

Amerlux Launches Modern-Styled Track Lighting

Cylinder Accent Light Provides Clean Design, Performance For Retailers, Galleries



OAKLAND, N.J. – Feb. 13, 2018 – [Amerlux](#), an award-winning design-and-manufacture lighting company, announced today it has launched a new line of modern-styled track lighting solutions that delivers a controlled, powerful and clean beam of light on high-end retail, gallery exhibits and commercial spaces without calling attention to itself.

The SPEQ track lighting family proves that appearances can be deceptive as it delivers a strong, controlled beam from just about any mounting height without a visible heat sink or venting as part of its modest casing, which has become the standard appearance in most LED accent heads.

“We just added allure to high-end clothing and luster to sparkling jewelry,” said Frank Diassi, who is Amerlux’s founder and chairman. “For years, big box retailers, art galleries and boutiques have endured the inconsistency of color and performance of halogen and ceramic metal halide light sources. With innovation and technology, we are now delivering the performance and color consistency of LED in higher mounting applications that focus the attention of the consumers on your products.”

The SPEQ track head balances clean, minimal aesthetic design with industry leading optical performance.

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.

In addition, three distinctive cylindrical-shaped models are available: the 48-watt large version, typically used in higher mounting applications delivering up to 3,977 lumens with a center beam candlepower (CBCP) of 46,856; the medium size operates with 26 watts, while delivering up to 2,056 lumens with a CBCP of 14,898 and the small size operates with 15 watts, delivering up to 1,310 lumens with a CBCP of 9,393.

Correlated color temperatures (CCTs) include 2200K, 2700K, 3000K, 3500K and 4000K, as well as the Class A Full Gamut chip that delivers full saturation of color and clean, crisp whites.

SPEQ dims with TRIAC and ELV dimmers on 120V/277V systems.

SPEQ Shines Light on 'Never Built NY' Art Display



When the Queens Museum unveiled the unique [“Never Built New York”](#) display in the fall, Amerlux was able to quickly soft-launch its new SPEQ track lighting to create a memorable experience.

To create a world-class museum experience, Gensler, one of the world's largest architecture firms that was part of several unrealized NYC projects included in the exhibit, asked Amerlux to help.

“In celebration of this inspiring exhibit, it was important for us to work with the right quality and balance of lighting,” said Bevin Savage Yamazaki, senior associate at Gensler. “We wanted visitors to experience these never-before-seen drawings and models from a new perspective.”

[Amerlux addressed the challenge](#) by installing its new 48-watt SPEQ LED track heads, which feature a sleek, slim cylinder design with high beam control and use less than 10 percent of the energy consumed by the previous 500-watt quartz lamps.

Larissa Harris, who is curator for the Queens Museum, said Amerlux provided a great product that produced warm illumination and demanded less energy with ease of control. “Our new Amerlux LED track lights deliver lighting that allows visitors to pay attention in an extremely complex visual environment,” she said.

For more information about SPEQ, call Amerlux at 973.850.4342.

###

About Amerlux

Amerlux creates bold lighting solutions that add warmth and brilliance to the world. The design-and-manufacture company builds long-term relationships with architects, facility managers and lighting designers by taking every complex problem personally. Its award-winning portfolio includes innovative interior and exterior lighting products that deliver striking aesthetics and rich performance through advanced engineering. For more information, please visit Amerlux.com or call 201.416.2284.