



QUARTERLY NEWS

You're in Good Companies with Bill Brown Sales

Summer 2001

Message From Bill Brown

Many years ago when the concept for Bill Brown Sales was originated, I was an Industrial Engineer for The House O'Lite Corporation. At the time, the industry lacked an organized agency to sell lighting components to fluorescent fixture manufacturers. Mostly there were incandescent agents who were taking on fluorescent components.

It occurred to me that if I could put together an agency that would call on the original equipment manufacturers and represent various lighting components to these OEM customers, I could add value by creating a complete package.

The first factory on the Bill Brown Sales Line Card was Adam Metal Products. Mr. George Buddinghausen, who was then the owner of Adam Metal told me if I ever left House O'Lite that he would like to have me work for him on the road as a manufacturer's representative. I started representing Adam Metal in April of 1955.

By adding complementary lines and manufacturers, Bill Brown Sales was able to bring the fluorescent fixture manufacturers a comprehensive package, that added value resulting in a competitive edge for customers who could streamline their component procurement and get to market faster.

Now 46 years later Bill Brown Sales is re-investigating that concept by documenting "Unbeatable Combinations" of components offered by the factories we represent. We've also designated an individual as strategic coordinator to act as a technical liaison between the factories so that our electronic ballast supplier understands the needs of our metal fabricators and our wiring devices, and so that plastic parts, as well as aluminum louver parts, fit with the factory's metal housings. We are committed to being more than just a manufacturers' sales representative agency, by adding value to our customers.

One Call Does It All!

RLR Industries, Inc. Expands Product Line with Four Hot New Styles

RLR Industries, Inc., the nations largest manufacturer of injection molded and thermoformed lighting components, demonstrates their ability to innovate by adding four new series of lighting diffusers to their already wide range of products.

RLR has been an innovative force in the lighting market since 1957, providing unique designs and textures as part of their standard offering. The breadth of this standard offering allows fixture manufacturers and assemblers to present a wide selection to architects and designers to meet any design need.

RLR's capabilities do not end with their innovative standard line, however. RLR has developed a reputation among fixture manufacturers as a valuable source for unique custom tooling as well. By jointly tooling up a custom fixture component, RLR allows an assembler or limited manufacturer to compete for projects previously out of reach.

RLR has recently introduced four new series of products, which include a low profile linear ceiling diffuser, a molded sconce in ground breaking textures, a low profile
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REPRESENTED BY BILL BROWN SALES:



A.L.P.

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



ADAM METAL PRODUCTS

- Residential Fluorescent Lighting Housings



fulham

- Electronic Ballasts for Compact Fluorescents



- Vacuum Formed Plastics
- Injection Moulded Plastics



- Fluorescent Starters



Schumacher
ELECTRIC CORP.

- Fluorescent Ballasts

Steel Craft
INDUSTRIES

- Steel Rods and Strips



- Life Guards™

Steel Craft Industries Set to Introduce

"New Classics" Decorative

To help customers meet the increasingly sophisticated design requirements of the commercial, hospitality and residential lighting markets, Steel Craft has developed a complete line of decorative fluorescent fixtures. Named the New Classics, the fixtures will feature eight all-new designer patterns - each available in three styles of vanities, two types of sconces and ceiling models in two sizes. The vanities and ceiling fixtures are designed for T8 lamps; the sconces will use one or two compact fluorescent lamps, depending on the size of the fixture.

Inspired by classical and folk art motifs, the patterns range from linear designs such as Mission and Tile, through graceful curvilinear



Quarter Round Vanity shown in custom Tiffany pattern with optional Weathered Copper Finish.

Ribbon Cutting Ceremony at Steel Craft Industries, Newark, New Jersey

On June 13th, Steel Craft held its ribbon-cutting ceremony marking the completion of manufacturing upgrades and factory renovations. Mayor Sharpe James of Newark and Augusto Amador, Councilman for Newark's East Ward- Home to Steel Craft since 1946- helped celebrate the grand opening of the "new" Steel Craft. Over the last year, Steel Craft has renovated 15,000 square feet of its facility and installed both a state-of-the-art flexible manufacturing system and a 90-ton CNC hydraulic brake.

ear treatments such as Formal Scroll and Lazy S, to richly figured Tiffany and Tree patterns. The fixtures will be formed cold rolled steel with a powder coat finish. Four standard finishes will be offered, with an extensive choice of custom colors also available. "This is the easiest way to add a broad selection of decorative fixtures to your product line," explains George Pizzo. "The New Classics line will allow designers to specify patterns and finishes throughout a project, tying together rooms and areas within the building." Four patterns will be available from stock. Custom patterns will be produced to order. A sales sheet for each fixture has been designed



Half Round Sconce shown in custom Tree pattern with standard Weathered Bronze finish.

for customer imprint. Each full color sheet shows a large view of the pattern, the actual fixture, and swatches of standard and custom finishes.

This Just In . . .

Gary Jackere was recently appointed Strategic Coordinator to act as technical liaison between BBS factories and coordinate new product combinations. Gary will continue to perform his duties as product manager for A.L.P. wiring devices.



The Fulham website is finally open and functional. Customers can now download wiring diagrams, request catalogs, even find a distributor in their area on this site. Plus New e-mails:

mwyman@fulham.com for sales,
licikawa@fulham.com for customer service,
agonzales@fulham.com for accounting.



Bill Brown Sales is proud to introduce the newest addition to our team. Doug Wilner joins us as Regional Account Manager for the Midwest Region. Doug's work experience includes a number of senior positions in the electrical distribution industry, from operations to sales to branch management. Doug comes to Bill Brown Sales with an extensive background in lighting having worked with literally every major lighting manufacturer and scores of specialty manufacturers.

Doug will cover the mid-west region, serving OEM customers in Michigan, Ohio, Kentucky, Illinois, Wisconsin, Missouri, Iowa, Minnesota, Kansas, Colorado, Nebraska, and North and South Dakota.

"Doug's experience and "can-do" attitude will make him an invaluable asset to our OEM customers," stated Vice President of Sales and Marketing, Dallas Buchanan.



Tony Petruzzi named Manager of New Product Development by SteelCraft Industries

SteelCraft is pleased to announce the appointment of Anthony Petruzzi to the newly created position of manager of new product development. Tony will be primarily responsible for planning, directing and supervising the development, growth and administration of Steel Craft's product lines.

Bill Brown Sales Makes a Splash At LightFair 2001

LightFair 2001 boasts the largest turnout in its history this year in Las Vegas. And it's no wonder since Las Vegas is the premier trade show venue in the country. Attendees enjoy less expensive accommodations, not to mention the taxes, and the largest choice of food and entertainment.

For Bill Brown Sales, LightFair represents an opportunity to bring together lighting designers, lighting specifiers, overseas manufacturers and the components manufacturers. The challenge was how to create an event that would allow everyone to socialize, while competing with the many attractions of the city of Las Vegas. It needed to

Making Light

In tough economic times, productivity is on every business' mind. Here are some unique views on some unproductive behavior....



Mayor Jones was famous for bloating the local public works payroll with his relatives, and so it was that his oldest son got a summer job installing telephone poles way out in the country. After a few days, though, the supervisor called him in and, mayor's son or not, demanded an explanation for his lack of productivity.

"Look, kid," snorted the boss. "According to these worksheets, the other guy we've got putting in poles averages 12 a day. You go out with the same equipment for the same amount of time and only manage to drive in 6. Now, I want you to go home and think about what you're doing wrong."

The next morning the mayor's son showed up at the office and went in to see the boss. "Listen, Boss, you had me up all night worrying about what I was doing wrong and I just couldn't figure it out. So I left early this morning and I took a drive by the road where the other guy's putting in a dozen poles a day and suddenly it hit me how he does so many more."

"Oh, really?" said the boss, obviously pleased that he had gotten through to the lad. "What's his secret?"

"Easy. He only drives the poles in halfway!"

be more than just a hospitality suite, more than just a cocktail party, it needed to be an event. We needed a theme.

The month of May marks the running of the Triple Crown. You don't have to be a big fan of horses to get caught up in the excitement of the Kentucky Derby. So, the planning team at BBS decided LightFair 2001 deserved a Derby of its own, and the BBS Derby was born.

When the folks at the Las Vegas Hilton were told that BBS planned to hold horse races in the Director's Suite, they were a little skeptical. Until they found out that the horses are only 4 feet tall and made out of acrylic and foam board! Six horses were made and one each was sent to the sponsoring factories, Steel Craft, Adam Metal, RLR, Wiremaid, Fulham Co. and A.L.P. Lighting, to be named, decorated and adorned with company logos.

The event was scheduled for 7:00 PM with the idea that it would finish at 10:00 PM. The 150 lighting professionals in attendance arrived with no idea what they were in for, but by the middle of the first race they were on their feet, betting stubs raised high, cheering on their favorite horse. The horses were "jockeyed" by members of the BBS

team, Doug Wilner and Gary Jackere, as well as Michelle Wyman of Fulham, Stewart Lewis of RLR, JR Sayre of A.L.P. and Andy Munschy of A.L.P. Just before the second race it was discovered that Brad Boyette, from Parke Industries, is a talented announcer and he stepped up to the mike. By the end of evening, Steel Craft's "Fast-To-Market" took the first race, RLR's "Puff the Magic Dragon" took the second race and Fulham's "360 Mustang" took the third. The evening finally wound down at 12:45 AM!

More than one attendee was heard to say, "How is BBS going to top this next year?!" Plans for LightFair 2002 are already in the works at BBS, who intends to expand its presence in San Francisco.



Fulham Ballast Co. Develops the Ideal Ballast for Under Cabinet Fixtures

Fulham Ballast Co, a quality manufacturer of electronic ballasts for over 20 years, introduces the new WHAM™ ballast.

Through the coordination of Bill Brown Sales and the design experts at Fulham and Adam Metal, the WHAM ballast was specially designed to meet the need for a super-slim, sleeker under-cabinet package. The challenge with the compact size of a new housing was that the choice of ballasts was extremely limited for 2-lamp T5 applications. Fulham was able to develop the WHAM ballast to run 2 T5 lamps with a casing height of only 3/4". This shorter casing makes the WHAM perfect for under cabinet, display and strip fixtures. The 3/4" x 1" cross section allows

the WHAM to easily fit extrusions. The WHAM ballast has all the features of WorkHorse™ ballasts. Two WHAM ballast models operate 41 lamps in 70 combinations.

The new WHAM ballasts are included in Fulham's new catalog. The new catalog includes several changes, including the elimination of series wiring, and the addition of the Long Horse and High Horse. To request new literature contact your Bill Brown Sales representative at (800) 621-1348 or at info@billbrownsales.com or order through Fulham via e-mail or through their web site at www.fulham.com.



WHAM Fluorescent T5 Ultra-Slim Electronic Ballasts.

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decorative round, and a bath bar with decorative end caps to pull architectural design elements through to the lighting fixture.



The **End Cap Puff Diffuser** is a highly stylized surface mount fixture, providing an alternative to standard puff diffusers in fluorescent applications. The diffuser consists of compound curved end caps mated to a contemporary styled, low profile white acrylic lens. The end caps are available in a diverse range of colors from Translucent White to a choice of Faux Marble and Granite Grains. The end caps are also available in RLR's unique "Sand-blasted" finish that simulates sand-blasted stone like nothing ever offered before.



The **Molded Sconce Diffuser** provides a cost effective yet elegant sconce option to designers and manufacturers. Like the End Cap Puff above, a wide range of colors and textures, including the "Sand-blasted"

RLR INDUSTRIES, INC., A COMPANY HISTORY

RLR Industries, Inc. was founded in 1957 by Daniel Lewis and two partners to fill the need for a thermoformer that understood the special needs of the lighting industry.

After finishing a Degree in Chemical Engineering, Daniel Lewis worked as a specifier sales engineer for KSH, assisting lighting engineers with selection of various extruded lighting panels for large lighting jobs on the east coast of the United States. With his knowledge of lighting requirements and the chemical and physical nature of plastics, he possessed a unique perspective which lent itself to the creation of RLR Industries.

RLR started in two small locations in the Chinatown section of New York City. Over the years, the firm has moved from Chinatown to Brooklyn, to a location further outside the city in Farmingdale. In 1995 RLR built its state-of-the art facility in Mableton, Georgia (metro Atlanta).

While RLR was primarily founded as a thermoformer, their capabilities have expanded greatly over the years to include injection molding, flat sheet extrusion, and CNC fabrication. They also have expanded their offerings from a basic commercial line to a full line of residential and decorative lighting components.

In addition to their standard product line, RLR has assisted in designing and engineering various custom projects for Lighting OEM's of all types, from the small assembler to multinational lighting firms. This has been a specialty of RLR Industries since its inception in 1957.

Now in their second generation, and owned in full by the Lewis Family, RLR is looking forward to servicing the needs of the fluorescent lighting industry for many years to come.

texture, make this stylized luminaire a favorite when coordinating design elements in any project.



The **EndCap BathBar™** is a quality solution for vanity lighting. The EndCap BathBar is available in 2', 3' and 4' lengths for 2 lite T-8 or 1 lite T-12 strip fixtures, making the BathBar a perfect choice for hospitality, and multifamily residential projects.



Finally, the **8000 Series Low Profile Decorative Round** series of fixture components is the best new look in round surface mount lighting for lobbies, corridors and stairways. The fixture component set consists of a housing, which is stamped and spun, creating a floating effect on the mounting surface. This effect is further reinforced with the utilization of a shallow dome diffuser in either white, clear prismatic, or the Dani-lite™ prismatic colored diffusers. The diffusers mount to the fixture housing with the use of three spring clips, which compress the flange on the diffuser inside the fixture housing. The diffusers are constructed of 50% acrylic and 50% DR acrylic to allow for easy mounting and accessibility of the diffuser housing.

RLR Industries, Inc. continues to provide innovative solutions for excellent lighting design, and flexible manufacturing to answer manufacturers' needs for custom components. For information on these products or to request samples, contact your Bill Brown Sales representative toll free at (800) 621-1348 or by e-mail at info@billbrown-sales.com.

Making Light

Negotiations between union members and their employer were at an impasse. The union denied that their workers were flagrantly abusing their contract's sick-leave provisions. One morning at the bargaining table, the company's chief negotiator held aloft the morning edition of the newspaper, "This man," he announced, "Called in SICK yesterday!" There on the sports page was a photo of the supposedly ill employee, who had just won a local golf tournament with an excellent score. The silence in the room was broken by a union negotiator. "Wow," he said. "Think of what kind of score he could have had if he hadn't been sick!"



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