



The Atlantic Light



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Monday, August, 29, 2011

A new company was born.

Scientific Conservation, Inc. a San Francisco based building energy management company and Servidyne, Inc. an Atlanta based building performance energy contractor have merged to form SCLenergy.

SCLenergy is an international energy management company headquartered in the USA. Dedicated to enabling building owners and operators to optimize the performance of their buildings, we are unique in combining high-tech software solutions and high-touch actionable insights. The 160 SCLenergy employees worldwide share a passion in helping customers lower their energy and operating expense, reduce their environmental impact, and enhance occupant satisfaction.

SCLenergy has assembled a world class team with rich backgrounds in energy and facilities management, building automation & controls, and cloud-based software development and engineering. Customers benefit from in-house professional engineers spanning the majority of states in the U.S. SCLenergy has been selected as EPA's Energy Star Partner of the Year 9 times, and completed energy ratings for more than 500 customer buildings. The company was selected as a business partner in GE's 2010 Ecomagination Challenge, and has been recognized by the White House for its leadership in energy management. Other credentials include:

- Member of U.S. Green Building Council
- California Energy Commission Technical Assistance Partner (For the past 20 years)
- California Green Wave Initiative Service Provider
- Southern Cal Edison, ComEd, PEPCO and San Diego Gas & Electric RCx Program Provider
- ASHRAE Research on HVAC Equipment Service Life
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For more information on this exciting new company, contact your Atlantic Lighting sales consultant or call customer service at (404) 872-3521

Inside this issue:

China forces fluorescent bulb price increases	2 & 3
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China creates world-wide shortage of raw materials essential in the production of fluorescent lights.

COMPANY CONFIDENTIAL

What are Rare Earth Metals?

- Rare Earth Metals are a group of 17 elements from the periodic table
- Rare Earth Metals are used in a vast array of products:
 - Hybrid Cars
 - Wind Turbines
 - Solar Panels
 - Military Weapons
 - Smart Phones
 - Computers
 - Flat Screens
 - Lighting
 - » Less than 10% of the industry's needs

Periodic Table of the Elements

Rare Earth Phosphor Crisis



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Where are Rare Earth Elements (RE) used in Fluorescent Lighting?

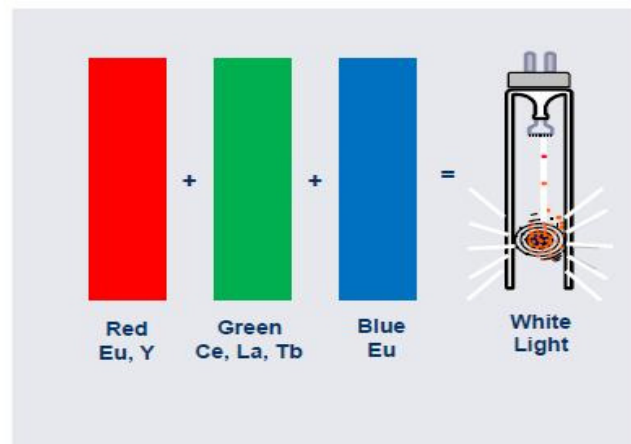
Fluorescent lamps contain Halo and Triphosphors

- Tri-Phosphors use Rare Earth oxides in their phosphor mix
- Rare Earth oxides are vital component in our energy efficient fluorescent lamps
- Cerium, Europium, Terbium, Yttrium are examples of RE oxides contained in fluorescent lamps

Triphosphors are used in the following products:

- All T8's
- All T5's
- Deluxe T12's
- All CFL pin and self-ballasted

Rare Earth Phosphor Crisis



This may help explain to the customer why their lamp prices are going up and may continue to increase.

Rare Earth Prices Double in Two Weeks as China Seeks to Increase Control

By Jason Scott - Jun 17, 2011 1:47 AM ET, Fri Jun 17 05:47:32 GMT 2011



The open pit mine at Molycorp Inc.'s rare earths mining and processing facility stands in Mountain Pass, California, U.S. Companies such as Molycorp Inc. are rushing to restart mothballed projects to meet the gap in supply. Photographer: Jacob Kepler/Bloomberg
The market for rare earths may double to as much as \$6 billion by the middle of the decade, according to an April 21 report by Ernst & Young LLP. Photographer: Jacob Kepler/Bloomberg

Prices of the rare earths used in lasers and plasma televisions more than doubled in the past two weeks as [China](#) tightens control of mining, production and exports, according to market researcher Industrial Minerals.

The cost of dysprosium oxide, used in magnets, lasers and nuclear reactors, has risen to about \$1,470 a kilogram from \$700 to \$740 at the start of the month, [Industrial Minerals](#) said in an e-mailed statement. Europium oxide, used in plasma TVs and energy-saving [light bulbs](#), has more than doubled.

China, supplier of 95 percent of the 17 elements known as rare earths, has clamped down on rare-earth mining and cut export quotas, boosting prices and sparking concern among overseas users such as Japan about access to supplies. The government may further reduce export quotas, pushing prices higher, Goldman Sachs & Partners [Australia](#) Pty said last month.

"China has long said it will consolidate the industry but it's moving more rapidly than many observers anticipated," said Dudley Kingsnorth, a former rare earths project manager and now chief executive officer of Perth-based advisory Industrial Minerals Co. of Australia. "There might be an element of speculation but I think the price rises have been driven by people who are desperate for the product."

The world's most populous nation will raise standards for exporters and won't approve new project expansions in an effort to curb overcapacity, illegal mining and sales, the government said last month. The Ministry of Land and Resources said yesterday it wants to set aside some rare earth deposits.

TVs, Bulbs

The price of europium oxide, used for its phosphorescent properties found in plasma TVs and light bulbs, has risen to as much as \$3,400 a kilogram from between \$1,260 and \$1,300, Industrial Minerals said.

Hitachi Metals Ltd., [Japan](#)'s largest rare-earth magnet-maker, said it will pass on the increases to its customers, which include makers of motors used in hybrid cars.

"We adopted a price system to pass on increased costs to buyers," Toshinori Hata, a spokesman for Hitachi Metals, said in an interview. "Still, the pace of price increase is rapid, and we expect there will be a time-lag" to absorb the rising costs, he said.

China's land ministry in February prohibited non-government entities from exploring or mining for rare earths in an area covering 11 mining zones near the southern city of Ganzhou in Jiangxi province.

Such restrictions may apply to other mining areas, and the ministry will select part of these areas as its strategic reserves, Wang Min, a deputy minister, said at a meeting in Beijing, according to the ministry's own newspaper published on its website.

"One of the clear objectives of the consolidation is to get better co-ordination of price and marketing of rare earths, so it's inevitable prices will go up," said Kingsnorth, who managed Australia's Mount Weld rare earths project for Ashton Mining of Canada Inc. for 10 years. "They are also clamping down on illegal mining with a lot of vigor. Chinese export quotas are less than world demand."

Biggest Producer

Delays in rare earths projects coming on stream from the U.S. and Australia will ensure that China continues to be biggest producer until at least 2013, Sang Yongliang, a metals and mining analyst with Guotai Junan Securities Co., wrote in a June 3 report.

Companies such as [Molycorp Inc. \(MCP\)](#) and Lynas Corp. are rushing to restart mothballed projects to meet the gap in supply. [Greenwood Village](#), Colorado-based Molycorp plans to bring its Californian mine into production in the second half of 2012 and double the mine's annual capacity to 40,000 metric tons by the end of 2013.

Mount Weld

Sydney-based Lynas is building a \$220 million refinery in [Malaysia](#)'s Pahang state that will process ores including neodymium and yttrium from Mount Weld, which it now owns.

"Until such time as Lynas and Molycorp are on-stream in the next two or three years, I don't see much relief" from high prices, Kingsnorth said. "Chinese export quotas are less than world demand."

A table on the website of Lynas shows the composite price of eight rare earths found at Mount Weld project has surged to \$203.60 a kilogram on June 13, from \$92.84 on March 31 and \$11.59 in 2007.

"Demand for rare-earth elements is increasing in applications that are less esoteric than say, 20 years ago," the London-based editor of Industrial Minerals' website Mark Watts said in the statement. "China, which is the world's main commercially developed rare-earth elements source of supply, is reducing exports and increasing its consumption."

From NEPTUN LIGHTING, call your Atlantic sales rep for more information

INDUCTION - U-Type Self-Ballasted Lamps

100,000 Hour Life

The Next Generation of Lighting



Specification:

- Ballast Type	Electronic
- Start Method	InstantON™
- Hot Re-start	InstantON™
- Input Line Voltage	120/240/277 VAC
- Input Line Frequency	50/60 Hz
- Lamp Life	100,000 Hrs.
- Lumen Maintenance @75,000Hrs	>70%
- Color Temperature	5000°K
- Color Rendering Index (CRI)	above 83
- Minimum Starting Temperature	- 20°F
- Maximum Operating Temperature	160°F
- Lamp Operating Frequency	250 kHz
- Power Factor	> 0.98
- Total Harmonic Distortion	< 30%
- Inrush Current Peak	<10 Amp
- ETL Listed	Yes
- FCC Compliance	Part 18, Subp. C

Applications, Features, and Benefits

- Ideal replacement lamp for outlawed mercury lamps in outdoor acorns
- Simple installation, just screw into existing sockets
- Bright white light (5000°K) for greater visibility and safety
- High Quality - Glare Free light with CRI above 83
- Aging resistant plastic ballasts housing
- Electronic Ballasts made with long life components
- InstantON(TM) flicker-free Cold Start and Hot Re-Start
- High Power Factor, Low THD Ballast technology
- Advanced phosphors for high Lumen Maintenance and high lumen output
- Optional: Medium Base (E26) or Mogul Base (E40)
- Optional : 2700°K-4100°K
- Amalgam technology with low mercury content (less than 4 mg)
- New! Patented electronic technology!

Product Information

Item No.	Description	Watts	Initial Lumens	CRI	Line Voltage Supply	Line Current	Total Harmonic Distortion	Power Factor	MOL * (Diameter)	D (Diameter)
28050-120	50W Induction Self-Ballasted Lamp	50	3,500	> 83	120 VAC	0.46 Amp	< 30%	0.9	9.5 in. 241 mm	4.5 in. 114 mm
28080-120	80W Induction Self-Ballasted Lamp	80	5,600	> 83	120 VAC	0.64 Amp	< 30%	0.9	12.25 in. 311 mm	4.5 in. 114 mm
28050-240	50W Induction Self-Ballasted Lamp	50	3,500	> 83	240 VAC	0.25 Amp	< 30%	0.9	9.5 in. 241 mm	4.5 in. 114 mm
28080-240	80W Induction Self-Ballasted Lamp	80	5,600	> 83	240 VAC	0.35 Amp	< 30%	0.9	12.25 in. 311 mm	4.5 in. 114 mm
28050-277	50W Induction Self-Ballasted Lamp	50	3,500	> 83	277 VAC	0.22 Amp	< 30%	0.9	9.5 in. 241 mm	4.5 in. 114 mm
28080-277	80W Induction Self-Ballasted Lamp	80	5,600	> 83	277 VAC	0.30 Amp	< 30%	0.9	12.25 in. 311 mm	4.5 in. 114 mm

* Note : MOL dimensions are measured with a MEDIUM Base (E26). For MOGAL Base (E40) add 0.75" to MOL measurement.

Ordering Information

(SAMPLE NUMBER : 28050-120-E26)

Series 28 = Self-Ballasted U-Type	Wattage 050 = 50W 080 = 80W	Voltage 120 = 120V 240 = 240V 277 = 277V	Base E26 = Medium Base E40 = Mogul Base
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Atlantic Lighting and Supply is proud to announce

Philips Lighting's new agency

Georgia Sales Office, Alpharetta, Ga

Philips Lighting Resources



Ardee Lighting

LED tiles, Clickstrip
cove lighting, LED/Xenon
ardeelighting.com



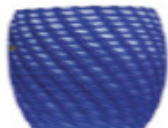
Exceline

High performance lighting and the best
selection of interior fixture styles.
exceline.com



FC Lighting

Wide range of architectural grade lighting
for indoor and outdoor applications.
fclighting.com



Forecast

Decorative chandeliers, sconces,
pendants and outdoor lighting
forecastltg.com



LaMar Lighting

Fluorescent lighting for Commercial,
Industrial and Hospitality lighting.
lamarlighting.com



Linear Lighting

Architectural grade linear,
recessed, indirect and wall
mounted lighting solutions.
linearltg.com



Metalumen Lighting

Architectural grade linear, transit,
educational, hospital and Natorium
lighting.*
metalumen.com



MMJ Lighting

Low profile, accent, cove and marquee
lighting.
mmjlighting96.com



Philips Hadco

Decorative street lighting, flood
lights, bollards and landscape lighting
hadco.com



Philips Lightolier

Downlights, fluorescent
commercial, emergency, linear,
decorative and controls
lightolier.com



Philips Sportlite

Indoor, High Bay, Low Bay, Decorative
multiple CFL high lumen output fixtures
sportlite.co



Philips Wide-lite

Specification grade HID/Fluorescent
industrial and exterior lighting
wide-lite.com

For more information, contact your Atlantic sales professional or
call customer service at (404) 872-5321

LED T-8 LIGHT TUBES vs. SYLVANIA'S NEW FO28/XP/XL/SS Supersaver Fluorescent

So you think LED T-8 tube lights are great. Let me introduce you to Sylvania's new Supersaver, extended life fluorescent tube. Now look, this article is not to discredit any manufacturer of LED lighting or put down the use of LED T-8 tubes. I just want you to be more informed on your options for saving money on your lighting system.

It is true that LED T-8 tube lights offer low wattage consumption and very long life and in some applications they are a good choice for energy savings and low maintenance. My objection to them is the high initial cost, the long payback time and the fact that UL listings of the fixture are in questions when you remove and or by-pass the ballast wiring.

The cost of Sylvania's FO28/800/XP/XL/SS will be in the \$3.00 to \$4.00 range per tube compared to \$45.00 to \$80.00 per tube for the LED's.

Rated at 40,000 hours at 3 hours per start and 46,000 at 12 hours per start on program start ballast.

Rated at 36,000 hours at 3 hours per start and 40,000 at 12 hours per start on instant start ballast.

Less than 10% lumen depreciation over the life of the lamp.

Key Features & Benefits

- 12.5% energy savings compared to standard 32W T8 lamp
- 28 Watt, 4-foot, energy saving, T8 lamp
- A member of the SYLVANIA ECOLOGIC3 family of lamps
- 2600 initial lumens
- 97% lumen maintenance at 8,000 hours
– 96% at 16,000 hours
- 3500K, 4100K and 5000K colors
- 85 CRI (850 is 80 CRI)
- Retrofit lamp for existing T8 Instant Start systems
– 36,000 hour average rated life @ 3 hours per start
- Also operates on SYLVANIA QUICKTRONIC® Programmed Start ballasts
– 40,000 hour average rated life @ 3 hours per start

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



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IF IT LIGHTS UP - CALL US