

Amerlux Unveils 'Fresh Color' At Wakefern's Private Event



U.S. Grocers Poised for Fresh Frenzy

[Fresh perishable categories](#) are driving nearly 49 percent of all dollar growth across the “fast-moving consumer goods” brick-and-mortar landscape in the United States, totaling \$177 billion last year, according to a recent Consumer Report from Nielsen.

As supermarkets turn to high-contrast lighting to combat online sales from non-traditional rivals, Amerlux finds itself firmly positioned with a competitive advantage because its brand has been built through the years around grocer and retail lighting.

Ever since Amerlux launched its first line of products in the 1980s—signature ED-17 metal halide lamps housed in custom track heads for use in the perimeter aisles of supermarkets—the company has demonstrated a passion for walking in its customers’ shoes and developing solutions to address their specific needs. In the case of the [specialized supermarket track light](#), Amerlux designed a replacement to the PAR 30 and PAR 38 halogen lamps, which dominated the grocery segment at the time. Amerlux’s solution was long-lasting affordable, offered 3000K halogen-like color, and didn’t project heat, so it didn’t dry out ice or produce, which was critical to managers in produce aisles or other refrigerated areas of the store.

Amerlux further expanded beyond the [grocery segment](#) through the 1990s, bringing its solution-oriented approach to the high-end retail arena. Determined to solve the color and heat issues retailers and lighting designers were experiencing with then-dominant halogen MR-16 technology, Amerlux worked with the industry’s top lamp manufacturers to deliver the best products using high-quality ceramic metal halide, which offered great color, improved beam projection, and no heat. Presenting its solution

Presenting its solution to architects and lighting designers, the company quickly secured business from a broad range of large, well-known retailers nationwide, which it accomplished by listening to the market rather than developing the product first.

Amerlux's SPEQ track lights produces a controlled, powerful and clean beam of light, which can be found in various high-end retailers and art galleries. (When the Queens Museum, for example, wanted to create a memorable experience for its recent "Never Built New York" exhibit, [Amerlux exceeded expectations with SPEQ.](#))

SPEQ's beam spreads range from a very narrow spot of 8 degrees to wide flood narrow spot to wide flood and everything in between. Delivering more than 46,800 CBCP, the SPEQ family of track accents aren't afraid of heights. Available with a snoot that perfectly matches the fixture to provide excellent glare control, SPEQ maintains clean fixture lines.

Its snoot perfectly matches the fixture to provide excellent glare control, while maintaining clean fixture lines. The product offers other options, such as hexcell louver, Solite beam softening lens, linear spread lens and cross blade.

[The fixture keeps its classic design](#) with an integral driver, which is not visible, featuring low-level dimming and full 2.5 kV surge protection to ensure high-quality performance, unlike lamp drivers. With a color rendering index (CRI) rating from 82 to 90-plus, SPEQ gives the user a variety of options to help deliver the right light to bring out the natural color of any item.

LED Energy Market Observer:

1. Rebates for LEDs Are Available Across the Country - Depending on your location, you may be eligible for a sizeable rebate when installing LED solutions in your existing facility or new construction project. Rebate programs often have requirements products must meet in order to qualify. They may require a certain wattage, shape, warranty or listing by an organization such as Energy Star or Design Lights Consortium. Many programs require that you receive pre-approval before you purchase or install any lighting. The average time it takes to get pre-approval across North America is 29 days. You should make sure to start the process early so you don't miss out on any money. Some programs may advertise a flat \$40 per lamp rebate, but often these rebates are capped at a certain percentage of project cost. <http://www.briteswitch.com/led>

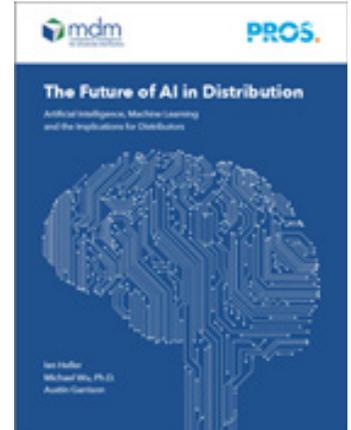
2. IES Live Webinar Series - Each month the IES presents a live webinar with topics beneficial to IES Members and others in the lighting community. We invite you to register: <https://www.ies.org/>
If you have any questions concerning the webinar series, please contact membership@ies.org

3. IES Technical Memorandum on the Use of Solid State Lighting in Sports Lighting Applications - This document is intended to be a supplement to the IES RP-6-15, Recommended Practice for Sports and Recreational Area Lighting. RP-6-15 covers design and application information critical to sports lighting that is not contained in this document. This document should not be used as a replacement for RP-6-15. This document presents light sources that are relatively new to the lighting industry and are currently being used or considered for use in sports and recreational lighting applications. Where appropriate, the new sources will be compared and contrasted with traditional sources. This document is meant to focus on mainly recreational sports lighting, encompassing the same breadth of projects as noted in RP-6-15. The lighting requirements for professional sports and the related broadcasting issues are not addressed in this document. <https://www.ies.org/product/technical-memorandum-on-the-use-of-solid-state-lighting-in-sports-lighting-applications/>

4. President Trump Speaks About Administrative Agenda, Jobs, Economy at NECA 2018 - For the first time in its history, the NECA Show hosted a sitting president. On Tuesday, Oct. 2, U.S. President Donald Trump addressed the closing general session at NECA 2018 in Philadelphia. In his speech, Trump spoke about his administration's agenda and policies, jobs, and the economy, and he credited organizations such as NECA with making strides in workforce development. Trump delivered an address to the audience that summarized his administration's agenda and achievements, touching on the economy, trade, U.S. manufacturing, military spending and more. He alluded to future plans that are in the works, such as further boosts to manufacturing jobs and trade deals with South Korea and Japan. "As NECA works toward growing the electrical construction industry, we are fully committed to meeting President Trump's goal by pledging to create career opportunities for 60,000 American workers over the next five years," said NECA President David Long. <https://www.ecmag.com>

5. **DOE Webinar on November 8: Sky Glow Comparison** - The increasing presence of sky glow—a reduction of night-sky visibility from greater levels of scattered light—has been a topic of growing concern among the lighting community for some time. But, short of following general design guidance, there are few simple means of estimating a lighting product's specific influence on the phenomenon, or of identifying the most effective approaches for addressing it. The Building Technologies Office (BTO) is interested in this research topic as it impacts the installation of energy efficient LED street lighting. On November 8 at 1:00 pm EST, Bruce Kinzey of Pacific Northwest National Laboratory will describe and demonstrate use of the Sky Glow Comparison Tool in an hour-long webinar. <https://www.energy.gov/eere/ssl/articles/webinar-november-8-sky-glow-comparison-tool>

6. **White Paper: The Future of AI in Distribution** - Learn how leading companies are using artificial intelligence and the threats and opportunities these technologies pose for distributors. MDM's latest white paper, sponsored by PROS, provides a plain-English description of what artificial intelligence (AI) is and what it means for distributors. Featured writers include PROS Chief AI Strategist Michael Wu, Ph.D., Concourse Capital founder Austin Garrison, and MDM COO and President Ian Heller. This report will help you understand the capabilities your most sophisticated competitors are developing, and what it means for your customers and your ability to compete. <https://www.mdm.com/free-reports>



7. **New DLC Report: Energy Savings Potential of DLC Commercial Lighting and Networked Lighting Controls** - New research demonstrates energy savings potential that can significantly reduce our energy load over the next ten years and beyond. Energy saving opportunities for residential utility lighting programs will soon be largely exhausted due to growing market saturation and EISA federal standards set to take effect in 2020. Commercial and industrial (C&I) utility lighting programs, however, face a very different fate. The type of product addressed by EISA - screw base lighting – accounts for only 10% of fixtures and sockets installed in C&I buildings versus 90% of residential. Lighting product types used by C&I facilities are primarily indoor linear fixtures (72% of installed products). In each C&I product category, the large installed base coupled with relatively low LED market saturation offers significant potential for future energy savings, particularly when paired with networked lighting controls. Regardless of state or region, a path exists to maintain C&I lighting portfolios at or above current levels until at least 2028. <https://www.designlights.org>

8. **DLC 4.4 Goes Into Effect on 18 OCT** - The DesignLights Consortium® (DLC) is pleased to release the final version of SSL Technical Requirements Version 4.4. This Technical Requirements update consists of new policies that will allow high performance, energy efficient horticultural lighting products, DC and PoE products, and field-adjustable light output products to be qualified and listed on the DLC QPLs. These revisions will be added to the Technical Requirements as Version 4.4 and go into effect on Thursday, October 18, 2018. Register for the webinars or review the new requirements at: <https://www.designlights.org/workplan/>

9. **DLC Delays Technical Requirements 4.4** - Due to unforeseen delays in development, the effective date for Technical Requirements V4.4 will be postponed until the end of the month. The postponed effective date affects DLC requirements for horticultural lighting products, DC/PoE products, and field-adjustable light output products. The DLC will send notice of the new effective dates shortly. Please continue to use Application Forms for Technical Requirements V4.3 at this time, and until Technical Requirements V4.4 go into effect. The DLC Team

10. **DLC Introduces Performance Guidelines for Grow Lights** - These guidelines set an efficiency baseline at the level of 12 percent more efficient than second most efficient type of grow lights on the market, high-pressure sodium. So, any grow lights that meet their standard of efficiency in terms of PPFD (photosynthetic photon efficacy), expressed in $\mu\text{mol}/\text{J}$, must at least 12 percent more efficient than high-pressure sodium lights. the guidelines are meant for all types of LED grow lights These include the kind with just white light and those with multiple colors. DLC intends to further refine the distinction among grow lights of sole source versus those for greenhouses, and also those that are analogous to high bay lights, and perhaps other applications that emerge. <http://www.solidstatelightingdesign.com/dlc-introduces-performance-guidelines-for-grow-lights/>

11. **DOE Test Procedures for Integrated Light-Emitting Diode Lamps; Final Rule** - On July 1, 2016, the U.S. Department of Energy (DOE) published a final rule adopting a test procedure for integrated light-emitting diode (LED) lamps to support the implementation of labeling provisions by the Federal Trade Commission, as well as the general service lamps rulemaking, which includes LED lamps. This final rule amends the LED lamps test procedure by allowing for time to failure measurements to be taken at elevated temperatures consistent with the ENERGY STAR program requirements. The effective date of this rule is October 22, 2018. For further information contact Ms. Celia Sher, (202) 287-6122. Email: Celia.Sher@hq.doe.gov <https://www.regulations.gov/document?D=EERE-2016-BT-TP-0037-0005>

12. **Daylighting and LEDs Team Up to Meet Energy Efficiency Standards by Rita Tatum** - When tunable LEDs are combined with daylighting, they do help meet new energy efficiency standards, such as the American National Standards Institute (ANSI), ASHRAE and Illuminating Engineering Society (IES) Standard 90.1-2016, "Energy Standards for Buildings Except Low-Rise Residential Buildings." Standard 90.1 is the benchmark for commercial building energy codes in the United States. In the 2016 edition, interior lighting power density limits were revised primarily because of the increased efficacy of LEDs. Currently being developed, Standard 90.1-2019 is expected to include additional LED technology advances, further reducing space type and building lighting power density values. <https://www.facilitiesnet.com/lighting/article/Daylighting-and-LEDs-Team-Up-to-Meet-Energy-Efficiency-Standards--18042>

13. **Mini LED Applications to be Launched in 2019 and Micro LED Displays in 2021** - Mini LED is one of the key technologies for 2019 and will be making its way into the displays of consumer electronics. On the other hand, Micro LED technology, which has been on the spotlight in the recent years, is expected to be applied on displays in the market by 2021, according to the forecast of LEDinside. In the second half of 2018, many LED producers and panel makers have begun mass producing Mini LED products. Many companies have begun vertical integration to push the development of Micro LED technology. <https://www.ledinside.com/>

14. **Alabama Power Grows Crops in a Shipping Container with LED Lighting** - Alabama Power has established an innovation project to grow food in a shipping container retrofitted with LED lighting provided by Freight Farm. The aim of the project is to find out if the cost of using electricity to power indoor agriculture is more efficient and feasible in comparison with traditional agriculture. The company started to cultivate lettuce, herbs, edible flowers and other vegetables in the beginning of 2017 after it installed a 40-foot hydroponic container. The container offered by Freight Farm is a fully assembled, hydroponic farming system with a seed germination table and 256 vertical towers which can hold up to 17 small heads of lettuce each. <https://www.ledinside.com/>

15. **Harvesting Natural Lighting by Kadie Yale** - Humans weren't made to live without natural light. While there are many ways humans evolved that society has moved away from, studies continue to show that exposure to natural light has increased benefits. It's no wonder that buildings around the world are choosing to find more ways of bringing natural light into interiors. The benefits of natural light have been studied for more than a decade, but the findings are now being utilized across the board in architecture and design—particularly in offices where artificially lit cubicles are on the way out. The reasons primarily have to do with one's circadian rhythm. <https://www.buildings.com/news/industry-news/articleid/21729/title/harvesting-natural-lighting>

16. **Legrand and Lumileds Announce Partnership** - Legrand, North & Central America and Lumileds announced a partnership agreement that will bring to market a simple-to-integrate and easy-to-install plug and play solution that delivers high-quality tunable-white light. Under this agreement, Lumileds will provide intelligent light sources (LUXEON-based solutions) through its award-winning Matrix Platform that are uniquely characterized and programmed to work with Legrand's Wattstopper® blanco® tunable white logic modules within the Wattstopper Digital Lighting Management (DLM) lighting controls solution. Lumileds joins existing Legrand partnerships in tunable-white light engine as the exclusive LED array provider. <https://www.legrand.us/>

17. **China Increases Duty Drawback Rates for Luminaires to Fight the Trade War** - The Chinese government has launched new policies to reduce the impacts of the U.S. tariffs on Chinese exporters. One of them is to raise duty drawback rates for the exported products. The policy will become effective on November 1st, 2018. The Ministry of Finance of China has issued the policy to increase duty drawback rates to 16 percent for luminaires and related lighting products. According to the official announcement, the goal of the revision is to optimize export tax policy and to respond to the complexity of the international situation. <https://www.ledinside.com/>

Global LED Energy Market Observer:

18. **NEMA Welcomes U.S.-Mexico-Canada Trade Agreement Announcement** - The agreement, entitled the United States-Mexico-Canada Agreement (USMCA), contains a series of commitments of material importance to U.S. electroindustry manufacturers, including in the areas of market access, standards and conformity assessment, and regulatory cooperation. It is expected NAFTA will remain in force until the USMCA enters into force at a date to be determined in 2019 or 2020. <https://www.nema.org/>

19. **Vodafone and Current by GE Test Energy Efficiency and Productivity Enhancement in Smart Office Pilot Project** - Vodafone's London headquarters already has LED lighting. The headquarter office is now piloting a new multi-sensor network that Current by GE developed to improve office space utilization and the employee experience. The IoT system is controlled via a unique data visualization software, which shows occupancy rates and aggregates the building management information. Also, Vodafone IoT technology directly connects the GE's multi-sensor network to the cloud. The Smart Space team at BuroHappold, experts in real-time data visualization, human behavior analytics, and people movement, worked with Vodafone and Current to devise the data visualization solution that achieved these outcomes. The EG Tech Awards, which celebrate digital transformations in real estate technology, recently recognized the project for excellence in Property Productivity category, highlighting the potential for both energy efficiency and digital productivity enhancement in next-generation office buildings. <http://www.solid-statelightingdesign.com/>

20. **Osram's New Automotive LED Enables Headlights to Project Symbols onto the Road** - Osram Opto Semiconductors developed Oslon Boost HX, a new automotive LED which helps headlights to achieve high resolution and to project information onto the roads. Oslon Boost HX was developed with the help of Osram Opto Semiconductor's extensive knowledge in projection technology, which typically uses high-current LEDs. The new LED delivers luminance of more than 200 cd/mm² and its chip with high ampacity can be operated at 3 A/mm². Its 2 mm² chip emits at least 1,400 lm at a current of 6 A. According to Osram, the new product is designed to be integrated with digital mirror device (DMD) systems to allow for a wider range of applications, such as projecting guide lines to indicate the width of a car to remind the driver to negotiate roadworks more safely. <https://www.ledinside.com/>

21. **Osram Opto Joins the ISELED Alliance Expanding the Ecosystem for In-Cabin Auto Lighting** - The ISELED has defined RGB LED modules with an integrated controller that can deliver new SSL capabilities in an automotive cabin, including dynamic cabin lighting, roof lighting, functional lighting (for reading, etc.), display backlighting, and more. The fundamental building block of the ISELED technology is an RGB light point or node that includes the three LEDs along with an integrated digital controller. The alliance further defines a 2-wire digital bus capable of 2-Mbps data rates that can connect more than 4000 of the RGB nodes that would likely be supplied as flexible strips. Moreover, ISELED Alliance members will deliver the software and other system elements needed to enable new auto cabin-lighting applications. <https://www.ledsmagazine.com/>

22. **Signify Releases Interact Pro for Small and Medium-Sized Businesses** - Signify (formerly known as Philips Lighting), announced Interact Pro, the latest addition to its Interact IoT-ready portfolio. The company says that the Interact Pro is the first multitasking, smart lighting system, and software developed for small and medium-sized enterprises (SMEs). Interact Pro is an app and dashboard that lets SMEs control and manage their lighting. The app enables businesses to work smarter while reducing energy consumption and aiding the productivity and well-being of employees. The Interact Pro app works seamlessly with Interact Ready lamps, luminaires, and sensors from Philips. The system gives employees the ability to select the best light to suit their eyesight, tasks, and the time of day. <http://www.solidstatelightingdesign.com/>

23. **Everlight Wins Patent Lawsuit Against Nichia In China** - China's intellectual property authorities has dismissed Nichia's claim that Everlight Electronics' China patent concerning flip-chip LED packaging technology, CN 101 400 197, is invalid, which is tantamount to upholding its validity in China, according to industry sources. Everlight indicated that it has flip-chip LED packaging patents in Taiwan, the US, China, Japan, South Korea and the EU and has widely used the technology in LED backlighting, lighting and automotive lighting, as well as mini LED backlights for gaming notebooks and automotive displays. <https://www.digitimes.com/news/a20181019PD200.html>

24. **Halogen Lighting Heads into the Sunset While LEDs Are on the Rise** - From Sept. 1 this year, almost all halogen lighting will be phased out in Europe to make way for more efficient and cost-effective solutions. This is the last of a number of European Union (EU) Eco-Design measures, which were first put into place in 2009 to bring the industry closer to meeting targets set out under the energy strategy for 2020. The final deadline designed to bring the industry closer to meeting the energy strategy came into play on Sept. 1. This will see mains-voltage non-directional halogen lamps banned, marking the phasing out of almost all halogen lighting. Refrigerator and oven lamps, halogen capsules, linear R7s bulbs, and low-voltage halogen lamps such as MR16 will remain available. <https://www.ledsmagazine.com/>

Monthly Feature: REVIEWED: Residential Streetlights by Alan Tulla -

Here we're focusing on light fittings which are used for residential roads, as opposed to other locations such as traffic routes, town centers, main roads, freeways and motorways.

In the European standard, EN13201, these residential roads are classified as P Class (P for pedestrian). The IES North American standard RP-8-14 has different classifications and the fixtures here would mainly be used for what are called 'local' roads in the US. However, the standards are similar in that they both place the emphasis on horizontal and vertical illumination. The vertical illumination helps you recognise people's faces. The horizontal illumination means you can clearly see objects when you approach them from any direction.



This compares with traffic route lighting where more emphasis is placed on the brightness (luminance) of the road surface and what can be seen directly in front of the driver. The lighting recommendations in the standards are based on many factors such as traffic volume, the interaction and potential conflict of vehicles with pedestrians, the amount of parked cars, crime rate and whether it's an urban or rural location.

Typically, average horizontal illumination values are 2 to 15 lux and minimum vertical values at face height are 0.6 to 10 lux. Uniformity is also important: shadows can make obstacles harder to see or they can be confusing for people with poor vision. These engineering criteria are often quite strict. Furthermore, manufacturers offer a wide range of optical distributions, so you might want to use a professional street lighting designer to ensure your scheme complies.

It's worth remembering that streetlights are rarely replaced (compared with, say, retail fixtures) and may have to last 30 years or more. For this reason, future proofing is especially important.

'Smart cities' is an unstoppable trend and you most probably will want to add controls and sensors (temperature, movement, illumination level etc) at a later date.

Make sure your lantern has good connectivity and is easily upgradeable. Examples are the ANSI 7-pin NEMA socket and the Zhaga System Ready, SR, socket.

Finally, remember that overall power consumption is always important. A few less Watts/Volt-Amps per lantern means big cost savings over the life of the installation. The total cost of ownership should be your guiding principle. <http://luxreview.com/article/2018/10/lux-recommends-residential-streetlights>