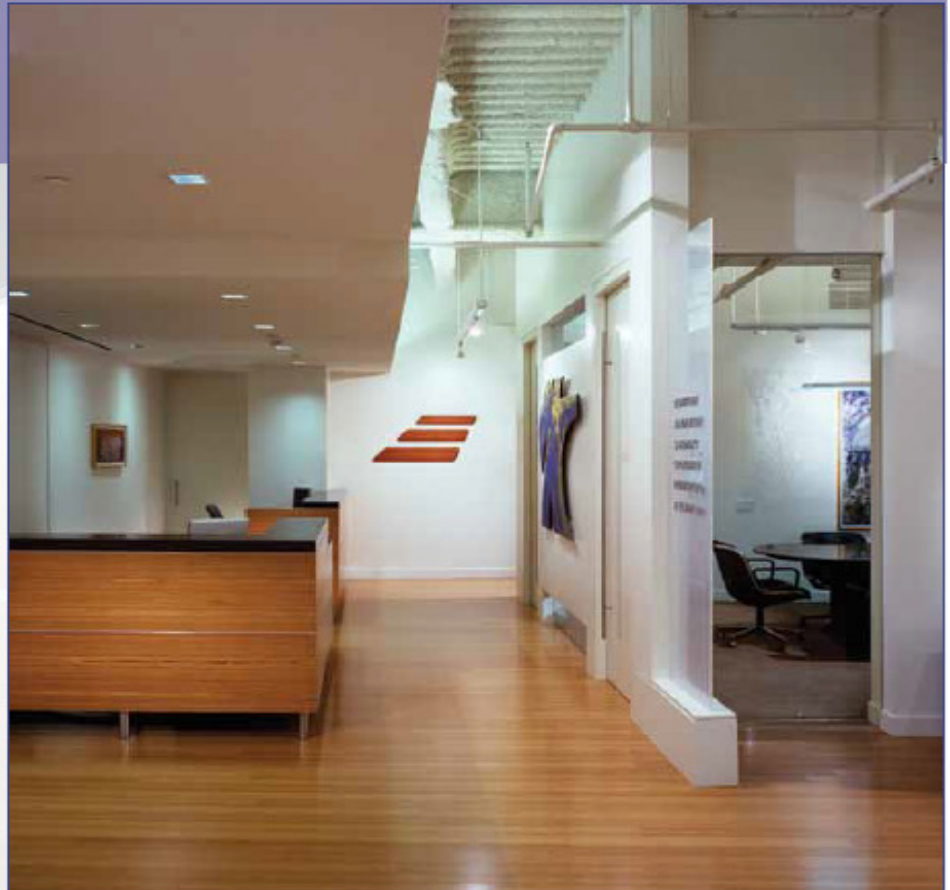
PHILIPS LIGHTOLIER

Commercial Interiors

Most of the commercial building stock is comprised of existing structures, which are lit by existing, and often outdated, luminaires. Solid-State lighting presents us with unique opportunities to upgrade these existing systems with high efficiency lighting solutions that improve user experience as well as building value.

As one of the largest sources of energy consumption, a building's lighting system represents a significant portion of overall operating expenses. Lightolier's new Solid-State retrofit modules take advantage of existing lighting layouts and wiring to reduce consumption by up to 75%. Furthermore, tool free installation and integrated control capabilities reduce the out of pocket expenditures typically associated with large scale lighting upgrades.

An investment in a building's lighting systems not only reduces fixed energy costs, but can drastically cut maintenance costs associated with



the lighting system. Lightolier's Solid-State products are rated for at least 50,000 hours of use at 70% lumen maintenance (L70). This unmatched longevity eliminates the need for ongoing relamping service as well as the costly disposal process required for lamps containing mercury.

Lastly, the visual environment can be drastically improved through the lighting upgrade process. Lightolier's

broad Solid-State offering gives you the ability to create distinct lighting layers, of varying light levels, to create interest and improve user comfort. For both new and existing spaces, Solid-State lighting can improve productivity while reducing consumption: a win-win for building owners and tenants alike.

Solid-State lighting presents us with unique opportunities to upgrade existing systems with high efficiency lighting solutions.

For more information call your Atlantic Lighting sales person or call customer service at (404) 872-3521

Cut operating and maintenance cost with LED retrofits

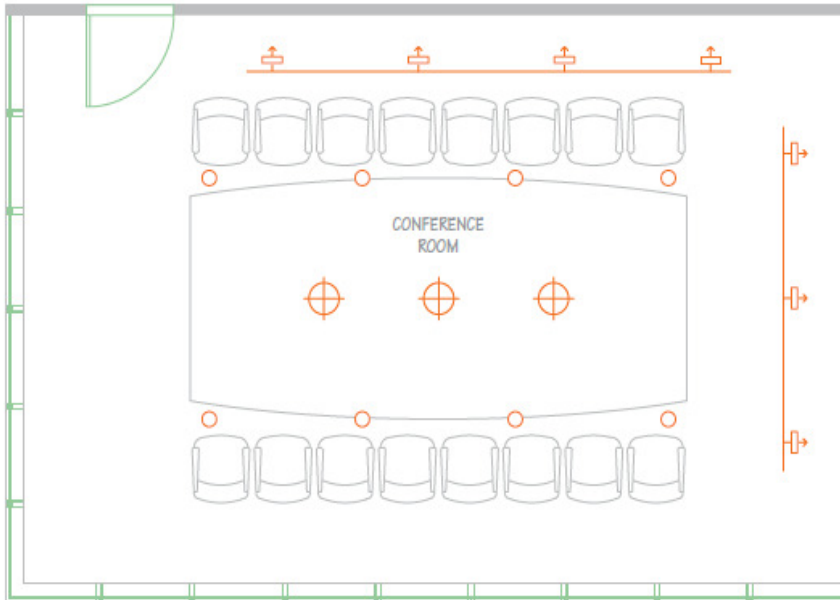
Example: Conference Room

Within this existing conference room a 100% Solid-State lighting upgrade was used to address the unique needs of the space. Incorporating downlights, track and a practical, decorative element into the space resulted in a high efficiency, high performance solution.

By replacing existing 75W incandescent downlights with 23W Solid-State retrofit modules, energy consumption was drastically reduced, while ambient light levels remained even. Integrated control capabilities create the opportunity to design more cost saving elements into the space, such as daylight

harvesting and occupancy sensing. The ability to create pre-set lighting scenes like, presentation mode or meeting mode, create even more efficiencies while improving the functionality of the space.

Decorative elements often consume large portions of the power allotment, while contributing very little functional light to the space. By installing Solid-State Vetro Pendants above the conference table, the high light levels required for the task lighting layer are met while achieving a reduction in energy consumption.



Lytecaster Solid-State Retrofit

- Tool Free Installation
- 19 Watts consumed
- Utilizes existing Installations



Product Details – Page 22

Vetro Pendant Large

- Ideal task lighting solution
- Decorative element
- Modular design creates design flexibility



Product Details – Page 38

Alcyon Solid-State Flood

- Low profile 1000+ lumen package
- 20W LED Engine
- Multiple finishes and CCT
- Adjustable aiming



Product Details – Page 30

Existing

Symbol	Luminaire	Qty	Watts	Total Watts
○	1102P1 / 1113CD Incandescent – PAR38	8	75	600
□	22WW4AL Incandescent – T4	7	75	525
⊕	FP02 CFL – Triple Tube	3	32	96
Total Power (W)				1221
Area (Ft ²)				497
W/Ft ²				2.46

Solid-State Retrofit

Symbol	Luminaire	Qty	Watts	Total Watts
○	1102P1 / L56LED09S35D1 / 1113CD	8	23	184
□	LLF35AL	6	20	120
⊕	PM02L35SA1	3	20	60
Total Power (W)				364
Area (Ft ²)				497
W/Ft ²				.73

CON-TECH Lighting expands their LED offering

Atlantic Lighting and Supply has been a distributor of Con-tech Lighting products for over 20 years. We have seen their product line grow from just the basics in track lighting to a complete line of luminaires for the commercial and residential market. They are now expanding their LED product offering with more pendant lights, track fixtures and downlights to choose from. For more information contact your Atlantic Lighting sales person or call customer service at (404) 872-3521

CON-TECH LIGHTING UPDATE NOVEMBER 2011



horizontal ballast LED optica

Con-Tech Lighting is proud to announce the latest addition to our Optica LED Series: the 18W and 27W Optica LED fixtures with horizontal ballasts. These sustainable LED track fixtures provide high lumen output in an attractive, slim style housing. Select from spot, medium and flood beam distributions and three color temperatures: 2700K, 3000K, and 3500K. Dimming option allows illumination to 15%. The die cast aluminum housing has a decorative heat sink design for maximum heat dissipation and precision aiming. Fixtures are available in black, silver and white finishes.

18W: <http://www.con-techlighting.com/ProductAdmin/Uploads/Spec/CTL802818LH.pdf>

27W: <http://www.con-techlighting.com/ProductAdmin/Uploads/Spec/CTL802927LH.pdf>



LED Pendant



In addition to the Antique Bronze and Silver finishes available for the Quick Release 3W LED Gravity-Fit Pendant, we have now added a black finish option! This finish is also available for the mono-point/canopy mounting versions.

Details here: http://www.con-techlighting.com/ProductAdmin/Uploads/Spec/CRS_LEDQR.pdf

2012 lighting awards

The deadline for the Con-Tech Lighting Awards may be April 15, 2012, but it's never too early to submit your entries! In addition to the recognition and trophies awarded to each winner, \$2,000 will be awarded to the Specifying Designer, and \$1,000 will be awarded to the participating sales representative organization. Additional information and application form can be found at www.con-techlighting.com! Ready to enter? Enter online: http://www.contechlighting.com/application_gallery/entryform.aspx



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