



Quarterly News

Winter 2006 / 2007 Edition

Message from Bill Brown



When I think of the Bill Brown Sales brand, it's important to me that it truly reflects our philosophies on business and beliefs in customer service. The company that carries my name must be vigilant to ensure that it represents something meaningful in the marketplace in terms of reliability, flexibility, and innovation. In truth, the BBS/A.L.P. companies are growing and improving in so many ways that I've never been happier to be a part of them.

While we realize that lighting is a dynamic market, we also recognize that some aspects of doing business need to be predictable. Accordingly, we have been focusing on reliability, not only making investments to improve delivery lead time, but

in developing a sales force with the longevity to establish meaningful partnerships with its customers. A.L.P.'s Monterrey plant is expanding, and similar plans are in motion in Lithia Springs. As we grow, so does our reliability as a manufacturer.

In turn, that sales force has been empowered to respond to customer requirements with flexibility, forging a joint venture between marketing, manufacturing, and distribution disciplines to get things done!

And lastly, a commitment to developing unique technology and value-driven solutions remains the driving force behind growth. Watch for exciting new product developments from the engineers at the BBS factories, as well as A.L.P.'s Plastics and Metals divisions.

We have a growing group that I like to call "young leadership of all ages." They are motivated towards continuous improvement and so am I. You get out of anything in direct proportion to what you put in. The organization has a vision for the future and the energy and talent to make it happen!

BBS Adds Stucchi High-Tech Wiring Devices to its Comprehensive Component Line

On October 1, 2006 Bill Brown Sales inked a deal to represent SysElec, Inc., and its range of A.A.G. Stucchi products, in the United States.

Stucchi, a world-class Italian manufacturer of lampholders, offers a variety of mounting styles and configurations to meet the demands of tomorrow's designs, including T5, rotary snap-in and compact fluorescent products. Much of this is made possible through the use of advanced thermal plastic technologies, a core competency of Stucchi. From one of the most automated plants in the industry, Stucchi is able to manage quality and high-volume demands while delivering a product that is competitive in the global marketplace.

With more than 3,000 products in its current catalog and millions of pieces in stock at all times, Stucchi offers superior customer service and domestic inventory to meet even the most demanding customer requirements, notes Stefan Huni, SysElec President.

"We are thrilled to have Stucchi join the BBS family," says George Dieckmann, Vice President of Sales. "This gives us a very effective answer to the growing demand for higher performance wiring device components. Stucchi's product also serves as an excellent complement to our comprehensive BBS line."



Represented by Bill Brown Sales:



ADAM METAL PRODUCTS



A.L.P.
LIGHTING COMPONENTS, INC.



Arakawa
HANGING SYSTEMS

envisionlight

REFLEK

Robertson
INNOVATIVE LIGHTING SOLUTIONS

ROYTEC
INDUSTRIES, INC.

Steel Craft
an A.L.P. Lighting Division

AAG STUCCHI
Essential for lighting

TRIBORO
A.L.P.

Tripar Inc

Watt Stopper

legrand

WIREMAID U.S.A.

Reflek Expands Capacity and Efficiency in Two Locations

Manufacturer of anodized reflectors boosts output, upgrades systems.

Reflek Corporation, a domestic manufacturer of lighting reflectors, recently increased overall output by 15 percent with the addition of a fifth hoist to its existing anodizing system at the Lithia Springs, GA plant. The ability to produce all of the company's available custom colors also was recently added at that facility.

In late 2006, the company also installed a new polishing machine in its buffing cell. This will be a beta site operation, running continuously to prove out the equipment. Upon test completion, additional polishing machinery will be ordered. Tracking of parts in the company's Fall River, MA plant has been enhanced, also, with the addition of Made to Manage ERP system.

"We are excited about these investments," states Al Dorsky, Vice President, Sales. "They will help us increase production capacity and offer superior customer service."

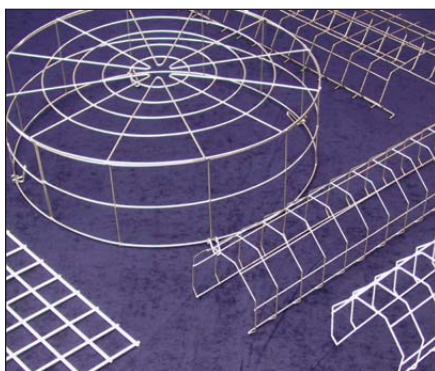


Wiremaid Collaborates With OEMs for Unique Wire Guard Solutions

Commits to inventory for maximum dependability and selection.

Wiremaid, a division of Vutec Corporation, is a Pompano Beach, FL-based manufacturer of wire guards for industrial fluorescent fixtures, fans, and equipment. These light guards, used for industrial and commercial locations in which fixtures may be subject to forceful contact, are constructed of tempered steel wire, resistance welded to shape, and finished in a powder-coated epoxy and polyester.

Because light guards can be customized for design, finish, and attachment options, Wiremaid has a team of engineers to work in conjunction with OEM fixture designers. "Unfortunately, the wire guard is often the last thing considered in fixture design process," observes Al Axman, Vice President. While the company can accommodate customers regardless, it offers custom engineering services in which the guard is considered a function of the fixture. "We want to be part of the design process, getting involved from project conception," Axman says. "In that way we can produce a guard designed with the most cost effective manufacturing process in mind."



Reflecting the company's commitment to customer service, it also has recently initiated a process to stock more standard products. This inventory, of course, is a function of volume projections and customer commitment. "The same goes for custom products if they are ordered on a repetitive basis," according to Axman. "We have a 50,000 piece inventory of standard products available to be finished and bent to size."

New Staff Focus on Performance

As part of an ongoing program to enhance service levels, the Metals Division of A.L.P. Lighting Components has assembled a talented team of lighting professionals to assume leadership roles in the delivery of value, variety, and response to its customers.



Dudley Gatewood recently joined A.L.P. as Business Development Manager, and is charged with driving the revenue performance of the Metals Division. Dudley and his team

support sales and marketing objectives by implementing product management, pricing administration, and new product development programs. Prior to assuming these responsibilities, he spent more than 25 years in the lighting industry, holding a variety of significant strategic, financial, and operational positions with Cooper Lighting.



Rajeev Lall has been named Product Manager for the Steel Craft line of unwired housings. He was promoted to this position in recognition of his performance in materials and

engineering management roles. By administering costs, pricing and key projects, he ensures profitability for a line of steel fixture bodies that includes strips, wraparounds, and highbays. Before joining A.L.P., Rajeev, an engineer by training, held project management positions with ABL/Lithonia.



Liz Cruickshank was recently appointed Product Manager for A.L.P.'s range of louvers, baffles, and reflectors. She implements costing, pricing, and project management for

the entire product family. She brings a unique perspective to the job, having held a number of related positions in the past. In her more than five years with A.L.P., Liz was formerly a manufacturing/process engineer and a quoting engineer, as well as a supervisor.

Robertson Worldwide to Launch New Website

Searchable online ballast catalog to debut in early 2007.

To design website improvements, the marketing team at Robertson Worldwide, the Blue Island, IL-based supplier of electronic and magnetic ballasts, polled customers, customer service agents, and web experts to secure feedback. The goal is to make the website the easiest to use in the industry, notes Robert Pelino, Vice President of Marketing and Technical Sales. New features will be available to site visitors in early 2007.

On the new and improved robertsonww.com, product information will be easily accessible from the home page, and browsed by application (e.g. linear) or product family (World Series, Sterling Series, Electra Series). In addition product searches will be more simplified, with several ways to identify the correct general searches by application, by part number, or drilling down by making certain choices. Other improved features include enhancements to cross-reference search functionality and the the ability to view all specifications for a ballast on one page, thus allowing visitors to easily print spec sheets on-the-fly or extract relevant information for offline analysis.



A.L.P. Monterrey Celebrates 5 Years of Continuous Improvement

A.L.P. Lighting Components recently celebrated five years of operations in its Monterrey, Mexico facility with a recognition ceremony and banquet. In addition to the unveiling of a commemorative plaque, several employees were recognized for being part of the operation since its inception.

The Monterrey plant, scheduled for expansion in early 2007, includes a large warehousing and distribution operation, and manufacturing cells for steel and aluminum parts, gasketed enclosures and puff lenses.



Plant Manager Raul Herrera unveils anniversary plaque with David and William Brown.



Speeches acknowledged the valuable contributions of the plant's 185 personnel.



Jeff Benton, Division Manager, displays commemorative flag.



Festivities included a banquet and entertainment.

Tripar® Light Projection System Brings Logos to Life

Simple retrofit solution is designed for retail and hospitality applications.

Tripar®'s Light Projection System is a new downlight accessory that converts any small, recessed halogen light into a projection light. It allows patterns to be projected onto the floor, a table, or wall using the included mirror adapter. While projection lighting was previously limited to expensive theatrical installations, the Light Projection System allows for visually interesting and commercially significant lighting for a fraction of the price. Custom or supplied patterns can be projected in both natural and colored light.



As well as the obvious residential uses, for children's rooms and the like, the system's biggest potential could very well be in retail and hospitality applications, observes Lloyd Sevak, President. "Imagine the impact of seeing logos in casinos, restaurants and other commercial establishments being uniquely and softly projected onto floors or walls," he suggests.

The Light Projection system uses integral retaining springs to clip onto a wide variety of recessed lighting trims and features a diaphragm that permits varying amounts of ambient room light. Three pattern motifs, called Gobos, are provided (moon/stars, sun/palm trees and musical notes). Custom gobos, including logos and portraits, can be created from a graphics file. Narrow and wide beam systems are offered, and a retrofit kit is available to switch from one beam width to the other. Four finishes are available and parts are also available unfinished to be painted or plated to specific requirements.



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Message from George Dieckmann

As I write this column, the calendar year is coming to an end and my plan for the coming weeks is to focus on the "Three Rs"-Review, Recharge, Renew.

First, I'll **review** the performance of the Bill Brown Sales team over the last year and ask some critical questions. Where did we maximize opportunities for our business? How did we boost profitability for our customers? And what's on the horizon for 2007 in terms of customer initiatives and strategies. In a year of growth, we spent a lot of customer face-time addressing urgent questions and pressing issues. Beyond problem solving, we have enough insight into customer plans to work towards future growth?

My next goal is to **recharge** personally over the holidays, and I hope my customers have the same chance for a little downtime. After clocking countless highway and airline miles, I look forward to some well-deserved rest and time at home with friends and family. Slowing the pace just a little will help us all hit the ground running in 2007.

And finally, it's our team's mission to **renew** customer relationships. As our sales team grows and territory size is reduced, we can do a better job of focusing on our customers and fully representing the breadth of the BBS product line.

It is my hope that these renewed relationships can help us understand where we can be better. Keeping in close contact with customers gives us access to critical information, and information is power. The more we're involved with customer strategies, the better we are able to plan manufacturing around their requirements.

2006 was a challenging, incredible year. Taking the time to review, recharge, and renew will ensure that 2007 delivers more of the same.



6333 Gross Point Road
Niles, IL 60714
Toll Free:(800) 621-1348
FAX: (773) 774-9331

Visit us on the Web at: www.billbrownsales.com



Editor: Lisa Christy
For more information
call: (773) 792-5648
lisachristy@billbrownsales.com

