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Scale New Heights: Amerlux Rook X Pole Mount Elevates Outdoor Lighting Family

Rook X Pole Mount Offers Flexibility, Targeted Lighting for Exterior Applications

OAKLAND, N.J. – July 18, 2023 – [Amerlux](#), an award-winning design-and-manufacture lighting company, announced today it has begun shipping a new pole mount lighting solution that elevates the [Rook X adjustable family](#) to new architectural heights, all by offering targeted lighting and greater flexibility in outdoor spaces.

The [Rook X pole mount system](#) enables the placement of multiple Rook X adjustable accents on a single pole in variable ways, facilitating precise illumination of selected areas. The system boasts a range of flexible mounting solutions, including a pole with built-in mounting couplers and versatile clamp-on or post-top models, which can be used to upgrade existing poles outside commercial, [hospitality](#), institutional and retail applications.

“The Rook X pole mount system is a welcome and much-asked-for addition that enables easy and seamless pole mounting of variable Rook X adjustable accents,” said Bill Plageman, VP of Marketing at [Amerlux](#). “Versatile, efficient and aesthetically appealing, these pole mount lighting systems are meticulously crafted to ensure every aspect of your exterior design is as brilliantly lit and beautifully accentuated by Rook as your interior. The [Rook family of architectural lighting](#) guarantees consistent design integration inside and out at every angle.”

One of the standout features of the [Rook X pole mount](#) is how fixtures can be configured with beam shaping films, a hexcell louver and other optical accessories at the time of order, then easily changed in the field, ensuring the Rook X continuously adapts to evolving lighting needs.

Overall features of the [Rook X pole mount](#), which Amerlux featured at its booth at LightFair 2023 to glowing reviews, include:

- Fixed location pole mount or post-top columns.



- 4" or 5" smooth poles.
- Configurable with up to four fixtures.
- Side- or rear-mount knuckle for optimal positioning.
- Field -adjustable clamp for easy installation on existing poles.
- Suitable for a wide range of applications.

Seamless Integration: How Rook Unifies Indoor, Outdoor Designs

The [Rook X pole mount](#) adds to the product line's legacy of providing architects and designers with an extensive array of resources for [the seamless design integration](#) of indoor and outdoor spaces.

Available as [adjustable accents](#), [wall mounts](#), [pendant mounts](#) and [surface mounts](#) with varying apertures sizes, all Rook lighting solutions include integrated drivers for streamlined installation and enhanced reliability.

The Rook family also continues to expand. For instance, Amerlux recently launched the [Rook 250 interior pendant series](#). This new addition offers a 2.5" aperture, emergency battery backup and separate control of direct and indirect illumination. It also features several finishes, sizes, beam options and customizable features like a decorative clear or frosted glass ring for added style and elegance.

For more information about the company's award-winning lighting solutions for interior and exterior applications, visit [Amerlux.com](#) or call 973.850.4342.

New Video: How Amerlux Brings Hospitality Visions to Light

The evolution of the Rook lighting collection underlines a theme highlighted in Amerlux's new [corporate video](#), which emphasizes the company's transformative technologies in making [hospitality project design](#) light-years faster and better for architects and lighting designers.

The [video](#) features the robust design, engineering and production capabilities of Amerlux's state-of-the-art, 200,000-square-foot manufacturing facility in Oakland, N.J. Featured prominently are their multiple-stacking C&C laser-cutting capabilities, advanced photometric labs and the industry's fastest conveyor powder coat system, as well as their commitment to sustainability, green manufacturing and human-centric building automation.

"Integrating the Rook LED collection into both indoor and outdoor applications in a beautifully seamless manner showcases our innovative approach to lighting," Plageman said. "Our unique combination of proprietary technology, insight and expertise in-house allowed us to realize both



objectives. We're not your typical lighting company. We continuously stand apart, a fact that's evident in this [video](#) and underscored by our [latest product launches](#) and capabilities.”

Amerlux's leading role with parent company Delta Electronics and their family of companies in creating sustainable and productive, net-zero carbon spaces is also featured.

To see the [video](#) and learn more about Amerlux's expanding collection of [hospitality lighting solutions](#), including the upcoming [Finch 1.25" wall and surface mount](#)—a [Top 10 must-see](#) at LightFair 2023, according to [EdisonReport.com](#)—visit [Amerlux.com](#) or call 973.850.4342.

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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 973.850.4342.