

# BRIGHT IDEAS

**Featured Companies**

elliptipar

bodine.

LUCIFER  
LIGHTING COMPANY

LITECONTROL



## Litecontrol introduces a new generation of MOD fixtures

Litecontrol announces the introduction of a complete new generation of its popular "Mod" product line. The new fixture family, known as "Mod2", represents a progressive evolution in fixture design and performance with direct and semi/direct distribution. Mods have always represented a simple, modular design with steel housings and "squared" proportions with either 6-inch or 8-inch wide cross-sections. The new Mod2 family offers a smaller, 4-inch wide, cross-section plus new lamping options and diffusers. Mod2



fixtures are available for recessed, pendant-mounted, surface-mounted, and wall-mounted applications to enhance the architectural design objectives in virtually any space.

Mod2 fixtures are able to be applied to exposed grid ceilings or drywall ceilings. Fixtures can also be Pendant-mounted, Surface-mounted or Wall-mounted. Fixtures are available in one-lamp T8 and one- or two-lamp T5 and T5HO cross-sections. Available fixture lengths include 2-, 3-, 4-, 6- and 8-foot

lengths. All designs offer 100% direct distribution except P-S/D-4400, which has a small uplight for indirect accent lighting. All fixtures offer a choice of three diffuser choices.

For more information go to [www.litecontrol.com](http://www.litecontrol.com).



## Polymer Naiad Wet Location Downlights by Lucifer

Low voltage adjustable lighting for extreme environments Lucifer Lighting Company introduces Naiad Polymer, a low-profile trim that is impervious to wind, weather, and saltwater's corrosive effects. This is the newest

fixture in the popular "Z" series of low voltage downlights. Small and elegant the Naiad Polymer is machined from high-strength polymer and reinforced with stainless steel. Use the Polymer for showers, poolside

cabanas, steam rooms, oceanfront porches and decks— anywhere unobtrusive, low-maintenance lighting is needed. For more information [www.luciferlighting.com/](http://www.luciferlighting.com/)

## B-K University. A Trip Worth Taking

Professional, informative, impressive and educational were some of the words used to describe the experience at B-K Lighting's B-K University (BKU). BKU is a lighting program that is designed to "educate the lighting professional in the design, construction, and application of B-K Lighting products".

This year's attendees were Dan Weyant and Chad Atkins from Douglas Engineering. "If anyone gets the chance they **need** to go!" exclaims Chad. "If no one wants, I'll go again!". Participation in the program is limited to only 40-50 industry professionals to each course. Each "semester" lasts four days, including travel time to and from home. You also receive hands on experience in every phase of the manufacturing operation.

Both Dan and Chad participated in every aspect of the manufacturing process of

B-K's top selling fixture, the Nite Star™. From the fabrication of the body from a solid piece of Copper-free aluminum to the assembly, corrosion protection and powder coat paint finish each attendee was given the chance to make their own Nite Star and go through each process—from start to finish—to give the sense of quality that goes behind every step. "The chance we were given to actually make a fixture gave me a greater appreciation for the quality and professionalism that goes with every B-K fixture. These guys are good at what they do" says Chad.

B-K University is a partnership between you, your sales representative, and B-K Lighting. Our staff is excited about the opportunity to showcase our capabilities and expertise, and we guarantee this to be the most unforgettable factory visit you will ever take. Accommodations is provided by B-K at the 4-Diamond

Tenaya Lodge, located at the southern entrance to Yosemite National Park. The attendees checked-in on Thursday and a reception was held at the lodge Thursday night where the B-K Staff was in attendance and everyone had a chance to talk with one another in a casual atmosphere. Friday started out with a one-hour ride from the Lodge to B-K's facility. The ride was taken through "God's Country" says Chad as they travel through various orchard fields of oranges and pistachios.



Dan Weyant ready to ship his NiteStar.

## Ellipsoidal Quartz Luminaires by Gotham Lighting

Gotham's GQ ellipsoidal downlight family gives design professionals exactly what they need to accomplish optimal lighting for today's high-ceiling environments.

Quartz incandescent lamping within a hybrid ellipsoidal optical system delivers maximum illuminance from a quiet 6-inch aperture. A full range of T4 lamps includes 150, 250, 400 & 500 watts. For each wattage, the luminaires can be configured for narrow, medium or wide-beam distributions. All sources feature instant-on and full range dimming, allowing for comprehensive light level management.

GQ family's state-of-the-art optics achieve an optimum balance of high

efficiency and visual comfort, eliminating flash below the 40° shield angle, providing an exceptionally quiet ceiling. Beam patterns are remarkably smooth, free of hot spots and striations.

When installed in a sloped ceiling, the GQT version incorporates Gotham's exclusive 0-30° tilt mechanism which articulated off-axis, optimally positioning the lamp relative to the aperture and upper cone opening, allowing continuous adjustment and lockable aim of the beam, with 360° rotation. GQT's asymmetric lower reflector is formed along two planes so the optics never get in the way of a clean beam, regardless of the degree of tilt. Both upper and

lower apertures are round (versus elliptical), which optimizes efficiency, creates a visually clean appearance and allows optimal beam symmetry.

Importantly, both GQ and GQT luminaires can be suspended in acoustical panels which are common in open ceiling structures. A specially designed die cast aluminum housing manages heat so efficiently that GQ products are suitable for installation in direct contact with non-fire resistant materials.

For more information  
[www.gothamlighting.com](http://www.gothamlighting.com)





## F164 by Elliptipar. When versatility, and performance matters

Integrally ballasted T5 fluorescent outdoor mates the precise optical control of the T5 lamp with Elliptipar's new medium reflector, optimized for maximum asymmetric performance (2533 CD) and efficiency (69.3%).

The T5 and T5HO lamps perform well outdoors in hot and cold temperatures providing long life, great color and



low energy demand.

Rugged all aluminum and stainless steel, non-corrosive construction. Paint exceeds the rigors of 1000 hours of salt spray testing. Tough acrylic snap-on lens

and optional extruded visor for uplighting.

Pendant and cantilever mounting options. Through wiring, too, for mounting in continuous rows. UL listed and CSA certified for wet locations in all orientations.

For more information [www.elliptipar.com](http://www.elliptipar.com)

## Bodine Introduces the B35ST

The **REDITEST® B35ST High-Lumen, Self-Testing Fluorescent Emergency Ballast for T5 Lamps** provides high-lumen, one-lamp emergency illumination for T5s and HO t5s. The B35ST is the ideal emergency ballast for today's growing T5/HO T5 market.

Some of the features of this ballast are: Self-testing/self diagnostic functionality—tests for 30 seconds every 30 days and for 90 minutes once a year.

Suitable for T5s and HO T5s. Suitable for damp locations. 1800 to 3000 lumens initial emergency light output. One-lamp operation. Minimum 90-minute runtime, in accordance with code. UL Listed. Five Year Warranty.

Some of the benefits: Saves your-end-user customers time and money in testing and maintenance. Makes it simple for users to meet code through automatic testing. Helps ensure emergency lighting will be operational



when it's needed. Provides customers with a high-lumen self-test option for T5s and HO T5s.

The B35ST is ideal for any indoor or damp location requiring high-lumen output, especially locations in which high-volume traffic patterns or hard-to-reach fixtures make manual testing difficult or in which the number of emergency ballasts makes manual testing a time-consuming activity.

## Grace Collection from Neidhardt

Neidhardt Inc introduces the Grace Collection, a line of sophisticated decorative fixtures, fabricated with a jewel-like quality and featuring intricately manufactured polished parts. Exquisite, textured glass rounds out the rich look. The 2" diameter x 14" long blown vessel shade is reminis-

cent of the Tiffany era, with an amber color base and a golden fumed overlay.

The Grace Collection is handcrafted from solid brass



NEIDHARDT  
a lighting company

block and finished with polished nickel plating. The collection consists of two pendants and three sconce designs with incandescent lamping.

For more information [www.neidhardtinc.com](http://www.neidhardtinc.com)

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F.Y.I.

- The new Zumtobel Staff books are here, and, it's unlike any product catalog you may have seen! To better grasp the new tools, and, products found within, our Sales Staff will happily host lunch meetings for the individual specifier, or, a group. Call our Sales Dept for more details.
- Upcoming Manufacturer Representative visits. Please contact our Sales Dept to schedule an appointment:
  - LIGHTING CONTROL & DESIGN 19-20 July
  - HYDREL 28 July
  - CON-TECH 9-10 August
- We will be closed Monday 4 July in observance of Independence Day.

Have A Happy 4th of July!!

## B-K University (con't from page 2)

"treated us like Kings" says Chad, who had a special "treat" during their lunch break. "On our way up to the factory I casually mentioned to our driver how much I would like to make a stop at the nearest In 'n Out restaurant. Of course he didn't stop, but my comment was more of a suggestion than a request" says Chad. "As we broke for our lunch break I had asked Kathy Lockhart if it would be okay to video tape the remainder of the sessions. Kathy said it would be alright, but the next thing she said surprised me. She told me that my lunch was in a white paper bag on the table, and as I walked up to where she had pointed too I couldn't believe that there was an In 'n Out bag with a burger and fries in it." Chad goes on, "apparently someone had mentioned my "need" for an In 'n Out burger and one of the staff actually made a run for me. Now that's going the extra mile."

Dan Weyant mentioned how "educational" this visit was. "As a manufacturer's representative we normally don't get to see the process the fixtures go through, and to actually

create one from scratch it really made me appreciate being their representative even more."

One of the highlights was to see the new products being introduced for Lightfair 2005. The newest and freshest designs, using the latest lamp technology...and no one else has seen it yet. What a way to end. "From start to finish this trip was worth it. If no one wants to go on the next one I'll go" exclaimed Chad, and he means it too.

Since 1984, B-K LIGHTING has been dedicated to providing the lighting industry with the highest quality, most innovative and fairly priced outdoor lighting fixtures available. In recent years, their products have been featured in places like San Francisco's Embarcadero, the Bellagio in Las Vegas and Disney World and Wild Animal Kingdom in Orlando. B-K LIGHTING continues to strive for excellence in both design and quality, utilizing the latest in in computer-controlled equipment to produce the

many machined aluminum and brass components to exacting standards. This type of precision manufacturing ensures their fixtures have quality and craftsmanship unequalled in the lighting industry.

QUALITY, SERVICE, INNOVATION and VALUE all add up to make B-K LIGHTING the number one choice in outdoor architectural lighting.

For more information go to [www.bklighting.com](http://www.bklighting.com)



Chad Atkins (l) and Dan Weyant at Yosemite National Park