



Quarterly News

Winter Edition
2006

Message from Bill Brown



As all of you know, I have a philosophy that leaders should be in the field visiting with customers so that we can hear directly from them the challenges and promises that exist in the marketplace.

Over the course of the past few months, I have traveled throughout the country and to some selected accounts in the Chicago area. Such trips are always exciting, informative—and in some ways, sobering.

Bill Brown Sales has always had a dual role in the industry, taking its two commitments very seriously. On one side we are representatives of our affiliate companies to our customers, on the other we promote our customers' interests to the factories. It is that very interchange of ideas and market dynamics that helps progressive companies to grow and prosper.

The A.L.P. Indestruct-A-Puff project continues to grow in a very positive fashion. Our competition is now providing look-alike products, which is the greatest testimonial to the fact that our initiatives to educate the marketplace have had an impact.

Our company is in a period of growth absorption. This means we have had fantastic growth in the last few years and now are taking the time to make that growth work for us by developing a marketing and sales organization to literally take advantage of the opportunities our growth has enabled us to pursue.

I believe that we have one of the best teams ever—and every time I turn around it seems to be getting better!

Watt Stopper Joins Bill Brown Sales in Pursuit of Growing OEM Opportunity

Technology, market, represent huge potential.

When Watt Stopper/Legrand, long recognized as the industry leader in occupancy sensor technology, adapted its product specifically for lighting OEMs, it seemed natural that it would enter the marketplace in a powerful way. By affiliating with Bill Brown Sales, the foremost component supplier to the lighting industry, Watt Stopper will take advantage of 55 years of sales experience, relationships, and supply-chain infrastructure to further penetrate this new frontier in lighting.



Left to right: Steve Brown and Bill Brown of Bill Brown Sales, and Steve Mix and John Ireland of Watt Stopper sign representation agreement.

In the past, occupancy sensor technology has been confined to facilities-wide controls, but recently the technology team at Watt Stopper adapted its category-leading product to be installed directly into fixtures — the ultimate in distributed control. Now each fixture can respond to the occupant, eliminating substantial waste and generating a financial return for the user.

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Represented by Bill Brown Sales:



ADAM METAL PRODUCTS



A.L.P.
LIGHTING COMPONENTS, INC.



Arakawa
HANGING SYSTEMS

envisionlight

REFLEK

Robertson
INNOVATIVE LIGHTING SOLUTIONS

Steel Craft
an A.L.P. Lighting Division



Tripar Inc

Watt Stopper

legrand

WIREMAID U.S.A.

A.L.P. Attends NALMCO Annual Convention

Exhibits retrofit and replacement components; meets with key decision makers.

A.L.P. Lighting Components, Inc., was among approximately 40 exhibitors at the annual convention and trade show for the iNternational Association of Lighting Management Companies (NALMCO), held in Norfolk, VA in October. The trade show gives vendors and manufacturers the chance to interact closely with NALMCO members, typically owners and top managers in the lighting maintenance, lighting retrofit, and electrical sign maintenance businesses. Among the products displayed at the A.L.P. booth were the latest items for retrofit and redesign projects, including Kwik-Change recessed direct/indirect (RDI) kits, as well as replacement products such as PALs, EFPs and lenses.



Dallas Buchanan, Vice President of Marketing and Bob Murphy, Regional Account Manager.

Adam Metal Enhances Series 213 with One-Piece End, Internal Brackets

A new one-piece powder-coated 20-gauge steel end, available only in white, will soon become standard on Adam Metal's popular Series 213 (555) fixtures, replacing the previous three-piece 22-gauge offering. All chrome, brass, oak and walnut ends will remain as three-piece ends. The ends (except slide-on versions) still have an optional tapped hole on the socket plate for a tamper-proof or regular screw.

Adam Metal's powder-coated slide-on ends eliminate the purchase, installation and visibility of hardware normally used to attach the ends to the housing.

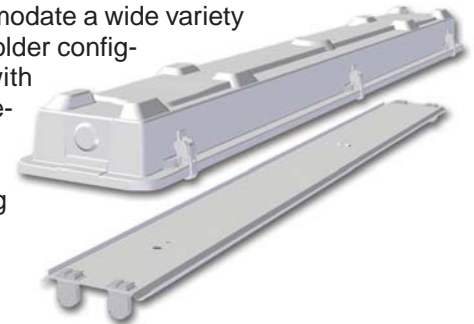


Pictured above New One-Piece End, to the left Slide-On End Internal Bracket

A.L.P. Introduces Gear Tray Option for Gasketed Enclosures

A.L.P. Lighting Components, Inc., recently announced another enhancement to its advanced line of water- and dust-resistant gasketed enclosures—the new UL recognized Gear Tray. By replacing full metal enclosures, the versatile, lightweight Gear Tray adds flexibility to a variety of applications, from kitchens to parking garages, and schools to industrial facilities. Overall costs also are decreased by cutting component count and assembly labor time, in addition to reducing weight and related shipping charges.

The rugged, reinforced FRP housing is 5VA (F1) UL and CSA recognized, while A.L.P.'s EN-SEAL™ gasketing offers unprecedented resistance to water absorption. The Sentry and TMW gasketed enclosures, with Gear Tray option, can accommodate a wide variety of lamp and lampholder configurations, along with offering all the benefits of numerous lens style, latching, and mounting options.



Reflek Invests in Anodizing Line Upgrade

Company, customers reap benefits from productivity gains.

Reflek, one of the world's largest manufacturers of Alzak™ lighting reflectors for residential and commercial downlighting, recently made a major investment to enhance the automatic anodizing line at its state-of-the-art, 100,000 square foot Lithia Springs, GA facility. An additional hoist and significantly improved software program was installed to augment productivity. "With this change, we should see a 20-30 percent increase in finished parts per hour from the newly enhanced system," observes Al Dorsky, Reflek's Vice President, Sales and Marketing.



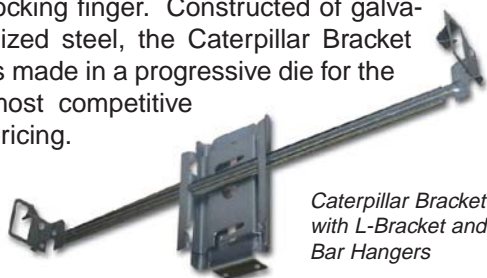
Robertson Adds T8 Dimming to Electra Series of Ballasts

Robertson Worldwide has added T8 Dimming to its Electra Series of energy efficient ballasts. Available in both continuous and step dimming from 100% to 20%, these 120v, 50/60Hz, rapid-start electronic ballasts are a cost effective choice in local dimming environments and are Energy Star compliant. The ballasts offer internal surge and thermal protection, end of lamp life protection and come with a two-year warranty. They meet FCC Part 18 (Class B) for EMI and RFI consumer limits.



Tripair Offers New Caterpillar Bracket™

Tripair Inc., a leading manufacturer of metal components for recessed downlighting, recently introduced its Caterpillar Bracket to be compatible with many styles of bar hangers. Modeled after its popular Butterfly bracket, the Caterpillar is smaller. Though limited to being suspended from bar hangers, its simplicity provides a unique solution for customers as inexpensively as possible. Vertical adjustment is achieved using a #10 carriage bolt and wing nut, coupled with either Tripair's Offset Bracket or L-Bracket. Tightening the wing nut not only blocks the vertical movement, but also locks the bar hangers. Even without the Offset or L-Brackets, the bar hanger may be locked by prying out the tapered locking finger. Constructed of galvanized steel, the Caterpillar Bracket is made in a progressive die for the most competitive pricing.



Caterpillar Bracket with L-Bracket and Bar Hangers

New Faces at Bill Brown Sales



George Dieckmann, Vice President of Sales

George Dieckmann has rejoined the team as Vice President of Sales for Bill Brown Sales. In this capacity, he will manage the revenue and field performance of the OEM sales agency. As many of you know, George spent two years with BBS as Southern Regional Manager before joining the sales team at Alanod, the largest supplier of aluminum lighting sheet to the US market. Previously, he held progressively responsible purchasing, forecasting and logistics positions with Cooper Lighting. His combination of product expertise, market knowledge, sales leadership and insight into OEM requirements will serve as a significant resource to our team of regional account managers, as well as our customer base.



Jim Grady, Chief Financial Officer

Jim Grady was recently appointed Chief Financial Officer for A.L.P. Lighting Components/Bill Brown Sales. He brings more than 15 years of finance and operations experience to the organization, with expertise in all aspects of financial systems, planning, reporting and analysis. He most recently served as Vice President, Finance for Indalex Aluminum Solutions. Having spent his entire career in the manufacturing sector, including tenure with aluminum and plastics extruders, Jim is adept at the analysis and decision-making required to maximize the profitability of a complex, multi-plant operation. He is responsible for the company's finance, accounting, information technology, and human resources departments.



Rick Kellen, Regional Account Manager

Rick Kellen is the new Midwest Regional Account Manager for Bill Brown Sales. His background includes technical sales and engineering management, most recently in sales positions with Fulham Company and Osram Sylvania, Inc. A former engineering manager with both Cooper Lighting and Underwriters Laboratories, Rick will draw on his technical education and this unique perspective to support OEM customers in a consultative role, providing market intelligence and technical guidance to maximize current and new product opportunities. Rick has also been active in lighting industry education and training.



Bill Phillips, Regional Account Manager

Bill Phillips joins Bill Brown Sales as Regional Account Manager, responsible for the Mid-Atlantic territory. He is a seasoned sales and marketing professional with background in diverse aspects of the product supply chain, from component sales to finished good manufacturing to wholesale representation. Bill brings extensive experience in the lighting industry, having honed his knowledge of architectural, commercial and residential lighting products in positions with Sea Gull Lighting, Matsushita Electric Corporation of America (Panasonic) and Leviton Manufacturing. While in these roles, he developed expertise integrating manufacturing and sales to profitably solve customer requirements, capitalizing on knowledge of fixture components, lighting applications and market dynamics.

Lightfair 2006 Presents Exciting Opportunities for Industry Marketers

Improvements this year include an enhanced floor plan and new electronic time management tool.

The bold measures Lightfair International implemented to re-brand the industry's largest tradeshow in 2005 will continue with further enhancements for the 2006 event, to be held in Las Vegas May 29-June 1, says Libby Morley, Vice President, Tradeshow.

One change that will be immediately noticeable to exhibitors and attendees alike is the revised floor plan, designed to improve traffic flow and encourage easy meeting and networking. A "boulevard" aisle, ranging in width from 20 to 40 feet, will go down the longest part of the hall, creating an open feeling. This will be an advantage to exhibitors, in that "more companies will have more visibility," Morley states. "There are no lost, dark corners, and nobody is more than four aisles away from the main aisle." The floor plan also calls for five lounge areas, fitted with art installations and displaying winning items from Lightfair's New Product Showcase. "Often, there's a view that there's no intimacy in huge exhibit halls, but you can create it," Morley says. "We have designed the show this year with this in mind."

Morley also hopes that the Virtual Booth, a concept introduced last year, will gain momentum. This is electronic day planner technology that allows visitors to set appointments with exhibitors who display their availability ahead of time.

Another new tool to help exhibitors reach out to important attendees is the new "LFI Preferred" attendee relations program, an extension of the VIP pass offering that allows exhibitors the opportunity to invite one

very special attendee to the show as their exclusive guest. "It's a platinum-level program that lets you be a little more aggressive with prospects or customers that really count for you," Morley explains.



Libby Morley, Vice President, Trade Shows, Lightfair International.

According to Morley, Lightfair will offer its broadest range of seminars to date, having literally tripled its efforts to reach out to new speakers. As well as addressing traditional lighting topics to appeal to the core of the industry, experts will also cover product design, sustainability, and professional development issues, she states.

Considered to be the pre-eminent lighting show in North America, Lightfair International has set ambitious goals for itself as an organization. "We want to offer the best customer service experience possible, from the minute someone calls, emails, or goes online to register we intend to take responsiveness to a different level," says Morley. Whether it is the registration process, signing up for courses, or dealing with the housing bureau, Lightfair is committed to ensuring that the process is consistent and seamless, she states.



Summarizing the goals of most marketers as they prepare to invest significant amounts of time and budget in the tradeshow, and why her organization is committed to continuous improvement, "Exhibitors come to develop meaningful new contacts and strengthen relationships with existing contacts. We are here to support that."

Watt Stopper Joins Bill Brown Sales, Continued from page 1

"There is tremendous growth potential in the in-fixture occupancy sensor market, with promising technological advances on the horizon and legislative requirements driving energy conservation initiatives in more facilities and regions," observes Dallas Buchanan, Vice President Marketing, Bill Brown Sales.

Current OEM products include HB High Bay Occupancy sensors, which can be mounted directly onto industrial lighting fixtures or electrical enclosures to control lighting in high mount areas including warehouse aiseways, open spaces and conveyor areas. Their specially designed lenses provide reliable coverage from a wide range of mounting heights. Also offered is the FS family of fixture occupancy sensors, designed to integrate into a wide range of lighting fixtures. The FS products' modular plug system allows connection flexibility and ease of use. With a low profile and unobtrusive appearance, FS sensors fit well in most settings, from offices to stairwells.

Both the HB and FS lines use passive infrared technology to sense occupancy and turn fixtures on and off, are time delay adjustable, and are compatible with all electronic ballasts and PL lamp ballasts.

More advanced OEM products are in the pipeline and a staff of experts at Watt Stopper's Santa Clara, CA headquarters is available to develop sensors for OEM's specific requirements.

The lighting community has long been considered the leading force in the everyday fight for energy conservation. Dramatic advancements in electrical component technology, optical materials and lighting design have delivered billions of dollars of savings over the past two decades. But smart, distributed controls hold the promise of tomorrow's biggest conservation gains, and this is a promise that Watt Stopper and Bill Brown Sales intend to deliver.



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