



1 Year Anniversary Issue

QUARTERLY NEWS

You're in Good Companies with Bill Brown Sales

Spring 2002

Message from Dallas Buchanan

While I am sure the actual statistics aren't far away, I think it is safe to say that our Light Fair is no bigger than 10 percent the size of Frankfurt's Messe lighting show, which took place April 14-18. I'd heard the stories, but really had no idea how massive this every-other-year venue really was. But while the acreage could hobble the most experienced speed-walker, the spectacular presentation of novel design concepts, materials and applications was even more impressive!

Hardly a T8 in sight! While this was expected, the totality of the T5 "take-over" was surprising. As expected, the new fixture designs work off of the optical and aesthetic advantages of the smaller diameter lamp, which creates a dazzling array of elegant specular optical packages. The promise of intensity, efficiency and control using less material in a smaller, lighter package was clearly delivered and visible just about everywhere you looked.

The most consistently featured product for general commercial lighting was the Direct T5 in an array of parallel specular louvers nestled in a 2x2 matte and/or perforated panel. It is similar in "look" to the standard European 3 and 4 lamp "tannenbaum-highsider," but represents a huge move toward the US glare control standards. I wouldn't be surprised if the US and European markets find themselves on the same page shortly with similarly designed "mainstream" fixtures in the form of recessed Direct T5's.

The evolution to the T5 has significant implications for BBS Factories, and is predicted to take place much more quickly than the T8 transformation of the last decade. In fact, most of our factories already have significant offerings to compliment the T5 lamp and have been key to the early adoption of the technology.

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ADAM METAL PRODUCTS ROLL FORMS LINEAR LIGHTING

The current trends in linear lighting are changing. While the use of aluminum extrusions is fading, steel housings are becoming more popular to produce a competitive product per linear foot. Most current methods of producing linear lighting involve press braking, which is labor intensive and requires massive equipment in order to handle lengths up to 12 feet. The same methods also entail additional manpower to handle the large lengths as they are formed. By definition, linear lighting is a natural capability for roll forming equipment,

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REPRESENTED BY BILL BROWN SALES:



A.L.P.

- Lighting Diffusers, Louvers
- Reflectors
- Lampholders, Starter Bases, Switches, Cord Sets, Fluorescent Lamps
- Fiberglass Housings
- "e-lite" Energy Efficient Components



ADAM METAL PRODUCTS

- Residential Fluorescent Lighting Housings



fulham

- Electronic Ballasts for Compact Fluorescents



- Fluorescent Starters



Schumacher

ELECTRIC CORP.

- Fluorescent Ballasts

Steel Craft INDUSTRIES

- Steel Bodies and Strips



- Lite Guards™

Adam Metal Roll Forms Linear Lighting

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meaning roll forming is a more sophisticated tool for producing continuity to dimensional requirements. By feeding the metal between successive pairs of rolls that increasingly shape the metal until the desired cross section is completed, roll forming machines reduce labor and have consistent tools for producing continuity to dimensional requirements. By feeding the metal between successive pairs of rolls that increasingly shape the metal until the desired cross section is completed, roll forming machines reduce labor and have consistent reproducible cross sections, making it the best choice for specification grade products.

Adam Metal Products is now producing roll formed linear lighting. Using heavy gauge roll formers with specialty designed tooling, Adam Metal Products is able to produce a high quality product with a low piece price cost. Their extensive roll forming

department is equipped with over a dozen heavy duty, high speed production lines, which enable them to economically produce quality profiles continually and to rigid specifications. Adam Metal Products also has several additional lines available for custom roll forming with capacities in a broad range of material thickness and profiles.

Look for new snap together undercabinets 318 (T-8), 319 (T-8), 322 (T-12, T-8) and 324 (T-12, T-8) Series in the first quarter of 2002. Adam Metal Products is also completing tooling for a variety of new strip lighting fixtures.

For information on linear lighting, other proprietary units, strip lighting fixtures or the upcoming snap together undercabinets, please contact your local BBS sales representative, who will in turn, follow through with Adam Metal Product's engineering team.

Who's-Who



A.L.P. Lighting Components announces **Gerry Malone** has joined the company as the Product Engineering Manager for the Triboro brand. A.L.P. Lighting acquired Triboro in January 2002.



With more than 30 years experience in electrical component manufacturing and design, Gerry is considered to be one of the industry's most qualified product designers. As Product Engineering Manager

of the Triboro Brand, Gerry is charged with coordinating and managing the design and development of new products, modifications to existing products, and ensuring the

availability of engineering support services for the Triboro line of products. In addition, he is responsible for the Quality Assurance program and maintaining all regulating agency approvals, including UL, CSA and NOMS.

"Gerry's strong background in UL standards and testing certification, combined with his experience, is an extra-ordinary complement to the ALP product design and applications engineering staff, and adds an important measure of continuity to the acquisition," said Gary Jackere, Product Manager, Wiring Devices.

Making Light

Reasons the English language is so hard to learn:



- 1) The bandage was wound around the wound.
- 2) The farm was used to produce produce.
- 3) The dump was so full that it had to refuse more refuse.
- 5) He could lead if he would get the lead out.
- 6) The soldier decided to desert his dessert in the desert.
- 7) Since there is no time like the present, he thought it was time to present the present.
- 9) When shot at, the dove dove into the bushes.
- 10) I did not object to the object.
- 11) The insurance was invalid for the invalid.
- 12) There was a row among the oarsmen about how to row.
- 13) They were too close to the door to close it.
- 14) The buck does funny things when the does are present.
- 15) A seamstress and a sewer fell down into a sewer line.
- 16) To help with planting, the farmer taught his sow to sow.
- 17) The wind was too strong to wind the sail.
- 19) Upon seeing the tear in the painting I shed a tear.
- 21) How can I intimate this to my most intimate friend?

Let's face it - English is a crazy language. There is no egg in eggplant, nor ham in hamburger. English muffins weren't invented in England, or French fries in France. We take English for granted. But if we explore its paradoxes, we find that quicksand can work slowly, boxing rings are square, and a guinea pig is neither from Guinea nor is it a pig.

If the plural of tooth is teeth, why isn't the plural of booth beeth?

One goose, 2 geese. So one moose, 2 meese? If teachers taught, why didn't preachers praught?

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Revolution in Hibay Fixture Design

Expanding Applications for Fluorescent Technology

Stan Walerczyk, Director of Lighting at Sun Industries, has become recognized as one of the industry's leading authorities on the rapidly expanding technological advancements affecting hibay lighting design. In a series of articles and essays published over the past two years in *LD+A*, Stan lends his perspective on the efficiency and effectiveness of fluorescent hibay fixtures and explores their characteristics in various applications, careful to incorporate the evolution of each applicable lighting source. For those who know Stan, you will often hear him refer to his investigation as an ongoing, constantly evolving process, and each article or presentation as "a stop in the road on an endless trip".

We invite our readers to download the complete article published in the November, 2001 issue of *LD+A*, [Hibays, Hibays, Hibays](#) from our website at www.billbrownsales.com.

Stan's analysis starts with the basics. In the past, horizontal footcandles were the most common way to evaluate the appropriateness of a given lighting design. The Ninth Edition of The IESNA Lighting Handbook has made big strides to expand what constitutes good lighting. This includes glare, contrast ratios, shadows, color appearance, vertical footcandles and horizontal footcandles.

The long established way of measuring the amount of light has been with photopic lumens, which are the lumens listed in lamp

Message From Dallas Buchanan

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From tooled housings to baffles and louvers to lampholders and ballasts, BBS' "Unbeatable Combinations" offer a fast, affordable and low-risk market entry point.

This issue of the BBS Quarterly News explores one of the fastest growing segments of the T5 market in the US, specifically the fluorescent hi-bay. We thank our friend Stan Walerczyk, Director of Lighting at Sun

Industries, for lending his expertise and insight in our featured article "Hibays, Hibays, Hibays". We share Stan's enthusiasm as we ponder the prospect of delivering a scotopically enriched experience to the hundreds of millions of square feet of retail, industrial and warehouse space across the country!

catalogs. Another way, Stan points out, is combining photopic and scotopic lumens, based on Sam Berman's and others' work. The latter is based more on how the human eye perceives light at normal interior light levels. The various lighting studies by Berman, et. al. over the last 15 years have concluded that general lighting with high scotopic to photopic ratios (S/P), typically characterized by high color temperature lamps, provides better visual acuity and is perceived as brighter.

Applying the S/P metric to the expanding menu of lighting sources and fixture designs has had several illuminating consequences. One of the more interesting occurs in the hibay arena as better quality, higher lumen fluorescent sources, combined with specialized optical packages, begin to encroach upon a market long mastered by the HID sources.

To help illustrate the answer to the question - "How can fluorescents with half the initial lumens replace HID?" -- Stan publishes a

table (see Fig. 1) that provides an intriguing comparison of photopic lumens and Sam Berman's task modified lumens. He is quick to point out, however, that properly designing lighting systems based upon S/P ratios requires experience and expertise because color tone preferences and ambiance issues must be taken into consideration and goes on to note that the IESNA has yet to accept the principle that light levels can be reduced below IESNA's existing illuminance recommendations by the use of scotopically enriched lighting.

As we are all aware, there are a multitude of hibay options, each with its own characteristics and advantages. In the complete article, Stan examines each source option, including Pulse Start MH with different ballast options, Ceramic MH, CFL, F32T8, Induction, Biaxial and F54T5HO, and provides application examples and comparisons for T5HP and MH.

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Figure 1

lamp & hibay fixture type	initial lamp lumens	BF	actual initial lamp lumens	EOL lamp lumen depreciation	EOL lamp lumens	luminaire efficiency	EOL lamp luminaire lumens	system watts	EOL lamp luminaire lumens per watt	S/P ratio	EOL lamp luminaire task modified lumens	EOL lamp luminaire task modified lumens per watt
spun aluminum reflector with 400W 41K 85-CRI standard MH	38,000	1.00	38,000	42%	22,040	75%	16,530	455	36	1.49	22,561	50
spun aluminum reflector with 400W 22-CRI standard HPS	50,000	1.00	50,000	30%	35,000	75%	26,250	465	56	0.62	18,080	39
enhanced aluminum reflector with (4) 841 85-CRI F54T5HOs	20,000	1.00	20,000	10%	18,000	92%	16,560	235	70	1.62	24,126	103
enhanced aluminum reflector with (8) 3100 lumen 841 85-CRI F32T8s	18,600	1.18	21,948	8%	20,192	90%	18,173	228	80	1.62	26,476	117

Notes
 BF stands for ballast factor and EOL stands for end of life.
 Fluorescent lamp lumens are based on optimal temperatures & can be adjusted with lumen/temp tables provided by manufacturers.
 Luminaire dirt depreciation could be included if you know it.
 HID have magnetic ballasts.
 Fluorescents have electronic ballasts.
 End of life luminaire task modified lumens = end of life lamp luminaire lumens x (S/P)^{0.78} [0.78 exponent]
 Although the T8s look better than the T5HOs, the T5HOs have more long range 'punch', which is important for high mountings.

Steel Craft T5 Fluorescent Hi-Bay Offers 97.8% Fixture Efficiency

T5 technology has found its "killer app" - the high volume application for which it is perfectly suited - in cost-effective hibay lighting. Properly designed, the T5 hibay fixture will exploit the unique optical shape, color and efficiency advantages of the T5 lamp, delivering a much-improved lighting solution for the hibay application. Renewed emphasis on energy independence and a tight economy are also driving the popularity of this technology option for retrofits and new construction.

To meet surging market demand, Steel Craft Industries has engineered an all-new, high-quality T5 hibay fixture for surface, chain, pendant or stem mounting. The 1 x 4 fixture uses four high-output 54-watt T5 lamps to produce 19,731 total lumens. Steel Craft's *Engineered Lighting* design features



a precision-formed, beveled, Miro 4 anodized, aluminum reflector to deliver an exceptional 98.7 percent of the light as usable illumination.

The Steel Craft fixture is affordable and engineered for quick assembly by OEMs. The housing is pre-painted, heavy-gauge steel with an attractive tapered profile. Ends, socket plates, reflector and optional wireguard install easily with a minimum of fasteners or labor. The fixture accepts G5 push-through sockets and all standard Class P electronic ballasts for T5 H.O. lamps.

Steel Craft fixtures are union made in the United States using the highest quality materials and workmanship. Photometric data is available for fixtures with and without the optional wireguard. Steel Craft also makes artwork, product illustrations and photography available for use in marketing materials and catalogs.

If you would like more information about Steel Craft's T5 hibay fixtures, contact your BBS sales representative at (800) 621-1348.

This Just in...



Steel Craft Industries has announced that BBS will represent them in the Northeast Territory. Shirley Martin, will be responsible for accounts in this territory. Contact Shirley at 856-985-8342 or Shirleymartin@billbrownsales.com

Join Bill Brown Sales and the factories they represent at this year's Light Fair International held June 2-5 in San Francisco.

Fulham Co. now offers a new pricing structure on its versatile, hard working WorkHorse ballasts, by adding an additional price break at 25,000 units. Contact your BBS representative or customer service at (800) 621-1348 to place your next stock order.

Revolution in Hibay Fixture Design

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Stan strongly suggests that the reader make his own comparisons and include: quality of light, S/P ratio, end-of-life horizontal & vertical footcandles, glare, distribution, shadowing, spacing criteria, system wattage, initial parts and installation costs, ambient temperature range, ballast case temperature ratings, warm up and restrike times, control flexibility, lamp life, replacement lamp cost, labor cost, labor cost for maintenance and lift rental costs. And as any purist will conclude, "remember to burn the lamps in for a full 100 hours before they are compared!"

Making Light

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If a vegetarian eats vegetables, what does a humanitarian eat?

In what language do people recite at a play and play at a recital? Ship by truck and send cargo by ship? Have noses that run and feet that smell?

You have to marvel at the unique lunacy of a language in which your house can burn up as it burns down, in which you fill in a form by filling it out, and, in which an alarm goes off by going on.

English was invented by people, not computers, and it reflects the creativity of the human race, which, of course, is not a race at all.

That is why, when the stars are out, they are visible, but when the lights are out, they are invisible.

P.S. - Why doesn't "Buick" rhyme with "quick"?

Source Unknown

Correction

Understanding UL, BBS Fall 2001 Issue

UL standards were changed 1/31/2001. UL 1570, 1571 and 1572 were merged into the new UL 1598. Also, in this new release the word "fixture" was replaced by "luminaire."

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