



# Quarterly News

Spring 2007  
Edition



## Message from Bill Brown

At this time of year, with Lightfair around the corner, there's a lot of talk about innovation and the newest technology — and we are all for it. In our national sales agency and manufacturing organization, we appreciate innovation, yet still want to bring the value of the old ways, the tried and true, to each and every customer we serve.

In many ways it seems like only yesterday when my wife Norma and I sat around our kitchen table, brainstorming on how to best use my experience as an industrial engineer to benefit original equipment manufacturers in the lighting field. I'd also worked in purchasing and in general management. At the time, the marketplace was loaded with assemblers, and I knew that if I wanted to

reach them, I had to bring something extra. That April, back in 1955, we realized that we had to discuss features and benefits always. It worked.

It was a different time, to be sure. But different isn't always a bad thing. It was a time when a salesman would have no problem giving out his home phone number to a customer in need. When we'd load goods in the back of our own car and drive it ourselves, if a delivery depended on it. A time when trust was earned and true partnerships existed.

For example, I invested in myself, joining the IESNA over 40 years ago, committing to learning even more about the products and marketplace. I was one of the first to bring gasketed enclosures from Europe, to understand the need for fluorescent safety sleeves, and to license a design patent from GE to manufacture metalized plastic louvers. The real insight was to anticipate the marketplace and bring customers the right products before they even realized they needed them. So much for the "modern" concept of innovation.

So as we approach North America's biggest trade show, we tip our hats to the folks behind the scenes who deliver value through innovation. Our industry cannot move forward without them. But as I advocate in almost every aspect of life, a balance must be struck. We intend to look to the future, always, but never lose sight of the old fashioned values that made our company what it is today.

## Are You Ready for UL 2459?

**Roytec has the answer for both retrofit and OEM applications.**

Premiering at Lightfair International, Roytec Industries introduces a quick-disconnect solution that complies with new standards and codes for fluorescent lighting fixtures effective on June 1, 2007 in Canada and January 1, 2008 in the U.S. The quick-disconnect products allow for the safe servicing of fixtures and ballasts without risk of electric shock. Both OEM and retrofit solutions meet NEC ballast disconnect requirements.

Roytec will be working with three leading connector manufacturers to provide the perfect connector solution for every application. Prefabricated Compliance Kits, for the retrofit of existing fixtures, are supplied for contractors and electricians with 6" 18 AWG TFN lead wires. OEM solutions can be fully customized in a wide range of wire gauges and lengths.



Represented by Bill Brown Sales:



ADAM METAL PRODUCTS



A.L.P.  
LIGHTING COMPONENTS, INC.



Arakawa  
HANGING SYSTEMS

envisionlight

REFLEK

Robertson  
INNOVATIVE LIGHTING SOLUTIONS



SteelCraft  
an A.L.P. Lighting Division

AAG STUCCHI  
Essential for lighting  
by SysElec, Inc.



Tripair Inc

WattStopper

legrand

WIREMAID U.S.A.

## A.L.P. Introduces Bright-Drive™ Parking Deck OEM Component Kit

*Efficient linear lamp solution conquers one of the toughest spaces in the business!*

The Bright-Drive™ Parking Deck OEM Component Kit is a complete high-performance lighting solution for today's parking structures. From the unique optics, thermal management, mounting flexibility and T5-only design to its low-profile, impact, weather- and corrosion-resistant construction, no detail has been overlooked.

The transparent but rugged polycarbonate optical chamber delivers over 85% of the available lumens to the space with a spacing criteria up to 2.5. Driving a combination of one, two or three standard or HO 4' T5 lamps, matched with an array of optical accessories, the Bright-Drive™ OEM Component Kit quickly configures to a flexible system solution. Cut-off configurations are also available to complement partial or full indirect as well as narrow or wide direct options.



The thermal challenge is dispatched with a simple remote ballast configuration. This die cast enclosure efficiently transfers electrical heat losses and isn't burdened with the task of concurrently managing radiant lamp energy.

The IP65 rating is accomplished by way of a unique double-wall sealing system that easily withstands hose-down maintenance.

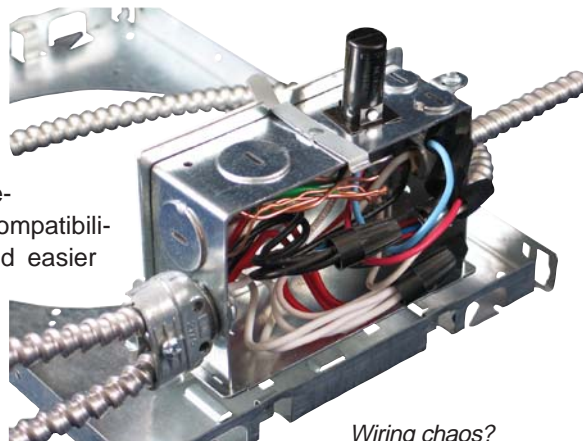
The stainless steel flexible mounting system allows for a total mounted profile height of less than 3", while the remote ballasting permits multiple suspension and positioning options independent of the primary connection methods.

## Tripair's Latest Junction Box Innovations Solve a Variety of Problems

*Two New Products eliminate the need to stock multiple J-boxes.*

Tripair® Inc.'s product development strategy in recent years has been to identify common lighting problems, and engineer solutions to address them, explains Lloyd Sevack, Vice President. "Our tagline is 'Innovation in Illumination™,'" he says.

At Lightfair, Tripair will introduce New Connections — two new products to enhance its current offering of junction boxes. These items offer a variety of benefits including increased interior volume of junction boxes, compatibility with larger transformers, and easier wiring, all achieved with interchangeable components for maximum versatility.



*Wiring chaos?  
See Tripair at Lightfair, booth 2447.*

## New Faces



**Mike Isaack**, Regional Account Manager, Bill Brown Sales

Mike joins Bill Brown Sales with extensive business-to-business

sales experience, including tenure in the metals industry. Most recently, he was a commercial accounts director for Goodyear Tire and Rubber, managing regional sales and distribution to dealers and end-users. Prior to that position, he served in a sales capacity for Castle Metals and J.M. Tull Metals. He is responsible for OEM sales and service in the South Central region, specifically North Carolina, South Carolina, Oklahoma, Arkansas, Texas, and Louisiana.



**Steve Pollard**, Customer Service Representative, Bill Brown Sales

Steve brings more than 20 years of customer service experience to the

Bill Brown Sales team. With a background in relationship building and project management, he has held a number of customer service positions with both business-to-business and retail operations, including stints with Amtex, Inc. and Wilson Sporting Goods. A seasoned problem solver, Steve provides customer service support for the Northeast U.S., including New York, Connecticut, Rhode Island, Massachusetts, New Hampshire, and Maine.



**Toni Surdo**, Marketing Associate, A.L.P. Lighting Components / Bill Brown Sales

Toni draws on considerable background and education to fill this marketing support role that focuses on communications project management, including collateral development, trade show initiatives, and other strategies. She is currently pursuing a graduate degree at National-Louis University and has held marketing positions with Chicago-area graphic arts companies including Copyco Solutions and RTC Creative Werks.

## New Faces . . .

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**Donna Strickland,**  
Quality Manager,  
A.L.P. Metals Division

Donna recently joined A.L.P. Metals to manage all quality improvement efforts and activities. She will be responsible for monitoring and implementing programs to evaluate service quality and ensure customer satisfaction, as well as overseeing all activities relating to ISO 9001. She has held a variety of progressively responsible positions in quality assurance with Eaton and Magna corporations.



**Bruce Redford,**  
Quality Engineer,  
A.L.P. Metals Division

As quality engineer, Bruce is responsible for the evaluation and control of processes and service quality. Reporting to the quality manager, he interfaces heavily with plant engineering and manufacturing personnel to implement improvement activities. Bruce's background is in manufacturing engineering with an emphasis on Lean Manufacturing processes, and he most recently served as technical advisor at TCI Powder Coatings.

## Watt Stopper Announces Support Line Dedicated to OEMs

Valuable technical assistance no more than a phone call away.



Watt Stopper/Legrand, leading supplier of fixture-integrated occupancy sensors, has launched a technical support phone line dedicated to OEM customers. Manned by experts with years of experience in providing solutions to add function and value to lighting fixtures, the exclusive toll-free number is:

**(866) 588-5473.**

"Our goal is to help fixture manufacturers implement integrated controls as quickly and easily as possible," states John Ireland, Watt Stopper/Legrand OEM sales.

## New Ideas from Adam Metal

Include enclosed, gasketed highbay and versatile wall-mounted linear.

As a manufacturer of specialty metal products, Adam Metal has clear-cut goals for its new product development process. As well as being innovative, new offerings must be "specifiable and affordable," explains Bob Smith, General Manager.

To that end, it announces two new additions to its line that meet both criteria. The enclosed, gasketed highbay is the only item of its kind in the marketplace, Smith states. "The market was waiting for it," he says, citing its potential in food preparation areas, where dust and dirt can be a significant problem. It will also be of value in locations where highbays are mounted 15-30' and cleaning is a cumbersome challenge.



It is enclosed, but without heat problems, because ballasts are located along side rails and away from lamps. It features a clear acrylic lens, also to deter dirt, and closed-cell neoprene gasketing with stainless steel lamps to hold the doorframe tightly.

Highbays are sold complete, so the customer need only add

lampholders, ballasts, and suspension systems.

Also new at Lightfair is a wall-mounted linear fixture that produces minimal glare on the wall and therefore reveals fewer flaws. It is a companion piece to Adam's suspended linear units and is available in 4' and 8' lengths.



## Robertson Debuts Ballast Innovations at Lightfair

Offerings include high heat and ultra-thin ballasts.



Robertson proudly introduces the addition of new high temperature ballasts to its already extensive Electra Series (Energy Star) product line. These energy efficient electronic ballasts meet Energy Star 4.0 specifications and have the added benefit of a 90°C maximum case temperature for high-heat applications. Robertson high temperature ballasts are available in a sturdy metal case with side leads, bottom leads or bottom leads and studs for one 7w - 42w and two 13w - 26w compact fluorescent lamps.

Robertson also is adding REU128T5120, REU135T5120 and REU132T8120 low profile electronic T5 and T8 ballasts designed for F14T5 - F28T5, F21T5 - F35T5 and F13T8 - F32T8 lamps respectively. Their unique size, only 0.91" in height and 1.16" in width, accommodates the most challenging space requirements for general lighting, accent lighting, low profile and task lighting fixtures. These new ballasts are small in profile but large in features, offering Preheat-Rapid Start circuit, High Power Factor, EOL protection, THD less than 10%, Class B EMI/RFI and compliance with Energy Star 4.0 specifications.

### Also look for:

- World Series Ballast with International Voltage
- "Robertson Replacer" Complete Ballast Replacement Kits

# Innovation Overrated?

By Dallas Buchanan



"Innovation is overrated!" The words echoed off the faux painted walls of the Roastery, a bustling coffee house in my San Francisco neighborhood that serves as an office for dozens of folks

on any given morning. They had been shouted, there was no question about it, but no one else seemed to notice. The howl from the milk steamer had just stopped ... and then the words. Smack! You see, I was innovating just then. I was specifically working up an idea, using my experiences, solving a puzzle, and like many of us, it was a lighting puzzle. Innovation overrated? "Maybe," I thought, "to some folks." Perhaps it was a nostalgic thing. I do have a deep respect for the accomplishments of our forebears. My passions include restoring vintage cars and cycles. So much these days seems lost in modernity, giving many of us an appreciation for the craft, the art, the simple ingenuity of these machines — the innovation!

It wasn't your everyday "moment of clarity," but it was effective, nonetheless. The simple truth is that innovation is a core guiding principle of the BBS organization and keeping it alive is a really important part of my job. Its fickle nature makes it hard to describe, tough to demand from a vendor, difficult to put in a job description. Yet we recognize it when we see it. It practically defines our Nation. It could be the "next big thing" or the most ingenious, simple improvement. It is, for me, what sets us apart — and why Lightfair is such a celebration.

We want to make a special point to invite you to join us in booth 2447 to see the innovations we're been working on to create value for you.

The new "Parking Peanut" from A.L.P. Plastics is a T5 parking deck fixture component assembly designed to manage heat while remaining water-tight and corrosion resistant.

The simple but clever clip-on projector system from Tripar turns an ordinary downlight into an advertising vehicle or interesting decoration.

Then, see how the true "mother of invention" — new electrical codes — lead to a graceful new UL 2459 solution from Roytec Industries.

How about a true "world voltage" ballast? Come see Robertson Worldwide.

Learn how the ultra-shallow RDI louver from A.L.P. Metals creates a new category in an old space.

Level a high bay at the fixture height instead of up at the ceiling with Arakawa's HB hanging kit.

Or even better, get to know our band of innovators and let's talk about your upcoming projects!

I never did get the satisfaction of knowing what the guys at the next table were talking about. I'd probably completely misheard him and he'd really said something like, "The invitation isn't dated."



## See You at Lightfair International 2007!

### Visit the Bill Brown Sales Lighting Component Solution Center at Booth 2447

This is your opportunity to see the newest technologies, as well as tried-and-true solutions, presented by all the manufacturers represented by Bill Brown Sales. Also featured are the fixtures created exclusively from BBS components, from lampholders to lenses.

Don't forget! Also join us for a networking event, sponsored by the Bill Brown Sales factories. This reception, to be held at booth 2447, on Tuesday, May 8th from 4:00-6:00 p.m., will include cocktails and hors d'oeuvres, as well as an opportunity to see the latest innovations — up close. See you there!



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