

YOUR PIE OPENS IN GREENVILLE



Your Pie is building a new location in Greenville, SC at 1461 Woodruff Road Suite E. that should be opened by mid summer. Atlantic is proud to have supplied the light fixture package for this new store.

The JUNO Amber Storm pendant lights over the booths are a new item in the décor. Also new to Your Pie is a new energy saving fluorescent track light from NORA Lighting in the dining area that uses the new GU24 base 26 watt CFL spiral lamp. This lamp is equal in light output to a 75 watt incandescent bulb and based on 12 hours per day at an electrical rate of \$0.12 cents will save Your Pie \$875.50 annually.

Watch for their opening in mid summer and stop in for a great Italian dining experience. Visit www.yourpie.com for a location near you.

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Check out pages 4 & 5 for our HOT—HOT SUMMER SPECIALS



Fluorescent Lamp and Fixture Troubleshooting Guide

FIXED LIGHT OUTPUT LINEAR AND COMPACT FLUORESCENT

Just replacing lamps that "appear" to be defective can mask other possible problems within the fixture.

The quick fix is not necessarily the right one

Replacing defective lamps may allow the fixture to operate again for a short time but will later exhibit the same problem. Defective lamps should be replaced once the problem is corrected.

DO NOT immediately remove any lamp(s) from the inoperative fixture
Examination of the existing lamp(s) may give clues to the cause of the fixture problem.

All lamps (excluding Instant start) require adequate cathode heating for proper lamp operation and lamp life. If the cathodes are not adequately heated, premature lamp end blackening will result. Inadequate cathode heating may be due to:

1. Improper seating of lamps in the lamp sockets
2. Damaged/broken sockets
3. Broken/poorly crimped lamp pins
4. Too great of socket spacing causing poor lamp pin connections
5. Damaged lamp cathode(s)
6. Ballast lead wire not connected at ballast or lamp socket
7. Inadequate ballast filament voltage
8. Improper fixture wiring

Other troubleshooting items to be aware of include:

Pinched wires in a fixture and leads that are not secured to lamp sockets and/or connector terminals on the ballast will eventually lead to ballast failure due to intermittent arcing. Poor connections within the system can lead to lamp/ballast failure.

Several particular items that have been found to cause most fixture problems are:

1. Poor lamp pin crimps
2. Wire out of lamp socket(s)
3. Wire out of ballast connector terminal
4. Lamp not seated properly in socket(s)
5. Incorrect fixture wiring at ballast and/or lamp sockets

OSRAM SYLVANIA ADDS SOLID STATE LIGHTING FIXTURES TO ITS PORTFOLIO

North American Lighting Leader to Deliver End-to-End Lighting Solutions

DANVERS, Mass., April 20, 2011 – OSRAM SYLVANIA today announced plans to offer a comprehensive portfolio of energy-efficient lighting fixtures for commercial and residential use. The SYLVANIA fixture line is the latest expansion of the company's solid state lighting portfolio, which includes LED modules, power supplies, controls, lighting services and the number one line of LED retrofits in North America. These solutions and other market leading products were unveiled on May 17 at Lightfair International in Philadelphia.

"With the introduction of solid state lighting solutions into general lighting applications, the North American lighting market is undergoing its biggest transformation since the invention of the incandescent lamp," said Rick Leaman, president and CEO of OSRAM SYLVANIA. "Adding SYLVANIA fixtures to our portfolio enables us to offer the full spectrum of lighting solutions to our customers, ranging from individual products to complete lighting solutions, including the largest lighting services business in North America."

Featuring solid-state light sources and streamlined design, the introductory SYLVANIA fixture line includes luminaires for outdoor, hospitality and residential applications that will save up to 80 percent of the energy used by fixtures using traditional light sources.

Technological integration and convergence in fixtures is one of the many ways solid state lighting is transforming the lighting market from its traditional lamp-ballast and fixture approach. OSRAM SYLVANIA's fixture expansion builds on more than 100 years of experience in the lighting industry. The company's core competence in designing complete solid state lighting solutions will be a driving force in the development of the SYLVANIA fixtures.

"Solid state lighting is rapidly penetrating the North American lighting market as it becomes more competitive with traditional lighting products in performance and cost of ownership," said Tom Shottes, OSRAM SYLVANIA senior vice president and general manager of Professional Lighting Solid State Lighting and Light Management Systems. "With more than 30 years of experience in LED lighting, our new SYLVANIA fixture lines will offer an exciting array of choices. OSRAM SYLVANIA will continue to lead the way for professionals and consumers looking for solid-state lighting solutions."

For more information visit:

<http://www.sylvania.com/BusinessProducts/Innovations/LED+Systems>

OSRAM SYLVANIA's new line of fixtures includes residential designs such as wall sconces and ceiling mount luminaires, as well as commercial solutions for outdoor area and roadway lighting



HOT—HOT SUMMER SPECIALS

BULB	CODE NO.	DESCRIPTION	CASE PACK	EACH PRICE	CASE PRICE
	 2R3016	16 WATT R-30 FLOOD, COMPACT FLUORESCENT, 8,000 HOURS, 75 WATT INCAN EQUIVALENT 750 LUMENS	12	\$3.50	\$37.50
	 OF21670	FRO32/835/ECO, 32 WATT SYLVANIA T8 U-BEND TUBE, 3500K	16	\$2.75	\$44.00
	 HRH2-6V5-WP	RH2-6V5-WP DUAL WEATHERPROOF REMOTE EMERGENCY HEADS, 5 WATT, 6 VOLT	12	\$11.95	\$125.00
	 HRH1WP6V7WP	RH1-WP6V7-WP SINGLE WEATHERPROOF REMOTE EMERG HEAD, 7 WATT, 6 VOLT	12	\$7.95	\$89.50
	H/2EP3MX2U6T8W33 - Surface Mount H/2EP3GX 2U6T8W33 - Lay-in Troffer	2X2 9 CELL PARABOLIC FLUORESCENT FIXTURE WITH UNIQUE WHITE LOUVERS, LAY-IN TROFFER OR SURFACE MOUNT MODULAR TO CHOOSE FROM - THESE ARE NEW-IN-THE-BOX RETURN FROM JOB AND MUST SELL.	1	Must sell - call and make us an offer	
	 IHM400ED37	MH400U, CLEAR MOGUL BASE METAL HALIDE, GOOD QUALITY IMPORT	15	\$4.95	\$69.95
	 IH32527	M360SX/BUFL, 360 WATT PROBE START ENERGY SAVING METAL HALIDE	12	\$28.95	\$335.00

HOT—HOT SUMMER SPECIALS

BULB	CODE NO.	DESCRIPTION	CASE PACK	EACH PRICE	CASE PRICE
	 LHG43828	MVR400/U G. E. 400 WATT STANDARD METAL HALIDE	6	\$10.95	\$62.50
	 OF29376	CF13EL/MINITWIST, SCREW IN 120 VOLT CFL LAMP	6	\$3.25	\$18.95
	 LH356584	H38MP-100/DX, A-23 MERCURY VAPOR, MEDIMUM BASE, WHITE COATED	24	\$10.75	\$249.00
	 FQTQ500120LPI	500 WATT 120 VOLT QUARTZ FLOOD LIGHT, UL WET LOCATION RATED, OUTDOOR FLOOD	12	\$12.95	\$149.50
	 FHWST175MD	175 WATT METAL HALIDE CUT-OFF WALL PACK, NIGHT SKY RATED 120/277V	1	\$265.00	\$265.00
	 FFS1 17 120	24" 1 LAMP STRIP LIGHT, 120 VOLT	1	\$24.95	\$24.95
	 FFW232AUNV	48" 2 LAMP SURFACE MOUNT WRAP, 120/277 VOLT T8 ELECTRONIC BALLAST	1	\$41.95	\$41.95

Cooper Lighting Introduces a Proprietary Linear LED Platform

News Release from: Cooper Lighting

25 May 2011

Cooper Lighting has internally developed and recently launched the ALM 1.0, a patent pending linear LED platform designed to integrate into 32 luminaires within the company's historical linear fluorescent brands. The proprietary low-power, low-brightness LED module assembly offers exceptional optical performance, equivalent to or greater than fluorescent systems, with the enhanced benefits of LED lighting, including energy savings, an extended system life, a reduced carbon footprint and 15 to 20 percent reduced power density (watts consumed per square foot). The new extensive interior product offering is represented across Cooper Lighting's Ametrix, Corelite, Fail-Safe, Metalux and Neo-Ray brands and provides application solutions for recessed, surface or direct-indirect general illumination and wall wash solutions.

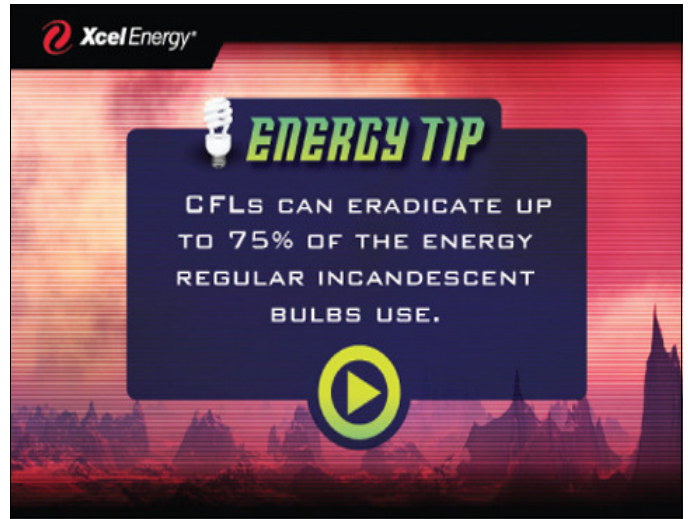
The unique synthesis of technology and design in the ALM 1.0 provides soft, crisp white light while delivering excellent light diffusion characteristics. The system, available in three color temperatures (3000K, 3500K and 4000K), features excellent color rendering (85 CRI) and provides the general characteristics of a traditional fluorescent light source without unsightly socket shadows. The lowpowered system design provides better luminous efficacy and a preferred low brightness for enhanced visual comfort. The product's cool operation eliminates the need for bulky and obtrusive heat sinks, ensuring an easy fit into new or existing fixtures, while the low-profile design adapts into the smallest luminaires.

The ALM 1.0 features a dense array of low-powered (.25 watt) LEDs, which deliver a system life of 50,000 hours and creates the ideal conditions for delivering high lumens per watt (lm/W). The constant DC current built into the ALM 1.0 platform technology drives each LED to less than half of its maximum rated wattage, enabling up to 88 lm/W in some products, which meets or exceeds most fluorescent lumen packages.

The efficiency and performance improvement roadmaps of LED technology guarantee the availability of higher lm/W packages in the future. To address future retrofits of higher performing packages, Cooper Lighting has designed critical features into the linear LED module design to allow for simple physical replacement of the module. This future-proof module design includes plug-and-play connectors for quick and simple wiring, and serialized LED modules to ensure color matching for replacements.

For more information visit Cooper Lightings website at:

www.cooperlighting.com/led



Learn more about energy efficiency with this new video game

Bulb Blasters By VOLTAGE, LTD

Conquer the inefficiency of incandescent light bulbs by blasting them out of the sky with a Compact Fluorescent Light Bulb Cannon. Along the way you'll learn triumphant facts about how CFLs save you energy, save you money, and can help save the universe from the evils of inefficiency. Fight your way through futuristic worlds filled with incandescent invaders. Blast away head-to-head with your buddies by logging in via the Game Center.

Requirements: Compatible with iPhone, iPod touch, and iPad. Requires iOS 4.1 or later.

Google "Bulb Busters" or go to www.itunes.com to download the game.

For more information on how to save on your energy budget contact your Atlantic Lighting sales representative at (404) 872-3521 or visit www.atlanticlightingandsupply.com

“THE END The Book”

The author, J. L. (Jerry) Robb, is a lighting consultant that has been associated with Atlantic Lighting for more than 20 years. I am not much of a novel reader but after a few chapters of [THE END The Book](#), I got engrossed. As of this writing I am 2/3rds of the way through and can't wait to read to the end.

This is a fictional novel that is crammed full of real truths about the world we live in today. I highly recommend it to anyone who likes adventure, action, suspense and excitement.

There's a lot of talk lately about **The End, The Apocalypse, 2012** being *the* year.

Movies have been made, Discovery Channel and The History Channel can't get enough of the coming Armageddon, Science Fiction channel has us destroying ourselves daily. Could it be true?

Long before the doom and gloomers of the day, or Nostradamus' day, there were the doom and gloomers of the Old Testament days, the Ancients, Jewish predictors of the future that was to come, the Ancient Prophets. Unlike Nostradamus, they are always right.

This novel is Part One of seven, each part covering one year and is *loosely* based on these ancient Biblical prophecies that were given to the Israelites so many thousands of years ago, predicting **The Day of God's Wrath, The Last Days, Judgement Day.**



HAVELLS

**ATLANTIC LIGHTING announces
a new line of lighting products**

**We are proud to announce the addition
of HAVELLS USA to our extensive line
of lighting products.**



As a North American division of Havells Sylvania — one of the largest lighting companies in the world — Havells USA is **the one-stop shop for all your industrial and commercial lighting needs.**

After three decades of operating under the SLI Lighting name in the U.S., they have changed their name to Havells USA and moved to Atlanta, Georgia.

Their new name reflects their lineage as a division of Havells Sylvania, a global leader in the lighting business, and its parent company, Havells India Ltd. They use this strength to provide you with **superior customer service, innovation, quality and performance.**

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

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IF IT LIGHTS UP - CALL US