

# EnergyWatch

 Attardi Marketing

*December 2014*

<http://www.attardimarketing.com/energywatch/>  
[www.energywatchnews.com](http://www.energywatchnews.com)

---

*Love is patient, love is kind. It does not envy, it does not boast, it is not proud. It is not rude, it is not self-seeking, it is not easily angered, it keeps no record of wrongs. Love does not delight in evil but rejoices with the truth. It always protects, always trusts, always hopes, and always perseveres.*

*~ 1 Corinthians 13:4-7 ~*

---



 Attardi Marketing [www.attardimarketing.com](http://www.attardimarketing.com)  
*Our business is changing your future...*

## ***Something to Think About...***

### **Legendary Lighting Is Over**

The lighting industry was started by Legends: Thomas A. Edison, George Westinghouse, Nikola Tesla, Gérard Philips, Bill Warren, Chris Brown..... Lighting products are legendary. Whether you call them legendary or traditional, it's over. Clearly we are moving into the electronic age. That means the game is changing. You just cannot think legendary.....you have to think electronic. Steve Jobs has taught us that in this high tech electronic age, the consumer just does not know what they want. We used to teach in the Universities that before you make anything, ask the consumer what they want. We call that the Consumer Age.

Well if Mr. Jobs is right and the consumer just cannot tell you what they want, what do you do? Oh, what a conundrum. Not really. We now teach that high tech companies need to rethink their new product strategy development. To focus all their resources on idea generation in order to do two things: INNOVATE & POST PURCHASE EVALUATION. Develop the most innovative technologies you can, test market them, commercially launch; then, and probably more important, ask your customers what they liked about the product and what they didn't like about it. Make the changes and INNOVATE again. Maybe that explains: 1.0, 2.0, 3.0, 4.0 etc. etc. etc.....

Getting back to the lighting industry, this thinking applies here as well. We are so use to burning a light bulb until all the life is out of it, fighting replacement even when it's barely breathing. Well, that's all changing. It really started with the introduction of the electronic ballast and lamps that gave you 100+ lm/W. Those of us in the energy business have softened the market to advise users that energy is too high a cost to burn the old technologies, even if that old fixture still has some life. End-Users just threw out underperforming fixtures because they bought the energy story. Well, folks the electronic industry is way ahead of us. They encourage us to throw out perfectly fine performing devices because a new technology has more bells and whistles and the waiting line is only two miles long right there on Times Square.

Some are saying, the pessimists by the way, that LEDs just last too long. Sure, we may get a nice bump in sales and profits in the short term, but if they don't change a bulb in 10 years, where's the replacement market headed. Have no fear, the lighting industry will also do two things: INNOVATE & POST PURCHASE EVALUATION. We will have our own version of 1.0, 2.0, 3.0, 4.0.....we will encourage our customers to throw out a perfectly good fixture that gives you 100 lm/W for one that gives you 200 lm/W, then 300 lm/W, then other bells and whistles we cannot even image today. We will get it right and the story will get better. But who really knows. Another Legendary figure Yogi Berra said it best: *"It's tough to make predictions, especially about the future"*. So have no fear Legends, I predict that the opportunities will be greater than ever...I'd love to be around when they replace LEDs.



Attardi Marketing [www.attardimarketing.com](http://www.attardimarketing.com)  
*Our business is changing your future...*

## LED Issues to Watch...

1. <http://press.ihc.com/press-release/technology/first-chinese-supplier-breaks-top-10-led-rankings-2013>  
China's massive investments in LED manufacturing capacity are paying off, with a Chinese company entering the top ranks of the global market for the first time ever, according to [IHS Technology](#). With the rise of LED manufacturing capacity in China, concerns have risen relating to overcapacity.

**Top 10 Global Suppliers of Packaged LEDs in 2013 (Ranking by Revenue in US Dollars)**

Rank	Company Name	Company Headquarters
1	Nichia	Japan
2	Osram Opto	Germany
3	Samsung Electronics	South Korea
4	Seoul Semiconductor	South Korea
5	Lumileds	United States
6	Cree	United States
7	LG Innotek	South Korea
8	Everlight	Taiwan
9	Toyoda Gosei	Japan
10	MLS	China

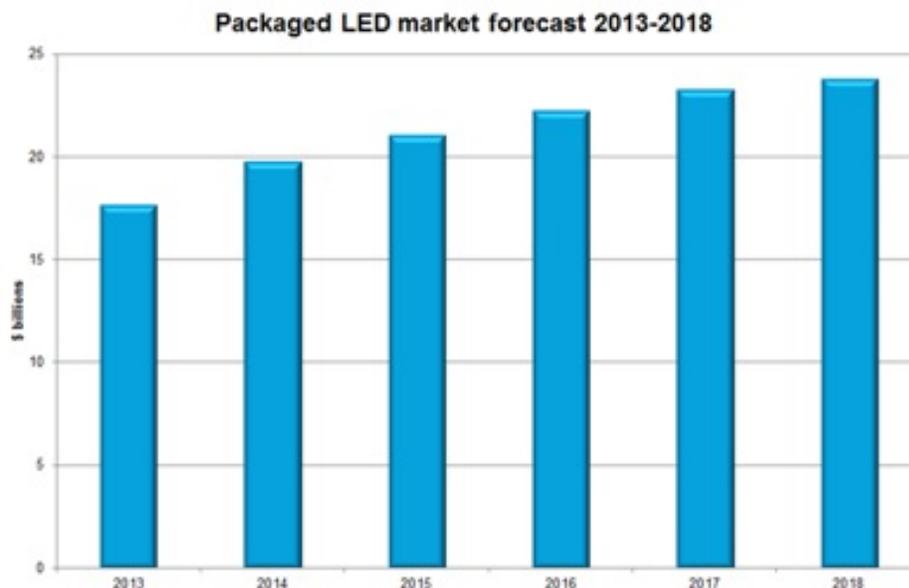
Source: IHS Technology, June 2014

2. **Webinar on 2014 NGL Indoor Design Competition Winners** - On Thursday, December 4, the U.S. DOE's Better Buildings Alliance will host a 60-minute live webinar about the [Next Generation Luminaires](#) (NGL) Design Competition and what building managers can learn from the extensive process used to select NGL-winning products. In its seventh year, NGL continues to showcase excellence in LED luminaire design and provide valuable analysis and feedback to the industry. The webinar will begin promptly at 1:00 p.m. EST (10:00 a.m. PST) and will include a 45-minute presentation followed by a 15-minute question-and-answer session with attendees. [register](#) online.
3. **DOE Technical Brief on The Safety of LED Lighting** - Entitled *True Colors: LEDs and the Relationship Between CCT, CRI, Optical Safety, Material Degradation, and Photobiological Stimulation*, it separates myth from fact about the potential of LEDs to cause retinal damage, changes to artwork or other media, and stimulation of human circadian functions (which affect health). The brief is based on standard blue-pump, phosphor-converted LEDs and uses an example dataset of 20 [CALiPER](#)-tested LED lighting products with nominal CCTs between 2700 K and 6500 K and CRIs between 62 and 98 – which is essentially the full range of what's commonly available on today's market. <http://www1.eere.energy.gov/buildings/ssl/pdfs/true-colors.pdf>



Attardi Marketing [www.attardimarketing.com](http://www.attardimarketing.com)  
*Our business is changing your future...*

4. **DOE Updates the Solid-State Lighting Website** - The U.S. Department of Energy has just made it easier to access its research on mobile devices. You can still easily find reports on [CALiPER testing](#) and [GATEWAY demonstrations](#), as well as [R&D roadmaps](#), [market studies](#), and [technical reports and briefs](#). And for those new to SSL, get the basics in this section: [Why SSL](#), [LED Basics](#), [OLED Basics](#), [R&D Challenges](#), [Market Challenges](#), [Using LEDs](#), [Applications](#), and [Considerations](#). Refresh your links at [www.ssl.energy.gov](http://www.ssl.energy.gov)
5. **DOE Technical Reports & Briefs** - <http://energy.gov/eere/ssl/technical-reports-briefs> This site contains links to technical reports and briefs published by the U.S. DOE, plus information on current studies under way. These reports are intended to present objective technical analysis based on the most recent, reference able data available at the time of preparation of the reports.
- [True Colors](#)
  - [Hammer Testing Findings for Solid-State Lighting Luminaires](#)
  - [Lumen Maintenance and Light Loss Factors: Consequences of Current Design Practices for LEDs](#)
  - [Part 1: Review of the Life-Cycle Energy Consumption of Incandescent, Compact Fluorescent, and LED Lamps](#) (54 pages, February 2012—Updated August 2012)
  - [Part 2: LED Manufacturing and Performance](#) (79 pages, June 2012)
  - [Part 3: LED Environmental Testing](#) (211 pages, March 2013)
  - [Complete Report Summary](#)
  - [Accounting for Uncertainty in Lumen Measurements](#)
6. **Game-Changer: The Market Impact of the Blue LED** - According to analyst company **IHS**, the Nobel-winning research has created a market already worth \$17.7 billion by the end of 2013, as well as 250,000 jobs. To indicate the rate of growth over the past decade, Strategies Unlimited had estimated the market for high-brightness LEDs (of all types) to be worth slightly less than \$2 billion back in 2002. <http://optics.org/news/5/10/12>



Attardi Marketing [www.attardimarketing.com](http://www.attardimarketing.com)  
*Our business is changing your future...*

7. **LEDs Show the Sistine Chapel in a Whole New Light** - Visitors to the Sistine Chapel can now see the frescos as they've never been seen before, thanks to a new LED lighting scheme. The new lights, provided by Osram, bring out the detail of the intricate paintings, while protecting them from harmful UV and slashing energy consumption. After 500 years, this extraordinary piece of art history can now be experienced in unprecedented quality, bathed in the light of more than 7,000 LEDs. The aim of the project was to demonstrate new possibilities for LED technology with regard to energy efficiency and improved quality of light, and thus to achieve more rapid market penetration for the new technology. See the video: <https://www.youtube.com/watch?v=w6vuf4NFfLM>



8. **Philips Attracts Private Equity Bids for Lighting Unit** - Dutch electronics group Philips has attracted bids from several private equity groups for the majority of its lighting components business, up for sale as it focuses on higher-margin activities. Buyout groups including Bain, CVC, CD&R, KKR and Onex handed in indicative offers earlier this week valuing the business at between \$3.1 billion and 3 billion, the sources said. Philips has said the lighting components business would be better placed to compete on a standalone basis for outside customers, which currently regard Philips as a rival. It intends to hold onto a minority stake, however, as about a fifth of Lumileds sales of 500 million are made to the parent. 11/12 Reuters

9. **Smart Bulbs: Reaching Towards Mainstream** - The report is an analysis of the global market for smart light bulbs: LED-based bulbs with built-in wireless connectivity and are controlled via dedicated smartphone/tablet apps. For many households around the world, smart bulbs will be an introduction to the `Internet of Things.` Annual estimates and forecasts are provided for 2012 through 2019. The market for bulbs is going through change on several fronts. These are still niche, early-adaptor products, but the author believes that 2015 will be the year when smart bulbs go mainstream as prices fall and consumer awareness grows. Key retail chains in the U.S. such as Best Buy, Home Depot, and Target are dedicating valuable holiday floor space to connected home products with bulbs at forefront. For more information please click on: [http://www.researchandmarkets.com/publication/moy4xo6/smart\\_bulbs\\_reaching\\_towards](http://www.researchandmarkets.com/publication/moy4xo6/smart_bulbs_reaching_towards)

10. **2014 SSL Market Development Workshop Presentations Posted** - The ninth annual DOE Solid-State Lighting Market Development Workshop, held November 12–13 in Detroit offered a rich mix of perspectives and insights from a diverse group of participants ranging from utilities and energy efficiency organizations to manufacturers and specifiers. The workshop presentations and materials have been posted on the [DOE SSL website](#).

11. Register for a **Total Access VIP Pass** to **Strategies in Light** and **The LED Show**

A promotional banner for two co-located events. On the left, the logo for 'Strategies in Light' is displayed in blue, with the website 'www.strategiesinlight.com' below it. On the right, the logo for 'THE LED SHOW' is displayed in blue, with the website 'www.theledshow.com' below it. A red horizontal bar across the middle contains the text 'CO-LOCATED EVENTS' in white. Below this bar, the dates and location are listed: 'FEBRUARY 24-26, 2015' followed by a square icon, 'SANDS EXPO &amp; CONVENTION CENTER' followed by a square icon, and 'LAS VEGAS, NV'.



Attardi Marketing [www.attardimarketing.com](http://www.attardimarketing.com)  
Our business is changing your future...

## LED Technologies to Watch...

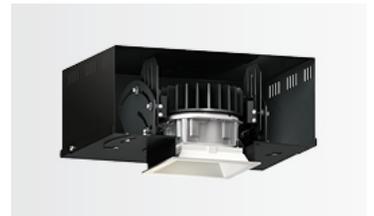
**12. Cree Announces Next-Generation LED Retrofit Lamps with Legacy Looks** - The new SSL bulb design uses an air-flow-based cooling scheme that allows convective flow from the base to the top of the domes and more-closely mirrors the look of conventional incandescent lamps. Cree has revealed its second-generation commercial LED bulb/lamp design with products designed to replace 40W and 60W incandescent bulbs. The new design is lower in cost with 40W-equivalent products selling for \$7.97 at Home Depot, and the cost reductions are derived from an air-flow-based thermal design that enables the use of fewer LEDs driven at higher current and lower-cost thermal elements. The result is a replacement LED A-lamp that is mostly indistinguishable from an incandescent bulb. <http://www.ledsmagazine.com/>



**13. Solar-Powered LED Outdoor Fixtures** - Solar Electric Power Co. (SEPCO) SolarViper solar-powered, pole-mounted LED area, parking lot, roadway and walkway provide crisp white light where needed at motorist and pedestrian levels, without dependence on any electrical-utility grid system. The lighting fixture is 100% solar powered at all times, off the grid, self-storing and self-recharging. It replaces up to 1,000W metal-halide or high-pressure sodium lights and any multi-unit linear fluorescents or CFLs in the same outdoor area, parking, road or walkway applications. <http://www.sepco-solarlighting.com>



**14. USAI Lighting Launches BeveLED 2.0 Color Select** - A proprietary LED technology that offers the widest range of tunable white light in the architectural lighting market, with **independent control of color temperature and intensity**. Available in USAI's BeveLED 2.0 fixtures, it can be adjusted from a candlelight-like 2200K to a 6000K that's comparable to bright daylight, and from 100% down to 0.1% using either standard roomside dimmers or programmable control systems and apps. By mimicking the sun's cycle in one seamless fixture, Color Select can reinforce circadian rhythms, increase alertness, reduce jet lag, effortlessly match different décor styles, make merchandise pop, and cater to the conflicting needs of patients and caregivers. <http://www.usailighting.com/beveled-20-color-select>



**15. Green Creative Bypass T8** - This TITANIUM LED SERIES 4.0 T8 Tube has been designed and engineered for demanding commercial applications. This lamp uses an innovative coated glass design that diffuses heat and light more efficiently than plastic. As a result of its compact light engine, this lamp produces a light emitting area of 325°. This wider beam angle improves a fixture's total light distribution and creates a more complete lighting effect. This lamp's micro-designed driver is located within the tube end cap which allows for better thermal performance and no dark spots. <http://www.gc-lighting.com/products/t8-17-5w-byp/>



Attardi Marketing [www.attardimarketing.com](http://www.attardimarketing.com)  
*Our business is changing your future...*

**16. Green Creative Universal Voltage 120-277V** - This A19 meets the new ENERGY STAR V1.1 requirements for omnidirectional bulbs by providing 300° of evenly distributed light intensity. In the 135° to 180° zone, this lamp emits 65% more lumens than what is required by ENERGY STAR, providing a fuller light than other LED A-lamps. This TITANIUM LED SERIES 4.0 A19 with just 9W, produces 800 lumens and seamlessly replaces incandescents and CFLs without sacrificing light quality. Its industry leading 89 LPW efficacy is more than 60% higher than the ENERGY STAR requirement. <http://www.gc-lighting.com/>



**17. Sigma Luminous ICE Series High Bay LED Fixture** - With a hook and integrated power supply, installation couldn't be easier. At 130 watts this is the perfect replacement for 400 watt HID fixtures. It features a patented fluid dynamic pressure heatsink that is 200 times faster at heat transfer than Aluminum. This design maximizes air flow through the fixture and keeps it very light – Under 4 pounds.



**Selected Highlights:**

- 1) Patented Heat Sink Design
- 2) Lighting Facts and DLC Pending
- 3) Weighs Less Than 4 lbs
- 4) Payback in Under 2 years

<http://sigmaluminous.com/products2/industrial-led/sigma-ice-high-bay/>

**18. ConTech Lighting LED Wall Sconces** – A new line of Quadris wet location listed LED wall sconces: the standard 12W [WS075L](#) and now the taller 16W sconce [WS085L](#). Both sconces feature a metal faceplate over a white acrylic diffuser, providing a soft luminous glow while illuminating the surrounding wall. The 12W WS075L model features seven faceplate designs to choose from, while the 16W WS085L model has six faceplate designs to choose from. Available in 3000K, the WS075L delivers 800 lumens and the WS085L delivers 1040 lumens; both are dimmable. These sconces feature a plastic housing fitted with a rubber seal for indoor and outdoor use. <http://www.contechlighting.com>



**19. Civilight North America Releases Broad Portfolio of LED Lamps** - Civilight North America is now in volume production with their broad portfolio of LED lamps for the North American market, offered in three series – Architectural, Professional and Commercial. <http://www.civilight-na.com>

- [Architectural 10-watt MR16](#)
- [Architectural 10-watt LED A19](#)
- [Architectural 6-watt LED Diamond](#)
- [Architectural 19-watt PAR38](#)
- [Architectural 18-watt BR40](#)
- [Architectural 10-watt 2' LED Tube](#)
- [Architectural 20-watt 4' LED Tube,](#)
- [Professional 14-watt 5/6" Downlight](#)

**20. EW's Top 10 LED Product Picks for November** - This month's picks include products from Civilight, JESCO Lighting, Lithonia/Acuity Brands, MaxLite, Milwaukee Tool, Nora Lighting, Prescolite/Hubbell Lighting, Solar Electric Power Co. (SEPCO), Starfire Lighting and Winona Lighting. <http://ewweb.com/gallery/ews-top-10-led-product-picks-november>



Attardi Marketing [www.attardimarketing.com](http://www.attardimarketing.com)  
*Our business is changing your future...*

**21. 60 Watt LED Comparison** - Turn the bulb on, and you'll find the same, golden glow that you'll get with the majority of the bulbs on the market these days, along with a light output of 800 lumens, making it a worthy replacement for the brightness of a 60W incandescent.

<http://www.cnet.com/products/osram-60w-replacement-led/>

	<b>Osram 60W Replacement LED</b>	<b>Cree 4Flow LED</b>	<b>Cree 60W Rep. LED</b>	<b>Philips 60W Rep. LED</b>	<b>Philips SlimStyle LED</b>	<b>Ikea Ledare LED (frosted)</b>
<b>Lumens</b>	852 / 800	835 / 815	746 / 800	864 / 830	815 / 800	658 / 600
<b>Watts</b>	8.5	11	9.5	11	10.5	10
<b>Efficiency lm/W</b>	94.12	74.09	84.21	75.45	76.19	60
<b>Est. energy cost per year</b>	\$1.03	\$1.33	\$1.15	\$1.33	\$1.27	\$1.21
<b>Color temp</b>	2,580K / 2,700K	2,617K / 2,700K	2,669K / 2,700K	2,584K / 2,700K	2,653K / 2,700K	2,632K / 2,700K
<b>Lifespan</b>	25,000 hours	25,000	25,000	25,000	25,000	25,000
<b>CRI</b>	78	80	80	80	80	88
<b>Dimmable</b>	0 - 100%	5.6 - 100	6.8 - 100%	0.7 - 100%	11.1 - 100%	6.3 - 100%
<b>Weight</b>	4.15 ounces	1.90	3.70	4.55	2.20	4.10
<b>Warranty</b>	5 years	3 years	10 years	5 years	3 years	none
<b>Price</b>	\$10	\$8	\$10	\$15	\$9	\$5

**22. Vista Outdoor Professional Lighting Introduces the 1050 Series COB**

**Floodlights** - Designed for highlighting architectural and landscape features, the 1057 and 3540 up and accent luminaires use Chip-On-Board (COB) LED technology for high-quality, controlled light output. With the integration of COB LED technology, specifiers no longer have to sacrifice light quality when choosing an LED luminaire. The 1057 Series light is powered by Cree's CXA1830 LED bulb, while the 3540 light features a Cree CXA2540 LED bulb. Cree LEDs have a high lumen output for exceptional color and uniformity. <http://www.vistapro.com/>



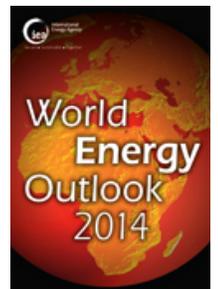
**23. Hubbell Building Automation Unveils New Family of Energy-Saving LightHawk2**

**Lighting Control Sensors** - Hubbell Building Automation (HBA) has enhanced its popular wall switch vacancy and occupancy sensor family with the introduction of the LightHAWK2™. From conference rooms, offices, and hallways to storage areas, restrooms, and hotel guest rooms, the LightHAWK2™ sensors provide building operators superior control and energy-savings. The enhanced LightHAWK2™ family includes six different options including three brand new sensor choices: a combination 0-10V Dimming / Passive Infra Red (IR) wall switch sensor, and a combination Night Light / Passive Infra Red (IR) wall switch sensor, and a low voltage version of the Passive Infra Red (IR), Ultra Sonic (US), and Dual Technology wall switch sensors. <http://www.hubbell-automation.com/>



## National Energy Issues to Watch

- 24. NEMA Publishes ANSI C78.901-2014 - American National Standard for Electric Lamps—Single-Based Fluorescent Lamps—Dimensional and Electrical Characteristics** This standard sets forth the physical and electrical characteristics required to assure the interchangeability and to assist in the proper application of single-based fluorescent lamps. This revision includes data sheets, for high frequency lamps, that contain information for dimming ballast design, effective January 1, 2015. It also incorporates changes to clauses regarding ballast and luminaire design. [ANSI C78.901-2014](#) may be purchased for \$240 in electronic or hardcopy format on the NEMA website. [www.nema.org](http://www.nema.org)
- 25. Incandescent A-Line Lamps Decline Sharply in Second Quarter** - NEMA's shipments index for incandescent A-line lamps dropped 61.2% during 2014Q2, as the full effect of EISA 2007 lamp efficiency regulations took hold during the first six months of the year. Substitute lamp types such as LED A-line and halogen A-line posting increases of 35.8% and 9.9% q/q, respectively. Meanwhile, the index for CFL declined by 2.7%. Despite their quarterly decline, shipments of CFLs surpassed incandescent A-line lamps to assume the lead position with respect to market share, garnering a 36.4% share of screw-in base consumer type lamps. Incandescent A-line lamps slipped nearly 24 points to a share of 34.7%. The share of halogen A-line lamps climbed 10.5 points reaching 26%, while LED A-line lamps improved to 2.9%. [www.nema.org](http://www.nema.org)
- 26. Halogen Lamps: Still the Standard to Beat by Craig DiLouie** - Although LED directional lamps are steadily improving, halogen reflector lamps remain most popular for directional lighting applications and the gold standard to beat in terms of overall performance. Available in a wide range of configurations, halogen offers a number of advantages. Besides a low initial cost, the lamp starts instantly, provides excellent beam control and is easily dimmable across the full range of output. However, halogen lamps are vulnerable to competition by upstart LED based on three relative disadvantages: (1) low efficacy, as halogen lamps operate at 18-24 lumens/W; (2) relatively short service life; (3) halogen lamps emit more heat into the environment. <http://www.lightnowblog.com/>
- 27. Energy Efficiency Market Hits U.S. \$310 Billion** - The global energy efficiency market is worth at least \$310 billion a year and growing, according to a new report from the International Energy Agency (IEA). The report also finds that energy efficiency finance is becoming an established market segment, with innovative new products and standards helping to overcome risks and bringing stability and confidence to the market. According to the IEA, some 40 per cent of the global energy efficiency market is financed with debt and equity, meaning that the financial market for energy efficiency is in the range of \$120 billion per year. <http://www.worldenergyoutlook.org/>



- 29. DOE Issues High Impact Commercial Building Technology Request for Information** - The Building Technologies Office (BTO) of the DOE is requesting interested parties to review the RFI for instructions on how to submit responses, and should not submit proprietary or confidential information. This is solely a request for information and not a funding opportunity announcement, and no applications or solicitations will be accepted. Responses must be emailed to [CBIRFI2015@ee.doe.gov](mailto:CBIRFI2015@ee.doe.gov) by 5:00 p.m. ET on December 30, 2014.
- 30. DOE Announces New Grant Topics to Help Small Businesses Develop Clean Energy Technologies** - [Topics](#) for this funding opportunity include solid-state lighting. Qualified small businesses with strong research capabilities in science or engineering in any of the research areas sought in the announcement are encouraged to apply. More information and application requirements can be found at <http://science.energy.gov/sbir/funding-opportunities>
- 31. DOE Releases Important Supplements to Loan Guarantee Opportunity for Innovative Renewable Energy and Efficient Energy Projects** - The U.S. Department of Energy's Loan Programs Office has released important supplements to a previously announced DOE loan-guarantee solicitation. The [solicitation](#) makes up to \$4 billion in loan guarantees available for innovative renewable energy and energy efficiency projects in the U.S. that avoid, reduce, or sequester greenhouse gases. [http://energy.gov/sites/prod/files/2014/11/f19/REEE\\_Solicitation\\_Supplement\\_Nov-2014.pdf](http://energy.gov/sites/prod/files/2014/11/f19/REEE_Solicitation_Supplement_Nov-2014.pdf)
- 32. DOE Updates National Reference Standard for Commercial Buildings to 90.1-2013** - Following preliminary analysis that ASHRAE/IES's 2013 energy efficiency standard contains energy savings over the 2010 standard – 8.5% source energy savings and 7.6% site energy savings – the U.S. Department of Energy (DOE) has issued a ruling that establishes the 2013 standard as the commercial building reference standard for state building energy codes. The determination means that states are required to update their codes to meet or exceed the 2013 standard within two years. <http://lightingcontrolsassociation.org/whats-new-in-ashrae-90-1-2013/>
- 33. CLTC Providing Key Guidance on Draft Title 24 Residential Standards** - California Lighting Technology Center is providing key guidance and coordination in developing the next generation of Title 24, Part 6 standards for residential applications. The proposed lighting measures in the draft 2016 Building Energy Efficiency Standards will increase the adoption of high efficacy and high quality solid-state lighting products in new homes being built. <http://cltc.ucdavis.edu/2016-title-24-leadership-support>
- 34. Become a Certified Electrical Professional** - Thinking about becoming a [Certified Electrical Professional \(CEP\)](#)? The next CEP exam is scheduled for January 12-23, 2015. Register before the early bird deadline on December 1 to save. To learn more, [register](#) for the informational webinar on November 4 at 1 p.m. CST. NAED established the CEP program as an independent body that sets and enforces the industry's professional standards. Since its first exam in 2009, CEP has certified 749 individuals from 110 companies nationwide – and it continues to grow.
- 35. Lime Energy Develops Enhanced Supply Chain Value with Largest Energy Efficiency Equipment Distributor in the World** - Lime Energy's key strategic partner, Rexel Energy Solutions (RES), a division of Rexel Holdings USA, provides the supply chain and logistics solutions for all of Lime Energy's major programs. Together, RES and Lime Energy have delivered over 450,000 MWh in energy savings to businesses through lighting and emerging technologies. 11/18 BUSINESS WIRE



- 36. *The Connected Lighting Alliance – The Future of Lighting Control is Wireless*** -The lighting industry needs a unified approach on the type of wireless connectivity which they implement. The Connected Lighting Alliance aims to promote the global adoption and growth of wireless lighting solutions by supporting open standards. In the recent months The Connected Lighting Alliance has experienced a major increase in membership. The alliance now has 30 members.  
[http://www.theconnectedlightingalliance.org/fileadmin/user\\_upload/documents/TCLA-white-paper.pdf](http://www.theconnectedlightingalliance.org/fileadmin/user_upload/documents/TCLA-white-paper.pdf)
- 37. *Boosting Energy Performance in Federal Facilities*** - The federal government manages some 429,000 buildings totaling 3.34 billion square feet. It owns approximately 80% of that space and leases 20%. The National Deep Energy Retrofit (NDER) project, a pilot launched by GSA [www.gsa.gov](http://www.gsa.gov) in 2012, is designed to push the savings from performance contracting well beyond that of typical ESPC projects. The ultimate goal: Discover innovations that will allow existing buildings to achieve net-zero energy consumption. <http://www.buildings.com/article-details/articleid/18131/title/boosting-energy-performance-in-federal-facilities.aspx>
- 38. *NGL Indoor and Outdoor Next Generation Luminaires™ Competitions Are Now Open*** - Written Intentions to Submit are due on **December 15, 2014**, and both judging events will take place in **March 2015**. Concurrent competitions, with both Indoor and Outdoor winners will be announced at LIGHTFAIR 2015. Both competitions will focus on controllability and serviceability, and will incorporate significantly more stringent efficacy requirements and more authentic installations. But as always, a product's overall specifiability will remain central to its recognition by the judges, with the bar set high on a wide range of performance parameters. Find complete details on the new approach and the 2015 categories: <http://www.nglc.org/>
- 39. *NEMA 2015 Board of Governors Elected at Illuminations Weekend*** - The National Electrical Manufacturers Association (NEMA) elected Donald J. Hendler, President and CEO, Leviton Manufacturing Co., Inc., Chairman of the 2015 Board of Governors at its annual meeting in San Diego last month. Other officers elected at the annual meeting are First Vice Chairwoman Maryrose Sylvester, President and CEO, GE Lighting; Second Vice Chairman Michael W. Pessina, President, Lutron Electronics Company, Inc.; Treasurer Thomas Gross, Vice Chairman and COO—Electrical Sector, Eaton; and Immediate Past Chairman John Selldorff, President and CEO of Legrand NA.
- 40. *LCA Launches New Education Express Course*** - The Lighting Controls Association (LCA) has published a new course to enhance its popular Education Express program: EE101B: Introduction to Lighting Control Equipment. EE101A: Introduction to Lighting Control introduces students to the purpose, benefits and strategies of controllable lighting, from occupancy sensing to daylight harvesting. EE101B: Introduction to Lighting Control Equipment, authored by Craig DiLouie, LC, provides a summary view of the types of lighting control equipment popularly used to enact these strategies. [http://aboutlightingcontrols.org/Education\\_Express/welcome.php](http://aboutlightingcontrols.org/Education_Express/welcome.php)
- 41. *The Internet of Things and You by Jim Lucy*** - EW's editors are hearing lots of industry chatter about electrical manufacturers investing in software that collects information from electrical devices like lighting fixtures, circuit breakers and wiring devices. As long as an electrical device has a node, it will have its own unique Internet Protocol (IP) address, and that means you can communicate with and control it wirelessly over the web, often through a cloud-based network. You can turn it on and off, get status reports on energy usage, or alerts about maintenance issues and other information. The Internet of Things will affect our industry far beyond the lighting business.  
<http://ewweb.com/commentary/times-trends-internet-things-and-you>



## City & State Energy Issues to Watch...

- 42. Lightfair New York and San Diego are Temporary; Back to Philly, Vegas** - EdisonReport <http://www.edisonreport.net/> can confirm that LIGHTFAIR is heading back to Philadelphia in 2017, and Las Vegas in 2018. Below is the schedule:
- 2015: New York
  - 2016: San Diego
  - 2017: Philadelphia
  - 2018: Las Vegas
  - 2019 Philadelphia
- 43. Smart Cities are Driving Change Across the Energy Sector** - The white paper, "Smart Cities and the Energy Cloud," examines the critical issues facing cities and utilities as they develop the energy policies needed both today, and in the future. The emerging vision is of smart cities that integrate large and small-scale energy initiatives ranging from improvements in national infrastructure through citywide energy efficiency programs to local energy generation. An Executive Summary of the report is available for free download on the Navigant Research website: <http://www.navigantresearch.com/research/smart-cities-and-the-energy-cloud>
- 44. Brazill Brothers to Represent GE Lighting** - Brazill Brothers & Associates announced its newly formed partnership with GE Lighting, the professional division of General Electric. Brazill Brothers will represent GE Lighting across three territories including New York-New Jersey, Philadelphia and Baltimore-Washington DC. Brazill Brothers will be promoting the company's innovative LED Lamps & Modules, Non-LED Lamps, Ballasts & Drivers, Control Systems, and Refrigerated Display solutions. [www.brazill.com](http://www.brazill.com)
- 45. Pemco Holdings Completes LED Street Light Project** - The Brunswick Landing LED Street Lighting Improvement Project at the former Naval Air Station in Brunswick, ME pioneered the use of dimming controls on public street lighting in the USA, includes the upgrade of 650 street and area lights with new LED fixtures and radio frequency-enabled control and monitoring systems. Pemco developed, financed and managed the installation. <http://www.pemcocapital.com>
- 46. USM Saves Over \$10M in Energy Costs Since 2009** - The University of Mississippi has used several energy conservation measures including turning off lights, unplugging appliances and even changing light fixtures. During fiscal year 2009, Southern Miss spent \$7.2 million on energy costs. For FY 2014 which ended June 30, the university's total electric bill was \$4.5 million — a savings of \$2.7 million over the 2009 costs. USM also installed LED outdoor lighting on about half the campus. 11/18 AP
- 47. High Performance Outdoor Lighting** - Detroit is one of five cities that are in the process of upgrading their streetlights to LED as charter members of DOE's [High-Performance Outdoor Lighting Accelerator](#), which aims to replace more than 500,000 outdoor luminaires in the next two years. But there are hundreds of other cities across the country – from Los Angeles, to Phoenix, to New York – that are taking the same steps or considering doing so. The conversion of many of these cities – including Detroit – was facilitated by DOE's [Municipal Solid-State Street Lighting Consortium](#) (MSSLC), which provides technical guidance and useful tools, model specifications, and other information resources to help navigate street lighting conversion.



- 48. "The End Is Near" for Incandescent Light Bulbs** - To help its customers through this transition and to help them prepare for the longer winter nights, Meijer, a Mich.-based retailer that operates 213 supercenters and grocery stores throughout Michigan, Ohio, Indiana, Illinois and Kentucky has partnered with GE Lighting to launch 31 new LED bulbs at Meijer to meet consumer demand to fill every socket in their homes with energy-efficient LED lighting. Meijer traditionally sees light bulbs sales increase by up to 40% in the weeks surrounding the end of daylight saving time. 10/30 PRNewswire
- 49. Kansas City Tradition will Feature New Lights** -Kansas City's traditional lighting ceremony on the Country Club Plaza will be brighter and more energy efficient this year. Highwoods Properties, the owners of the shopping and entertainment district say 85 percent of the bulbs used in this year's Thanksgiving Day event will be LEDs rather than the colored lights used in the past. An LED, or light emitting diode bulb, uses 0.46 watts. The company hopes to be 100 percent LED for next year's ceremony. 11/06 AP
- 50. Sioux Falls Gives Out Energy Efficiency Kits** - The city of Sioux Falls, SD is giving away kits to help low-income households reduce their heating and electricity bills as temperatures drop in the area. The kits includes items such as two LED light bulbs, a smart power strip that conserves energy, weather stripping for doors, film to cover windows and a hot water gauge. 1/12 AP
- 51. Kimco's Illumi-Nation Program Sparks New Era of Lighting Quality and Efficiency for its Shopping Centers** - Kimco Realty Corp. <http://www.kimcorealty.com> the nation's largest publicly traded owner and operator of neighborhood and community shopping centers, today announced the formal launch of its Illumi-Nation Program, a property improvement initiative for exterior lighting systems that is expected to significantly reduce energy consumption and improve nighttime curb appeal. Launching in Kimco's Western region, the company plans to invest approximately \$8 million over the next year to overhaul lighting systems at more than 100 properties by retrofitting and replacing older bulbs and fixtures with modern and environmentally-friendly technologies, such as LEDs. 10/29 BUSINESS WIRE
- 52. CLTC Offers LED Lamp Performance Testing Program and Database** - CLTC has implemented a third-party LED lamp performance testing program and a public database to house the test results. The LED Performance Database will help utilities and other users understand how the LED lamp market is changing and identify which lamps meet performance thresholds, such as the ones specified in the Voluntary California LED Lamp Specification. [Learn more about the LED Performance Database.](#) [Learn more about the CLTC's lamp testing capabilities.](#)
- 53. Ameresco to Partner with the City of Redmond for Comprehensive ESPC** - Ameresco, Inc. and the City of Redmond, Oregon announced today they are partnering on a comprehensive \$1.2 million Energy Savings Performance Contract (ESPC) to improve City buildings and enhance efficiency. As part of the ESPC project, Ameresco conducted an energy audit on more than 272,000 square feet of building space. Projects include comprehensive lighting upgrades, controls upgrades and the installation of two 10 kW solar photovoltaic systems at Roberts Field. 10/29 BUSINESS WIRE



**Monthly Special Feature... *Electrical Wholesaling's 2014 Top 200 List* -**  
<http://ewweb.com/top-200/electrical-wholesalings-2014-top-200-list>



**Methodology.** To compile this listing, in April of this year Electrical Wholesaling’s editors sent out a survey to several hundred distributors of electrical supplies that have either been on the listing in the past or have at least \$10 million in annual sales, according to our data sources. In addition, we get data from publicly held distributors and other companies that make their sales and company data public. This year we got information back from 147 Top 200 distributors, which is our best response ever. It’s quite an accomplishment to get this much sales and company data because the vast majority of companies on this listing are privately held. Many of these companies do ask us to use their sales data confidentially and only for placement on the listing.

You will also notice that we rank companies that have been acquired in either 2013 or 2014. Our general rule of thumb here is that when a company has been acquired, we include their sales (or a sales estimate) for that calendar year, but take them off the Top 200 listing the next year, when they are fully integrated into the acquirer.

In those situations where a distributor is large enough to make the listing but did not respond to our surveys, if we have reliable sales or employee data from the past few years, we will place them on the listing, using a sales-per-employee average, or the average sales increase based on responses from Top 200 respondents or other Electrical Wholesaling sales data. However, if we haven’t heard from you for a while and your company is on this year’s listing, there’s no guarantee it will be ranked again next year. We make every effort to make this listing as accurate as possible, and can’t rely on sales estimates or other company data that’s more than a few years old.

**Strictly by the numbers.** With an estimated \$62 billion in North American sales, EW estimates the Top 200 distributors controlled approximately 65% of sales through electrical distributors in North America. According to EW estimates, these 200 companies have 88,900 employees and run at least 5,965 North American branches. From the 140 companies that provided both sales and employee data, Electrical Wholesaling’s editors estimated that Top 200 full-line distributors averaged \$668,515 in sales per employee.



## The Top 25:

Rank	Company Name	Town/City	State	2013 Revenue	Senior Executive
1	Sonepar North America	Paris	France	7,700,000,000*	David Gabriel
2	WESCO International Inc.	Pittsburgh	PA	7,160,000,000*	John Engel
3	Rexel Holdings USA	Dallas	TX	5,773,430,000*	Chris Hartmann
4	Graybar Electric Co, Inc.	St. Louis	MO	5,659,114,000*	Kathleen Mazzarella
5	Anixter International	Skokie	IL	4,292,100,000*	Sam Zell
6	Consolidated Electrical Distributors Inc.	Irving	TX	NA	Kurt Lasher
7	HD Supply Power Solutions	Atlanta	GA	1,843,000,000	Joe DeAngelo
8	Border States Industries Inc.	Fargo	ND	1,444,000,000	Tammy Miller
9	W.W. Grainger Inc.	Lake Forest	IL	NA	James Ryan
10	Crescent Electric Supply Co.	East Dubuque	IL	1,031,520,000	Marty Burbridge
11	City Electric Supply Co.	Dallas	TX	NA	Thomas Mackie
12	Mayer Electric Supply	Birmingham	AL	672,000,000	Nancy Collat Goedecke
13	McNaughton McKay Electric Co.	Madison Heights	MI	637,000,000	Donald Slominski
14	Elliott Electric Supply Inc.	Nacogdoches	TX	621,000,000	Bill Elliott
15	Reynolds Co, The	Fort Worth	TX	565,000,000	Walt Reynolds
16	Turtle & Hughes Inc.	Linden	NJ	555,000,000	Jayne Millard
17	State Electric Supply Co.	Huntington	WV	NA	Clarence Martin
18	Kendall Electric Inc.	Portage	MI	450,000,000	Martin Ranly
19	North Coast Electric Co.	Seattle	WA	418,012,000	Peter Lemman
20	Summit Electric Supply Co. Inc.	Albuquerque	NM	405,963,534	Victor Jury, Jr.
21	Wholesale Electric Supply Co. of Houston	Houston	TX	404,800,000	Bob Bruno
22	Dealers Electrical Supply	Waco	TX	NA	Scott Bracey
23	Kirby Risk Electrical Supply	Lafayette	IN	NA	James K. Risk III
24	Dakota Supply Group	Fargo	ND	NA	Todd Kumm
25	Omni Cable Corp.	West Chester	PA	NA	Jeff Siegfried

