

EnergyWatch



May 2015

<http://www.attardimarketing.com/energywatch/>
www.energywatchnews.com

It is impossible to live without failing at something, unless you live so cautiously that you might as well not have lived at all - in which case, you fail by default. J.K. Rowling

Excellence can only be attained if you:

- *Care more than others think is wise*
- *Risk more than others think is safe*
- *Dream more than others think is practical*
- *Expect more than others think is possible*

Something to Think About...CONNECTING THE SMART LIGHTING STRENGTHS

When you stop getting better, you will stop being good.

Last week my debate partner Chris Brown, with many years of distribution upbringing, bloviated on the strengths of the traditional distributor in the electrical industry: **CONNECTING THE STRENGTHS.**
<http://energywatchnews.com/connecting-the-strengths-by-chris-brown/>

Hard for me to admit it but he knows what he's talking about. I even asked him for what he thinks about the additional strengths that the channels of distribution must develop to compete effectively in the new Smart SSL Lighting Industry. We came up with a list of fourteen (14) below. Your input is welcome.....

As you know, as Captain Sunshine, I still feel that the existing traditional supply chain will continue to serve this market as long as they see change as an opportunity, adapt, reposition and develop the strengths necessary to compete. It will not be easy but you do have the resources.....last time I looked, NAED said it was a \$100 billion industry. You have to put up the bucks if you want to play. Let me repeat what I have said in subsequent blogs: the existing channels must make the necessary investments to serve the new needs of their customers. End-User customers in the final analysis determine with whom they chose to do business and continue to switch away from weak / ineffective channels of distribution. Intelligent investments to strengthen your position cannot be avoided. Just Do It!



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It's time to strengthen your company to prepare to win in the lighting industry. The one over-riding, most infectious opportunity we have ever seen in the Lighting Industry is that every single light source now burning will be replaced by a better mouse trap. If that has happened at any time in our history, please let me know as I have only been at this for 50 years. If you are in the lighting business, you most likely sold what's out there. Now it's time for you to prepare to replace them all. That spells OPPORTUNITY!

SMART LIGHTING DISTRIBUTION STRENGTHS

1. Expert understanding of the technology of the Smart SSL Lighting Industry
2. Complete company dedication to value-added solutions in addition to the new product offerings
3. Social media savvy and activities to communicate effectively to your customers
4. Knowledgeable and proactive - IoT, IoE, PoE
5. Dedication to innovation – per the Dirk Beveridge book
6. Specialize in building controls, building and home automation, operating systems and tools
7. More diverse leadership: Chief Technology Officer; Chief Innovation Officer; VP of Content Marketing; Director of Social Media, in addition to hiring tech savvy millennials
8. Focus on content marketing – the message is the message
9. Effective Integrated Marketing Communications (IMC) & Customer Relations Management (CRM)
10. Risk adverse mind-set: plan / implement / control
11. Working with manufacturers involved with network programming to advance other uses of lighting
12. Professional sales force with create demand / problem solving sales skills
13. Data collection, post purchase evaluation gathering and action to maintain a satisfied customer base
14. Specialize in alternative marketing strategies: proactive rather than reactive

My Good Friend Herm Haverland, a Pioneer in the Lighting Industry - Herman G. Haverland (Dutch) died at his home in Danville, CA. due to complications from cancer on 3/26/2015 at the age of 87. I worked with Herm back in the ole Westinghouse days...my office was across from his. When I say he was a pioneer, I mean it. At that time at Westinghouse, Herman was the Marketing Manager for the Specialized Lighting Distributor. It was in this capacity that Herman was responsible for helping to start over 20 specialized lighting distributorships across the country. He was one of the founders and the driving force behind independent lighting distribution and NAILD and he served as their President. In 1981 at the age of 54 Herm started his own independent lighting distributorship "West-Lite Supply Co." with his wife Rosemary. Under his leadership, West-Lite has grown to 5 locations across the US and is still owned and run by Garry Haverland and the Haverland family. God bless you Herm and God bless the Haverland family.

Lutron Founder Joel Spira, Dimmer Switch Inventor, Dies at 88 - Joel Spira, who brought the light dimmer switch to households across the nation and transformed his Lutron Electronics Company into a leading manufacturer of lighting controls, died of natural causes on Wednesday. He was 88. The Coopersburg, Pennsylvania-based company, which confirmed the death, said he had been working with company engineers on a new product the night before he died. Spira, who patented an electronic light dimming device, developed the company into a worldwide distributor of motorized shades and lighting and temperature controls. He led the company for 54 years and most recently was chairman and director of research. <http://www.foxnews.com/us/2015/04/09/joel-spira-founder-light-dimmer-switch-empire-dies-at-88/>



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LED Issues to Watch...

1. ***New Lightbulb to Be Made Out of Manchester Wonder Substance Graphene*** - A graphene lightbulb with lower energy emissions, longer lifetime and lower manufacturing costs has been launched thanks to a University of Manchester research and innovation partnership. A coating of one-atom-thick graphene on the bulb means heat is transferred away faster so it remains cooler, using less energy. It is expected that the graphene lightbulbs will be on the shelves in a matter of months, at a competitive cost. <http://www.manchestereveningnews.co.uk/news/another-bright-idea-new-lightbulb-8949890>
2. ***Osram to Split Off Lamps in Separate Business*** - For insight on just how big an impact the shift to solid-state lighting technology is making on the lighting industry, the continuing repositioning by manufacturers of legacy lighting technologies should give an inescapable clue. This week, Osram signaled that its management believes the future lies outside its legacy lighting business. The group announced that its managing board will recommend to the company's supervisory board that it set up its lamps business as a separate company. This would place Osram's focus squarely on solid-state lighting components and the automotive lighting sector. The transfer will include most of Osram's traditional lightbulb and LED general lighting business, which account for about 40% of Osram's revenues at \$2.5 billion. <http://electricalmarketing.com/blog/osram-split-lamps-separate-business>
3. ***Philips Sells Lighting Business to Consortium -- 2nd Update*** - Koninklijke Philips NV plans to sell a majority stake in its lighting components and automotive-lighting activities to an investment consortium Go Scale Capital in a cash deal that values the business at about \$3.3 billion. Philips said earlier this month it also plans to spin off the bulk of its lighting business, which supplies LED lamps and lighting systems, through an initial public offering next year. Once that happens, the group would have two main businesses, one supplying health-care equipment, such as hospital scanners, and the other, consumer gadgets such as coffee machines and shavers. Philips had decided to sell the Lumileds, as LED components are known, and automotive business separately because it was no longer deemed a strategic fit with the rest of the lighting operations. Management is trying to shift them toward services, such as supplying lighting systems for cities and sporting venues, from manufacturing. <http://www.nasdaq.com/article/philips-sells-lighting-business-to-consortium--2nd-update-20150331-00405>
4. ***Go Scale Capital Acquisition of Philips Lumileds Might Solve China LED Patent Issues*** - Lumileds has a large number of LED patents, and was traditionally one of the top five LED patent holders in the industry. As the Chinese government aims to increase domestic patents and improve intellectual property rights, top Chinese LED manufacturers might be able to purchase Lumileds patent licenses. By licensing Lumileds patents to Chinese manufacturers, it could also solve the lack of patent issues, and enable Chinese companies to expand in international markets. There might even be an opportunity for Chinese LED manufacturers to enter Philips lighting or Lumileds supply chain. <http://www.ledinside.com>
5. ***LED Lighting in Museums Part I, Part II and Part III*** - The Lunder Conservation Center held a one-day symposium on LED lighting in museums in March 2013, which included a series of presentations by museum and lighting specialists. <http://www.lightnowblog.com/>



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6. **Corning Announces Collaboration with OLEDWorks** - [Corning Incorporated \(GLW\)](#) announced a collaborative agreement with OLEDWorks to develop unique, flexible, and conformable OLED lighting solutions using [Corning® Willow® Glass](#) as an integrated substrate. These lighting panels will be used in architectural lighting and luminaires and are expected to provide two times the light output of traditional OLED lighting panels, enabling increased efficiency and lower power consumption. A key component in these new lighting solutions is Willow Glass, an excellent, thin, and flexible hermetic barrier and substrate. OLEDWorks` novel manufacturing platform delivers affordable OLED solid-state lighting panels. Willow Glass enables system versatility and rapid reaction to market demands. Architects and lighting designers should be able to use conformable OLED lighting solutions in the near future. <http://finance.yahoo.com>
7. **United States LED Lighting Market Forecast and Opportunities, 2020** - The US LED lighting market is expected to reach an estimated \$5.2 billion in 2015. General lighting segment that includes demand from residential, offices, hospitality and commercial spaces accounts for the largest share in the country's LED lighting market. Other major end user segments of LED lighting market include automotive and backlighting. Recovering construction industry in the US and growing demand for LED in general lighting and automobile sector is expected to boost the demand for LED lighting products in the country over the next five years. For more information, click on: http://www.researchandmarkets.com/publication/m4pl6ej/united_states_led_lighting
8. **2015 ENERGY STAR Award Winners** - lead their industries in the production and sale of energy-efficient products and services, and in the development and adoption of world-class strategies that provide substantial energy and money savings in the buildings where we live and work. The winners have been chosen from a vast network of 16,000 ENERGY STAR partners. To check out their accomplishments, search by organization name or view the winners by category at: http://www.energystar.gov/about/awards/2015_energy_star_award_winners
9. **LED Grow Light Module Markets at \$395 Million in 2014 are Forecast to Reach \$1.8 Billion by 2021** - The 2015 study has 596 pages, 163 tables and figures. Worldwide markets for LED Agricultural Grow Lights are growing as units support more efficient indoor growing. The LEDs are less costly than alternatives and save significantly on electricity costs. Rapid adoption of LED lighting in general is occurring. Rapid adoption of LED grow lights worldwide is occurring as systems provide peak growing efficiently. They offer low power, high-efficiency, uniform light pattern, homogenous light distribution at precisely the right wavelengths and color ratios needed for superior photosynthetic response. For more information click on: http://www.researchandmarkets.com/publication/m1jsapn/led_agricultural_grow_light
10. **Philips' Newest LED: A Five-Buck Bulb** - Prices of LED light bulbs have fallen steadily. These days, you'll find plenty of strong options that cost \$10 or less, but Philips is pushing things a step further, with a new 60W equivalent LED that'll retail for less than \$5. To further sweeten the deal, the Dutch manufacturer is offering two bulbs for the price of one at Home Depot for the first ninety days of its shelf life. It's a very similar approach to what Cree's doing, especially the **Cree 4Flow LED**, which costs \$8. Both bulbs eschew heat-sink-centric LED design in favor of inexpensive, plastic-bodied builds that mimic the look of incandescents. They'll fight it out side by side on Home Depot shelves. <http://www.cnet.com/products/philips-60w-equivalent-led-bulb-9290011350/>



- 11. DOE SSL Postings** - The dates are set for the next two annual DOE SSL workshops, so mark your calendars! DOE's annual workshops provide a forum for solid-state lighting stakeholders of all stripes to share the very latest advances and discuss how best to drive the technology to fulfill its potential. <http://energy.gov/eere/ssl/rd-program>
- **November 17-18, 2015: DOE SSL Technology Development Workshop**
 - **February 2-4, 2016: DOE SSL R&D Workshop**
- 12. Navigant Research on High-Bay Lighting** - High-bay lighting must meet the stringent demands of illuminating spaces from afar while minimizing contrast, reducing glare, and in many cases meeting strict safety and hazardous environment requirements. Until very recently, LED technology was not able to meet these requirements, at least not at a reasonable price. In 2013, however, several high-bay LED products were launched that provide exceptional quality in a price range that allows for acceptable paybacks from energy savings. The high-bay lighting market is set for a rapid shift in lighting technology, similar to the shift toward LED lighting that has already begun in commercial buildings. This Navigant Research report analyzes the global market for high-bay lighting in the following five building types: warehouse, industrial, gymnasium and indoor sporting facilities, high-bay retail, and transportation. <http://www.navigantresearch.com/research/high-bay-lighting>
- 13. Acuity Brands Acquires ByteLight** - The combination of ByteLight's technology with Acuity Brands' award-winning Visible Light Communication-enabled drivers and LED lighting platforms provides retailers with a method of delivering digital content to shoppers and associates within a retail store in an effort to increase customer loyalty and revenues while also reducing operating expenses. ByteLight pioneered the use of Visible Light Communication (VLC) and Bluetooth® low energy (BLE) technologies in combination with smart-phone Apps and Cloud services to transform LED lighting into indoor location waypoints. These waypoints provide shoppers with indoor navigation and also allow retailers the capability to create a more connected, personalized, and engaging shopping experience for their customers by communicating specific and targeted digital content to a shopper's smartphone. <http://finance.yahoo.com/news/acuity-brands-inc-announces-acquisition-153101747.html>
- 14. Strategies Unlimited Tempers LED and SSL Projections but Remains Bullish on Sectors** - The Strategies in Light (SIL) 2015 conference, held Feb. 24-26 in Las Vegas, NV, featured Plenary Sessions anchored by Strategies Unlimited market-research presentations. Senior analyst Stephanie Pruitt reported that packaged LED revenue hit \$15.4 billion in 2014 and projected growth to \$22.1B in 2019. Philip Smallwood, co-chair of SIL and director of research at Strategies Unlimited, reported that LEDs penetrated 5% of the lamps market in 2014 and projected 52% penetration by 2022 based on units shipped. Smallwood reported LED penetration in luminaires at 33% in 2014 and projected 69% penetration by 2022. <http://www.ledsmagazine.com/>
- 15. India LED Market Enters Exponential Growth Phase** - Low price competition has led to a phenomenon coined “frugal engineering” and innovation, where manufacturers are driven to engineer products at lower prices. “Growth is happening practically by the day,” said Loomba. “I know a lot of my friends in the industry that were producing 200,000 lamps per month, and are producing 400,000 lamps and are saying they are still short.” Companies in India are now buying from their peers and rebranding the products as their own, he added. <http://www.ledinside.com>



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- 16. US Retail Giant Target Leads the Way in Lighting-Based In-Store Navigation Systems** - American retail giant Target is testing an in-store mobile phone navigation system that guides customers around cavernous floors using what could become the hottest information delivery vehicle in brick-and-mortar shopping since the bar code – lights. *Lux* has learned that technology based on digital lighting – most likely visible light communication (VLC) – is a key component of what \$73 billion Target is trumpeting as its new, customer friendly, transformative, 'mobile in-store experience'. A bouncy promotional [video on Target's website](#) shows a happy, confident, digitally-enabled young shopper entering a Target store with her smartphone. Vendors of VLC include GE, Acuity, specialist ByteLight (now part of Acuity), and Scottish startup PureVLC. <http://www.luxreview.com>
- 17. Global Surgical Lamps Market Will Reach US\$ 729 M by 2020** - North America is the largest region and Asia represents the fastest-growing region in the surgical lamps market. **LED** represents the largest and fastest-growing technology in surgical lamps market. High color rendering index (CRI) light lamps account for the largest segment while vein light lamps are the fastest-growing light lamps segment in the market. According to a new market report published by Persistence Market Research “Global Market Study on Surgical Lamps: Asia to Witness Highest Growth by 2020,” The global surgical lamps market was valued at US\$ 554.94 million in 2014 and is expected to grow at a CAGR of 4.6% from 2014 to 2020, to reach US\$ 728. 92 million by 2020. Browse the full Global Market Study on Surgical Lamps: Asia to Witness Highest Growth by 2020 report at: <http://www.persistencemarketresearch.com/market-research/surgical-lamps-market.asp>
- 18. NEMA Welcomes Congressional Focus on Energy Efficiency** - NEMA encourages the Senate to enact S 720, the *Energy Savings and Industrial Competitiveness Act of 2015*. Long-supported by NEMA, this bipartisan bill has received acclaim for its practical approach to improving energy efficiency in the United States. The bill sponsored by Senators Portman (R-OH) and Shaheen (D-NH) would promote energy efficiency in building codes, schools, federal buildings, and industrial facilities— including pilot programs for the replacement of inefficient distribution transformers and the installation of energy-efficient electric motors and controls that precisely manage the energy required for industrial and commercial applications. www.nema.org
- 19. LED Tubes Approach Mainstream Adoption Despite Complexities** - Over the past five years, LED tubes intended as fluorescent replacements have improved dramatically. Indeed, efficiency, lumen output, and uniformity have improved while costs have decreased significantly. Still, there are many choices in LED tube types and the landscape has been constantly changing, leading many lighting professionals and buyers to take a wait-and-see approach. The range of technology, cost, and service options are at the root of the complexity. But a clear understanding of the options can lead to successful small- and large-scale deployments. <http://www.ledsmagazine.com>
- 20. 2015 HCLS Annual Conference** - The first Human Centric Lighting Society's Conference is on June 11 in Seattle's Safeco Field, home of the Mariners. In addition to several renown speakers, including neuroscientists and lighting experts, you will be able to walk-through the Mariners' home team locker room, which has tunable (dimming and Kelvin changing) lighting, and also see the brand new LED stadium lights, which are the first in major league baseball. Although these videos are helpful, being there in person is so much better. The conference flyer is available at: <http://humancentriclighting.org/hcls2015/> More information on the non-profit Human Centric Lighting Society's website at: <http://humancentriclighting.org/hcls2015/>



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- 21. *Is Your Design Already Out Of Date?* by James Brodrick** - Last year, the Burden Museum in Troy, NY, switched over to all-LED lighting with the help of the U.S. Department of Energy's (DOE) Gateway demonstration program. By the time the conversion was implemented, 14 months had elapsed since specification, so a number of changes had to be made. One of the specified products had been withdrawn from the market because it had been having field problems, so another product had to be found to take its place. Plus, the manufacturer of the track lighting had decided not to make screw-based incandescent trackheads anymore, which necessitated changing to a dedicated LED trackhead instead of using LED retrofit lamps. In addition, one of the strip lights was no longer available, so the lighting designer chose a different brand that had a different transformer/driver—which meant that most of the dimming circuits had to be reevaluated for compatibility and load, and many needed an interface module. All of these complications added to the cost and labor impact, to say nothing of the hassle factor. http://www.ies.org/lda/Digest/2015/April/pdf/LED_Watch_April2015.pdf
- 22. *Transitions Are Always Messy* by Bill Attardi** - The lighting industry is going through a transition, to put it mildly. We have all been through transitions in our lives. Think about it — in most cases, it's just plain messy, whether it's in your personal life, a company, an organization, or, as we see, in an industry. There's conflict. Conflict between those that don't like change in any form as change is in conflict with who they are, in conflict with their behavioral DNA. They don't want change, they like it the way it is. Most likely, they are successful people that see change/transition as a threat to their success. Then there are those that work well in a changing environment. Change is a steroid that drives them to higher achievement. (No A-Rod jokes, please.) Many are never satisfied with the status quo. On the other hand, they may be unsuccessful people that need a change to get them back on track. <http://ewweb.com/commentary/transitions-are-always-messy>
- 23. *Lighting's Coming Storm* by Chris Brown** - Not today, not tomorrow, not next year, but Illumigeddon is coming. SSL (solid-state lighting) is changing everything. Exciting changes for many, disastrous for some. Great opportunities for electrical and lighting distributors but only those who can adapt to a new reality. This ain't your grandpa's lighting business! Since my original brief "Forecast Calls for Pain" posted last summer at <http://energywatchnews.com/forecast-calls-pain-chris-brown-ceo-wiedenbach-brown-www-wblight-com/> Philips, Samsung and Siemens announced they are leaving the lighting business. What do they know that we don't? And what are Apple, Google, Cisco and Intel thinking about, coming into our business? And is Opplé (not Apple!) coming to the U.S.? And let's not forget Amazon Supply and its impact on physical distribution of lighting and electrical products. Illumigeddon won't happen in a Hollywood instant, but it's a process already underway. <http://ewweb.com/commentary/lighting-s-coming-storm>
- 24. *A Walk in the Park: LEDs in Parking Garages* by Susan Bloom** - With tens of thousands of parking garage structures containing hundreds of millions of spaces to accommodate the nation's 135 million-plus registered passenger cars, the U.S. parking garage sector is a robust market that accounts for significant real estate in cities and towns nationwide. At the same time, LED lighting is proving to be ideally suited to support the unique conditions of these facilities, rendering parking garages outstanding opportunities for LED upgrades. Following, several industry experts explain why it behooves contractors to pursue this upsell and stake out their space in this booming market. <http://www.ecmag.com/section/lighting/walk-park-leds-parking-garages>



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LED Technologies to Watch...

25. Data Transmission Through Light by Craig DiLouie - This NECA Electric TV video provides an introduction to LiFi – the use of visible light as a source of data transmission. It's already being done with lasers, and now the potential of using LED luminaires is being explored. In the general lighting space, Acuity, GE and Philips are now commercializing specific solutions for retail spaces that provide indoor positioning and targeted marketing communications with customer cell phones. <http://www.lightnowblog.com/2015/04/data-transmission-through-light/> Watch the video: www.youtube.com/watch?v=n6EPXz7UYV4

26. Philips Launches Wireless LED Smart Light Hue Go - Philips Hue Go is an iF Design award winning, fully portable wireless lamp with all of the clever connectivity features of Philips Hue, meaning that it is now possible to experience the light that you want, wherever you want as you move around your house and garden. With five new patented dynamic light effects to enrich special moments and interaction with more than 200 third-party apps, this newest addition to Philips Hue delivers total freedom with light. Philips Hue Go is a versatile lamp that completely transforms the way light is used throughout the home; unplug it from the mains and it becomes a portable center piece. Lasting for up to three hours in battery mode, Philips Hue Go can be moved from the garden to the living room to the bedroom without the worry of wires. http://www.ledinside.com/products/2015/4/philips_launches_wireless_led_smart_light_hue_go



27. Cree Announces Residential-Targeted LED T8 - The Cree TW Series LED T8 tube product with the ballast-compatible solid-state lighting (SSL) is available at retailer Home Depot at just under \$22. The LED T8 tube launch marks the first time that Cree has targeted the residential market with a replacement for linear fluorescent products. Moreover, the company has also announced LED-based retrofit tubes meant for installation into fluorescent fixtures with sheet metal screws, with the existing ballast replaced by a dedicated driver. <http://creebulb.com/products/specialty/32-watt-replacement-48-inch-t8-soft-white>



28. Cree Adds Intelligent Color to SmartCast Technology - Cree, Inc. has introduced field-adjustable color temperature for its SmartCast™ Technology-enabled CR Series LED troffers, delivering a dynamic and customizable lighting experience. The first of Cree's luminaires to feature instantly adjustable color temperatures, Cree's SmartCast Technology combined with its TrueWhite® Technology allow for superior color quality and consistency while providing greater flexibility to control illumination at no additional cost. Cree luminaires features the ability to choose from 3000K to 5000K in 500K increments. The result is simplified specification, ordering and installation. <http://www.cree.com/smartcastmore>



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29. ATG Electronics Launches 120-watt eLucent™ Nebula LED

Gas Station Canopy - The DLC-qualified 400-watt metal halide replacement saves 70 percent in energy. The slim three-inch profile enables versatile mounting and easy retrofit installation into existing single- or double-skin canopies. Nebula offers an industry-leading L70-rated lifetime of 100,000 hours and qualifies for national utility rebates of up to \$175 per fixture. It uses a light-grade diffuser and low-power LM80-rated LED chips to reduce glare, optimize thermal management properties and extend service life. A wide beam angle makes Nebula ideal for low ceiling gas station canopy applications.

<http://www.atgelectronics.com/tube/Nebula-LED-Gas-Station-Canopy-Light.html>



National Energy Issues to Watch...

30. Fluorescent Bulbs - Global Strategic Business Report 2015 - Despite being considered as energy efficient and an ideal replacement for traditional incandescent bulbs, fluorescent bulbs are facing a strong competitive threat from LED bulbs. As a semiconductor based light source, LEDs are far more efficient than fluorescent bulbs and in the coming years are forecast to take over the global lighting market. Technology advancements and improvements in performance are helping prepare the emergence of LED as an ideal replacement for not just incandescent bulbs but also for CFLs. For more information: http://www.researchandmarkets.com/publication/mxud4pz/fluorescent_bulbs_global

31. Halogen Bulbs - Global Strategic Business Report 2015 - Halogen is the most widely used lighting technology in the automotive sector. The features of low purchase- and replacement-costs and easy availability made halogen lamps the preferred auto lighting option over the years. Xenon/HID and LED lighting represent the other two chief lighting options. Despite being the widely used lighting type, halogen has been facing decline in demand since the past few years due to the rapidly rising popularity of LED lightings for automotive applications. This research report titled provides a comprehensive review of market trends, product launches, mergers, acquisitions and other strategic industry activities. The report provides market estimates and projections for major geographic markets. http://www.researchandmarkets.com/publication/mbhzhjk/halogen_bulbs_global_strategic

32. 3 Reasons Amazon Should Strike Fear and Inspiration into the Heart of B2B Marketers -

Regardless what Amazon brands it or how they organize their foray into B2B commodity sales – there are three reasons B2B marketers should keep Amazon in their sights as both a competitive threat and a benchmark for inspiration:

- 1) **Amazon is on a mission to own your business:** The stated mission on AmazonSupply's website is 'to become the definitive source for supplying businesses with what they need'
- 2) **Amazon is looking to hire your best talent:** In the last several weeks, AmazonSupply has increased already strong hiring plans with 50+ openings geared specifically at B2B.
- 3) **Amazon has no fear of failure:** Pets.com. ZShops. Fire Phone. Each failure was a stepping stone or small bet on the path to commerce domination that includes successes like: Amazon.com, Prime & Marketplace, Kindle, Amazon Web Services and countless



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other businesses that many don't even realize Amazon runs.

<http://blogs.gartner.com/kirsten-newbold-knipp/2015/04/16/3-reasons-amazon-should-strike-fear-and-inspiration-into-the-heart-of-b2b-marketers/>

33. In Charge: Frank Diassi, Owner and Chairman of Two NJ

Companies - Amerlux is a commercial lighting manufacturer that last year moved out of Fairfield and into a new 200,000-square-foot facility in Oakland. Unicorn HRO is a payroll and human resources firm in Florham Park. Between the two companies, Diassi has more than 400 employees working for him in the U.S., as well as at an Amerlux plant in China. Diassi recently shared wisdom gleaned from his decades-long career, including advice on pursuing an education, and growing a global business, and how choosing trustworthy employees can make the difference between having a successful company and having the sheriff show up at your doorstep. Read more:



<http://www.northjersey.com/news/business/in-charge-very-different-companies-but-similar-basics-1.1298256>

34. Bill Brown Sales Celebrates 60th Business Anniversary in 2015 - From modest beginnings to market leadership, BBS has flourished by understanding customer needs and focusing resources to address those needs. BBS summarizes this simple value proposition with the slogan, "One Call Does it All." By offering a full range of components from one source, BBS gives customers the convenience of dealing with one sales representative, streamlined processes, and top-notch service. With Bill Brown still at the helm six decades later, and in the office six days each week, BBS has enjoyed exponential growth both in terms of revenue and size of customer base.

<http://billbrownsales.com/>

City & State Energy Issues to Watch...

35. PSE&G Wins New Jersey BPU Approval For Extension Of Energy Efficiency Programs - Public Service Electric and Gas Company has won approval from the NJ Board of Public Utilities (BPU) for a request to spend an additional \$95 million on three energy efficiency programs. The extension will enable PSE&G to serve a roster of hospitals, healthcare facilities and residential multi-family housing units that are currently on program waiting lists. It will also allow PSE&G to offer energy efficiency assistance for the first time in several years to small business customers in 25 Urban Enterprise Zones (UEZs) while also continuing energy efficiency efforts for government facilities and non-profits. The Direct Install Program currently provides energy efficiency services to government and non-profit facilities. PSE&G pays for 100 percent of the total cost to install recommended energy efficiency measures and program participants repay 30 percent of the total interest free, over three years on their PSE&G bill. 4/24 MarketLine

36. Dayton Power and Light Partners with The Foodbank for Energy Savings - Dayton Power and Light (DP&L), a subsidiary of The AES Corporation is partnering with The Foodbank and other area food pantries to distribute 160,000 ENERGY STAR certified CFL light bulbs to help families reduce their energy costs. www.dpandl.com/save-money/residential 4/29 - Business Wire



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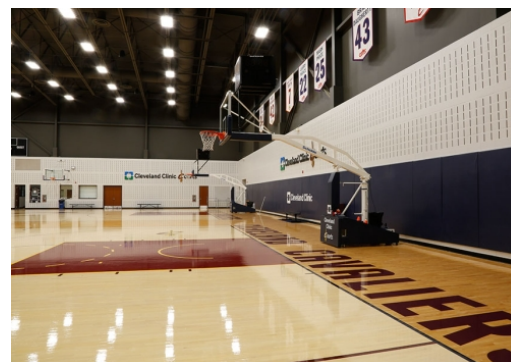
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37. Ameresco Wins Energy Savings Performance Contract from US DOI - The contract, valued at \$77 million over the 20-year term, is designed to provide for the implementation of water conservation and energy efficiency measures, and ongoing energy management services to the DOI headquarters building in Washington, D.C. The energy efficiency project is expected to reduce electricity consumption by 31 percent by the installation of over 9,400 LED fixtures. They will be controlled by a new advanced lighting control system that will be integrated into the building automation system to control space lighting in offices based upon occupancy. A new open-protocol direct digital control (DDC) system also will be installed to optimize the overall energy performance of the building. 4/16 MarketLine

38. Some South Charlotte Residents Are Fired Up Over New LED Streetlights - Kelly Ross and some of her neighbors on Carmel Forest Drive are not fans of the new lights. "They are blinding runway lights that have ended up lighting up our yards, homes and even our living and bedrooms." She said the brightness make the community feel like a Walmart parking lot at night, adding that the lights should not be used for residential purposes. Resident Mike Castano said the new lights scare away the deer in the area and reduce the area's rural feeling. But CDOT spokeswoman Linda Durrett said that throughout the city, the response to LED lighting generally has been good. 3/31 The Charlotte Observer

39. GE Selects Jacksonville for 6-Month LED Bulb Pilot Program - The six-month pilot program to install LED bulbs in 50 city street lights. The company will pay the costs for the project. The lights will be coupled with sensors, software and cameras that the company says will allow them to have access to real-time data. That information could come in handy for the city: For example, it could be used to help create a smartphone app for downtown parking. 4/17 The Florida Times-Union

40. Cleveland Cavaliers Light NBA Practice Facility with GE Albeo LED High-Bay Fixtures - While the Cleveland Cavaliers push toward the US National Basketball Association (NBA) playoffs, the players spend their practice time working under new LED-based sports lighting from GE Lighting's Albeo brand. The new lighting will save considerable energy while also offering the instant-on capabilities sought by the team. The retrofit of the player development center, called the Cleveland Clinic Courts, also included installation of GE Lighting Lumination EL Series fixtures in the locker room.



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41. State of Missouri Energy Loans Available - The Missouri Department of Economic Development has announced it has \$3.5 million in low-interest loans available to public schools, universities, local governments, water facilities, and public hospitals for energy-efficiency and renewable energy projects. The agency's Division of Energy is taking applications through June 30 for amounts between \$10,000 and \$750,000, with a 2.5 percent interest rate and 10-year repayment. The applications will be competitive. Consideration of loans in excess of \$750,000 will be given for any remaining funds. Loans are repaid based on achieved energy savings. Visit www.energy.mo.gov/energy/communities/assistance-programs/energy-loan-program



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42. *iLight Case Study: Lighting an Award-winning Bridge -*

The Hastings High Bridge in Hastings, Minnesota was advanced from a construction date of 2015 to a construction date of 2010. The result is a new signature bridge — a \$120 million structure designed by Parsons Transportation, with bridge architecture by Touchstone Architecture and Consulting. The longest free-standing tied-arch bridge in North America, it has a main span composed of arches, girders, beams, stringers, and roadway comprising four lanes of traffic plus a mixed-use pedestrian and bike path. At night, it is illuminated by iLight Plexineon White 1X fixtures that are in step with the quiet beauty of the environment and the soul of a community with small-town charm. iLight LED products at: www.ilight-tech.com

43. *TEP Expands Energy Star Lighting Program with LED Bulbs -* Tucson Electric Power (TEP) has announced that it is expanding its Energy Star lighting program to make LED bulbs available from local stores at discounts of up to 30% off regular retail prices. The Energy Star Lighting Program helps customers save energy and save money through the use of energy-efficient LED and CFL bulbs. TEP pays manufacturers to provide discounts that are passed along by local retailers at the time of purchase. Discounted LEDs, currently available at local Home Depot and Costco stores, cost as little as about \$6 each. Discounted CFL bulbs cost as low as \$2 for a four-pack; a list of participating retailers is available on www.tep.com TEP offers a variety of customer-funded energy efficiency programs that have been approved by the Arizona Corporation Commission. 4/29 MarketLine

44. *Modesto Will See the Light with LED Streetlight Project -* Crews started replacing 9700 HPS and mercury vapor streetlights with LED Monday. The work is expected to be completed by mid-to late May. The city has estimated the project's cost at roughly \$3.3 million. Modesto is paying for the project with money from its surface transportation fund, which pays for streetlights, traffic signals, streets, sidewalks and similar infrastructure. The city has about 11,000 streetlights. 3/31 The Modesto Bee

45. *Philips Lighting Will Supply Network Technology for Los Angeles LED Street Lights -* Philips Lighting has announced that the City of Los Angeles will use the Philips CityTouch platform to manage the world's largest street light inventory, both for adaptive control of the predominantly LED lighting and for automation of maintenance operations. Evidently, the Philips approach includes the development of a wireless node that can be installed at each fixture, regardless of the manufacturer of the luminaires, with the node leveraging existing mobile wireless networks. Certainly the use of the existing mobile wireless infrastructure would simplify installation of a wireless network. The mobile nodes will attach to the street lights via the standard NEMA connector that is placed on virtually every outdoor area light for photocell control. Almost all street lights can respond to on/off controls via that connector and newer models can also respond to dimming controls. <http://www.ledsmagazine.com>



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Monthly Special Feature...<http://www.lightingfacts.com/> *Success with Solid-State*

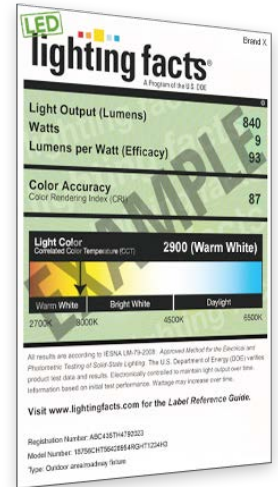
Lighting - LED Lighting Facts® is a program of the U.S. Department of Energy that showcases LED products for general illumination from manufacturers who commit to testing products and reporting performance results according to industry standards. The LED Lighting Facts® label reports product performance results in five areas from actual test data* in accordance with industry standards that measure photometric performance of LEDs:

- ☀ Light Output (Lumens)
- ☀ Lumens per Watt (Efficacy)
- ☀ Watts (Measured Power)
- ☀ Color Rendering Index (CRI)
- ☀ Correlated Color Temperature (CCT)
- ☀ Warranty (optional)
- ☀ LED Lumen Maintenance as a percentage of initial light output at a fixed time (optional)

* Luminaire measurements have been standardized with the issuance of the IESNA Standard LM-79-2008 test procedure.

The list at www.lightingfacts.com/products will help you verify whether:

- ☀ Items are registered with the program.
- ☀ Performance values on the label match values listed and verified by the program.



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Remember: The LED Lighting Facts label does not guarantee product quality. A product is not required to meet performance thresholds to obtain the LED Lighting Facts label. The label is simply a resource to ensure that critical product performance information being provided by the manufacturer is accurate. All test reports submitted to LED Lighting Facts have come from [Approved Labs](#).



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