



Quarterly News

October 2006 Edition

Message from Bill Brown



As I communicate with customers and colleagues in the lighting business, and after dialogue at events such as the recent Frankfurt Light+Building and Lightfair International trade shows, I can only suggest that the issue of importing product from China to North America has never been of greater interest.

Many of our customers have told me that if a domestic source can manufacture and supply product on a timely basis and at a value-driven price, then importing from a country with two-month delivery times just does not make sense. Bankrolling suppliers by paying months in advance just doesn't make sense either.

Of course quality is paramount. There's no substitute for it. So when I hear anecdotes about substandard product, regardless of its country of origin, it serves to remind me that we are only as strong as our ability to produce goods that meet customer expectations.

While we may have a distribution advantage over offshore competitors, U.S. manufacturers cannot be complacent about any aspect of our operations. Accordingly, BBS has been encouraging its factories to re-invest in technology and infrastructure in order to remain competitive. There is a payoff for making the product better and more cost-effectively, as domestic OEMs want and need this kind of support.

The only way to keep our customers is to make changes as changes are needed, and to proactively enhance products so that what we're selling today has more value than what we sold yesterday.

We are not naïve. We realize that business is going global, thanks to advances that permit easy communication between distant locations. However as the cost of transportation goes up due to gas and oil increases, there's a more significant impact to shortening the distance between where goods are made and where they are consumed.

As always, we need to ensure that what we're doing makes sense for today. And as we review the changing dynamics of the marketplace, focus on the true costs of importing product.

Robertson Launches Ballasts for High Heat and T-8 Dimming Applications

Newest products are Energy Star compliant.

Robertson Worldwide announces the addition of several High Heat ballasts to its Electra Series line of Energy Star compliant products. Offering a maximum case temperature of 90°C, they feature long life for a variety of recessed lighting applications and fixture types. High Heat ballasts can be ordered as Dual Entry, Dual Entry with Studs, with bottom leads, or bottom leads with studs.

New in its Electra Series, and also Energy Star compliant, is Robertson's latest selection of electronic T8 dimming ballasts. They offer the option of 2-step dimming, 3-step dimming or continuous dimming in a newly redesigned metal case, for affordable local dimming solutions.



Represented by Bill Brown Sales:



ADAM METAL PRODUCTS



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Steel Craft
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TRIBORO
A.L.P.

Tripair Inc

Watt Stopper

legrand

WIREMAID U.S.A.

A.L.P./Bill Brown Sales Exhibits at Industry's Largest Trade Shows

Light+Building in Frankfurt and Lightfair International in Las Vegas prove to be great successes.

This spring, the Bill Brown Sales factories showcased their newest products and latest technologies at the lighting industry's premier trade shows. These events represent a significant opportunity to meet with customers face-to-face, exchange ideas, and discuss future ventures.

Preparation began months in advance, as arrangements were made to ensure that attendees had access to the latest product information and a chance to see each factory's newest introductions. For Lightfair, logistics were a challenge, as personnel and inventory from all over the U.S. converged in Las Vegas. The challenge continued, as displays were constructed to depict products of widely ranging size and application, from the smallest Arakawa lighting gripper or A.L.P./Triboro lampholder, to louvers and fixtures up to 8' in length. Not to mention the undertaking of suspending a 400 lb. acoustical ceiling from the rafters of the Las Vegas Convention Center.

At Lightfair, the team started extremely early with a breakfast planning session, followed by representative training on all the BBS product lines before the show floor opened. Hectic days followed with back-to-back customer meetings, including a cocktail reception the first evening.

"The show was a tremendous success, as we were able to meet with clients from the US and Canada to discuss their development plans for the coming year," notes Mark Wedell, president of Envisionlight, an engineering consultancy represented by Bill Brown Sales. "As usual, LED technology was a hot topic, as dramatic improvements have been made in the last couple of months and open the doors for multiple development projects in residential, emergency, and commercial arenas."



BBS booth customer reception. Over 550 exhibitors and 16,500 attendees took part in Lightfair 2006



A.L.P. Booth. More than 2,100 exhibitors and 134,000 attendees participated in the Frankfurt Light+Building Show.

Kurt Puffpaff, OEM Regional Account Manager



Kurt Puffpaff rejoins Bill Brown Sales as Regional Account Manager, covering lower Midwest and Southwest states. With more than 15 years of experience in the lighting

industry, Kurt will draw on his expertise in manufacturing, engineering, and business development, as well as extensive knowledge of plastics and lighting technology, to develop profitable solutions for his customers. As well as his prior tenure with BBS, he also handled business development for such leading organizations as Lexalite and Smurfit/Stone.

Kurt is responsible for BBS factory sales and support for lower Midwest and Southwest regions, specifically Missouri, Kansas, Colorado, Texas, Louisiana, Arkansas and Oklahoma.

Rajul "Raj" Desai, Product Manager, Plastics Division



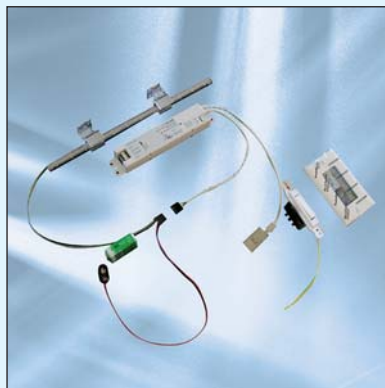
Raj joins A.L.P. with more than 12 years of experience as a design and manufacturing engineer in the lighting industry. Drawing on his experience in developing innovative, profitable product in fluorescent and HID markets, he will be responsible for managing the entire product line life cycle for the Plastics division, including product development, forecasting and market research. With expertise developed during his tenure with Simkar Company, Stonco Lighting, and Crescent Lighting, he will work closely with sales and marketing teams to develop new business strategies and optimize current efforts. His background includes work in viability analysis, prototyping, and project management. Plastics products include gasketed enclosures, lenses and louvers.

Watt Stopper Debuts New Technologies for Fixture-Mounted Sensors

Energy efficient solutions include hotel nightlight controller, fixture mount sensor with ultrasonic technology.

Watt Stopper/Legrand recently added **HN-200** and **HN-300** Fixture Mounted Night Light Controllers to its OEM fixture sensor line. Studies have shown that one of the largest energy saving opportunities in hotels is simply keeping bathroom lights off when they're not needed. The same studies have also shown that hotel clients appreciate the added safety of having a bathroom nightlight available. The HN-200 and HN-300 provide fixture manufacturers with a simple, easy solution to making fixtures that will meet these needs.

The HN-300 features all the same components of the HN-200, with the addition of a ready-to-use LED assembly with adjustable mounts. The small controllers feature manual-on, automatic-off operation, battery backup, and amber LEDs that do not disrupt end users' sleep cycles.



Watt Stopper also recently added the new **FS-505** and **FS-505-C** ultrasonic sensors to its family of fixture sensors. These controllers provide OEM fixture manufacturers with an energy efficient solution for spaces such as bathrooms, stairways and hallways. Ultrasonic technology is best suited to these types of applications because it is volumetric and not based on line of sight, detecting smaller motion and covering larger areas effectively.

FS 505 is suitable for stairwell wall mount applications that require elongated coverage patterns. The FS 505-C features coverage enhancing cones for ceiling-mounted fixture applications.

Previous FS sensor products use passive infrared (PIR) technology which provides line-of-sight coverage and is suitable for a range of applications from small offices, cubicles, to open office areas.

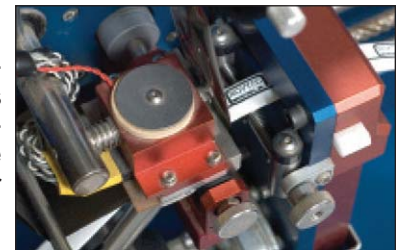


Roytec Offers Extensive Wire Marking Capabilities

A variety of technologies are available to meet many OEM requirements.

Roytec Industries, a leading manufacturer of custom wire harnesses and electrical assemblies, uses the latest technology to offer numerous wire marking options to meet many customer specifications. With advanced equipment at both its Woodstock, GA and Monterrey, Mexico facilities, the company's capabilities include inkjet printing, hotstamp marking, heatshrink labeling, and wrap-around adhesive labeling.

Most of Roytec's wire marking equipment can be set up in line with wire processing equipment, allowing for wire to be marked as it is cut (and terminated if needed). Roytec currently has 4 programmable inkjet printers that can mark wire in black, white or yellow printing without additional tooling requirements. Hotstamp marking transfers the image onto wire via an engraved die. Interchangeable dies permit several different sizes and combinations of markings, which can be set to continuously mark or mark leads as they are cut. Heatshrink and self-adhesive labeling also is offered for a variety of wire gauges.



Peanut Low-Profile Gasketed Enclosure Meets U.L. Standard 153

Features C.S.A. Certified Components.

The components used in A.L.P.'s low-profile gasketed enclosure, known as the "Peanut," have been tested to comply with UL 153 as an unattended portable outdoor fixture. Easy to assemble right out of the box, the Peanut is suitable for numerous challenging applications, including car washes, storage facilities, gas stations and subways, as well as a variety of other industrial and public area uses.



The energy efficient 2 x 28W T5 unit is engineered for wet locations and offers a high degree of protection with little maintenance. Suitable for use in ambient temperatures between 25 and 30°C, the Peanut's housing and lens are injection molded of self-extinguishable V2 polycarbonate. In addition, the high-impact lens is offered in grey, white, and transparent, and with an optional .010" Dur-iFlex™ white overlay to distort lamp image and provide diffused lighting. The Peanut's mounting brackets are corrosion resistant stainless steel, do not require studs in fixtures, and are moveable to fit many applications.

It is used with a SJTW supply cord and NEMA 5-15P plug. Other approved plug and cord combinations are available upon request.

Manufacturing Engineers Improve Productivity, Efficiency

A team of experts with decades of experience enhance customer service by supporting all Metals manufacturing processes and procedures.

A company's competitive advantage cannot be measured in products or technology alone. In most cases, there is a team of qualified professionals who work behind the scenes to ensure the operation's success. Faced with unprecedented order volume and ambitious expansion plans, A.L.P.'s metals manufacturing engineers are such a group of often-unsung heroes.

Hailing from prestigious technical training programs at such institutions as Purdue University and Georgia Tech, and with work experience courtesy of industry leaders like Lithonia and Cooper, the manufacturing engineering staff represents an investment in the future of A.L.P. and its customers. Expanded as part of the company's strategic vision, this group is responsible for manufacturing operations in both Atlanta and Monterrey, Mexico.

Under the leadership of Ken Hitzeman, they are charged with a heady array of equipment acquisition and refurbishment projects, as well as process, packaging, and material handling improvements. In turn, each member draws on specific expertise, whether they handle CNC programming, specialize in Kaizen or Kanban operation, or manage Lean Manufacturing and "5-S" initiatives.

Supporting A.L.P.'s commitment to customers, the team recently installed a state-of-the-art monitoring system on high-volume manufacturing equipment, to upgrade internal productivity. Their efforts to improve tooling and methods have kept manufacturing costs in line, while redesigned packaging and procedures speed up processing from order entry to delivery.

"We have identified Customer Satisfaction as our primary objective," states Jeff Benton, Metals Division Manager. "Our manufacturing engineers play an important role in achieving that objective."



Left to right, Kevin Bui, John Hill, Ken Hitzeman, Mark McNeill, Becky Thrash and Rocky Sinyard. (Not pictured: Vinod Kashyap.)

Message from George Dieckmann, Vice President Sales, BBS



As we look back at the sales growth BBS experienced during the fiscal year that ended June 30th, all of us at Bill Brown Sales would like to thank our loyal customer base, without

which our success would be impossible. Building on this momentum, and the outlook for the lighting industry as a whole, we are optimistic that the coming year will be a profitable one for BBS and its customers.

Sales were up for all of the affiliated factories, with an overall increase of 14.9% from the previous year. This marks our fourth consecutive year of double-digit growth, and our best gross sales growth ever.

Industry trends affirm our upbeat view, with most of the major lighting manufacturers showing record earnings and construction growth continuing, especially in the commercial sector. This performance reflects a strengthening economy, smart operational maneuvering among lighting manufacturers, and materials-based price increases holding steady in the marketplace. This is good news for us all!

As we look at the coming year, we expect to be asked, from client factories and customers alike, "What have you done for us lately?" This is the nature of a sales agency. To help us keep our service levels up, both in providing high quality support for the lighting OEM and growth for our factories, we've brought back one of our top performers. Kurt Puffpaff rejoins the team, covering a newly created territory in the Midwest. The move also adds capacity to our other territories as accounts are redistributed. For those of you who don't know Kurt, he has 15 years of experience in the manufacture and supply of lighting components working with Lexalite, Group Dekko and Bill Brown Sales. Please join me in welcoming Kurt back to the fold.



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