

[Amerlux - Supermarket Lighting | Supermarket Lighting Manufacturer](#)

Supermarket - Amerlux helps the nation's top supermarket brands transform into high-end retail destinations. Once upon a time, grocery stores craved evenly lit spaces, but now they request our versatile LED solutions, which give them a cool tone at full power while glowing warmer as the light is dimmed, emulating the familiar incandescent lamps.



Game-changing solution

Amerlux's SPEQ, which is a line of modern-styled track lighting solutions, incorporates the FreshFocus chip and the new Sundrop chip (100 CRI), producing a controlled, powerful and clean beam of light, which can be found in various high-end retailers, supermarkets and art galleries.

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

Think 'fresh' - Increased competition and changing consumer demands have convinced supermarkets to focus more on high-margin, perishable categories, such as meats, fish, produce and flowers. To maximize the profitability of specialty perimeter departments, different lighting is required, compared to the light in the dry-good aisles. The bakery needs warm-toned lights to emphasize the appearance of bread just out of the oven, while meat looks better under cool lights, which brings out the red color of steak without blunting the crisp-white marbling.

Market News Observer

- Office Conversions Set to Outpace New Construction in 2025** - More than 23M square feet of office space is planned for conversion or demolition this year, exceeding the amount of new construction for the first time in years, according to CBRE. By the end of this year, 23.3 million square feet of space is slated for demolition or conversion to other uses, according to [Conversions & Demolitions Reducing U.S. Office Supply](#). CBRE's analysis of office-market activity across the largest 58 U.S. markets. In comparison, developers are projected to complete construction of 12.7 million square feet of office space in those markets in 2025. Construction completions have steadily declined from 51.2 million square feet in 2018 to 25 million last year and the anticipated 12.7 million this year. Meanwhile, [conversions](#) alone – factoring out demolition – have increased from 5.5 million square feet in 2018 to an anticipated 12.8 million square feet this year. Developers currently have another 81 million square feet of office space in the pipeline for conversion to other uses in the coming years. Top 10 markets at: [Office Conversions Set To Outpace New Construction In 2025](#)
- DOE Announces Accelerated Siting of Data Centers** - Oak Ridge National Laboratory (ORNL) and Elementl Power have teamed up to advance a data-driven siting approach for advanced nuclear projects. The work started through a [U.S. Department of Energy \(DOE\)](#) GAIN voucher and contributed to Elementl's recent agreement with Google to prepare three U.S. sites for advanced nuclear deployment. Each site would have at least 600 megawatts of capacity and would likely be used to power large-scale data centers. Nuclear energy can provide around-the-clock abundant and reliable electricity, making it an attractive solution to meet rising energy demand from AI and data centers. Google will provide early-stage capital to develop three sites for advanced reactor projects with final technology selection and site confirmation

pending further development milestones. [DOE Announces Accelerated Siting of Data Centers – electrified](#)

3. **Nvidia CEO Says Trump's Tariff Plan Is 'Utterly Visionary'** - Bloomberg journalist asked the Nvidia CEO Jensen Huang about his trust of President Trump, and the direction things were going in. "Obviously, I don't know all of his ideas, but let me tell you about two that are incredible," answered Huang. "The first one is utterly visionary. The idea of tariffs being a pillar of a bold vision to re-industrialize to onshore manufacturing and motivate the world to invest in the United States is just an incredible vision. I think this is going to be a transformative idea for the next century for us." "We're all in on the idea. We're setting up plants and encouraging our partners from around the world to invest in the United States, and we have a lot of stuff going on, and so I'm very excited about that." "The second major idea is to rescind the AI diffusion role, recognizing that this isn't about limiting American technology, but this is about accelerating American stacks around the world to make sure that, before it's too late that the world builds on American stacks during this extraordinary time, the AI era." He ended this segment by saying, "These two initiatives are completely visionary, and it's going to be transformative for America." [Nvidia CEO says Trump's tariff plan is 'utterly visionary'](#)
4. **Electric Vehicles Catching on in the United States and Around the Globe By Rick Laezman** - While still a relatively small portion of the total number of vehicles on the road, [electric vehicles](#) are catching on, and [their numbers are growing](#). The trend is happening around the globe and in various states in the United States. According to the "Global EV Outlook 2025" report from the [International Energy Agency \(IEA\)](#), global sales of electric cars are climbing. They are on track to surpass 20 million in 2025, which would account for over a quarter of cars sold worldwide. That's also an increase of 35% from the same time last year. In a country-by-country comparison, China maintains its position as the EV market leader. EVs account for almost half of all Chinese car sales in 2024. In the United States, electric car sales grew by about 10% year-on-year, reaching more than one in 10 cars sold. [Electric Vehicles Catching on in the United States and Around the Globe - Electrical Contractor Magazine](#)
5. **Agrivoltaics for Cherries** - Switzerland's Energie360° and solar tech specialist Insolight have agreed to build a 1,300-panel agrivoltaic plant on a cherry farm in Leuggern, Switzerland. The facility will combine crop protection and dynamic light management. Installed at regular intervals, the panels are expected to generate 800 MWh annually, enough to power nearly 180 homes with renewable electricity. Swiss utility Energie360°, a nationwide sustainable energy supplier, will purchase all electricity generated by the plant and feed it into the public grid. [Agrivoltaics for cherries – pv magazine International](#)
6. **GE Vernova Announces \$14.2B in Energy Deals in Saudi Arabia** - GE Vernova Inc. (NYSE: GEV) announced initiatives worth up to \$14.2 billion for its world class energy equipment technology and services to support power generation and grid stability projects. The announcements include up to \$2 billion in backlog or on a reservation agreement as of the first quarter of 2025, with future contracts and memorandums of understanding (MOUs) for agreements spanning across the next four years. The initiatives are expected to play a strong role in supporting the Kingdom in achieving its energy goals under Saudi Vision 2030 and transition to net zero by 2060. [GE Vernova Announces \\$14.2B in Energy Deals in Saudi Arabia – electrified](#)

7. **IoT Will Drive the Automotive Industry into the Future** - The enhanced connectivity facilitated by IoT extends beyond the factory floor. Vehicles are undergoing a profound transformation from simple modes of transportation into sophisticated mobile data hubs. Integrated into digital ecosystems, these connected cars are poised to play a pivotal role in traffic management, urban services, and the development of smart cities. The future of the automotive industry is increasingly being shaped by IoT, which is revolutionizing how vehicles operate, communicate, and interact with their environments. As connectivity becomes a standard feature in modern vehicles, the integration of IoT technologies enhances safety, efficiency, and user experience. With advancements in vehicle-to-everything (V2X) communication, real-time data analytics, and smart infrastructure, the automotive landscape is transitioning toward a more interconnected ecosystem. This shift not only improves operational efficiency but also paves the way for innovations such as autonomous driving and smart traffic management. [IoT will drive the automotive industry into the future - Just Auto.](#)
8. **Fed Leaves Key Rate Unchanged** -The Federal Reserve kept its key rate [unchanged Wednesday](#) as it waits for additional information on how tariffs and other potential disruptions will affect the economy this year. The Fed's policymakers signaled they still expect to cut rates twice this year, even as they also project that President Donald Trump's import duties will push inflation higher. The Fed expects the bump to inflation will be temporary, but they want to see more data to be sure. They also expect growth to slow and unemployment to edge up. [Fed Leaves Key Rate Unchanged – tEDmag](#)
9. **Trump's Permitting Boss Aims to Deliver on AI Data Center Plans by Stephen Lee** - The White House's new permitting director wants to vastly expand her office's work in getting projects built—including, for the first time, data centers and artificial intelligence facilities. That would be a boon to President Donald Trump, whose economic policy advocates for the construction of projects like OpenAI Inc.'s \$500 billion Stargate AI venture, Taiwan Semiconductor Manufacturing Co.'s \$100 billion investment in new chip factories, and as many new hardrock [mines](#) as possible. Many of those projects will have to secure federal permits under the National Environmental Policy Act before they can break ground, a daunting prospect that can take years. Enter the Federal Permitting Improvement Steering Council, which shepherds complex projects through the process by harmonizing different agencies' environmental reviews, anticipating hurdles before they create delays, and holding agencies accountable to deadlines. On average, the 25-person council says it's able to shave 18 months off a project's review time. [Trump's Permitting Boss Aims to Deliver on AI Data Center Plans](#)
10. **DOE Terminates 24 Clean Energy Projects** - U.S. Secretary of Energy Chris Wright announced the termination of 24 awards issued by the Office of Clean Energy Demonstrations (OCED) totaling over \$3.7 billion in taxpayer-funded financial assistance. After a thorough and individualized financial review of each award, [DOE](#) found that these projects failed to advance the energy needs of the American people, were not economically viable, and would not generate a positive return on investment of taxpayer dollars. Of the 24 awards cancelled, nearly 70% (16 of the 24 projects) were signed between Election Day and January 20th. [DOE Terminates 24 Clean Energy Projects – electrified](#)

11. **AI Turbocharges US Hunt for Minerals, Fossil Fuels** by Ian M. Stevenson, Hannah Northey - Federal agencies and oil companies are using artificial intelligence to map mineral deposits and assess drilling and mining opportunities. Just as fracking opened up new deposits of oil and gas, AI is turbocharging the hunt for fossil fuels and minerals, helping energy companies quickly map and find new areas to drill and mine. The fast-moving technology can speed through massive datasets used in the energy industry much quicker than earlier methods, potentially allowing for faster examinations of new areas and quicker build-outs of new wells, experts told POLITICO's E&E News. AI is also super-charging the mapping of the United States' mineral resources — from the arid West to ocean bottoms — not to mention geothermal and environmental monitoring. [AI turbocharges US hunt for minerals, fossil fuels - E&E News by POLITICO](#)
12. **Registration Now Open for 2025 ArchLIGHT Summit** - Dallas Market Center's ArchLIGHT Summit, the growing annual lighting trade and educational event for the architectural, specification, and design communities, has opened attendee registration for its September 16-17, 2025, show and announced event highlights. This year's event welcomes prominent thought leaders from across the design/build world, delivering targeted education via panels and discussions for professionals in lighting design, architecture, specification, and interior design. To register and view the full schedule of events: [ArchLIGHT Summit 2025](#)
13. **Department of the Interior Boosts Geothermal Energy Development** - The Department of the Interior has announced the implementation of emergency permitting procedures to expeditiously review geothermal energy projects critical for U.S. national security and Energy Dominance. By streamlining environmental reviews, the Department aims to accelerate geothermal projects that address urgent national security and energy needs while maintaining environmental stewardship. Several proposed geothermal projects led by Ormat Nevada, Inc. will be among the first geothermal projects covered by the Department's new emergency permitting procedures at: [Department of the Interior Boosts Geothermal Energy Development – electrifED](#)
14. **GM to invest \$4 Billion to Shift Some Production from Mexico to the US** - Shares of General Motors rose before the opening bell after announcing plans to invest \$4 billion to shift some production from Mexico to U.S. manufacturing plants as the automaker navigates tariffs that could drive prices higher. President Trump signed executive orders in April, relaxing some of his 25% tariffs on automobiles and auto parts, a significant reversal as the import taxes threatened to hurt domestic manufacturers. GM said late Tuesday that the investment will be made over the next two years and is for its gas and electric vehicles. [GM to invest \\$4 billion to shift some production from Mexico to the US | AP News](#)
15. **Tesla Launches Robotaxi Program** - Musk appears to be on the verge of making his robotaxi vision a reality with a test run of a small squad of self-driving cabs in Austin, Texas, that began Sunday with customers paying a \$4.20 flat fee! Reaching a million may take a year or more, however, although the billionaire should be able to expand the service this year if the Austin demo is a success. The stakes couldn't be higher, nor the challenges. Rival Waymo was busy deploying driverless taxis in Los Angeles, San Diego, Austin and other cities by using a different technology that allowed it to get to market faster. It just completed its 10 millionth paid ride. Musk says the robotaxis will be running on an improved version of Full Self-Driving and the cabs will be safe. He also says the service will be able to expand rapidly around the country. His secret weapon: Millions of Tesla owners now on the roads. He says an over-the-air software update will soon allow them to turn their cars into driverless cabs and start a side business while stuck at the office for eight hours or on vacation for a week. "Instead of having your car sit in the parking lot, your car

could be earning money,” Musk said earlier this year, calling it an Airbnb model for cars. [Musk finally rolls out his driverless Tesla taxis after years of promises | AP News](#)

16. Sollum Technologies Partners with Optimal to Advance AI Greenhouse Control -Sollum

Technologies is pleased to announce a strategic partnership with Optimal, a leader in AI greenhouse control. This collaboration integrates Sollum's 100% dynamic [LED lighting](#) with Optimal's AI climate and irrigation control platform, enabling growers to precisely execute their desired growing strategy under rapidly changing weather conditions. By integrating with Sollum's proprietary SUN as a Service® platform, Optimal's AI anticipates the impact of light and balances it with climate and irrigation in real time. Optimal's AI seamlessly updates settings in the grower's existing control computer. The result for growers is a fully automated system that precisely executes their growing strategy 24/7 across lighting, climate, and irrigation. https://www.ledinside.com/news/2025/6/2025_06_12_02

17. US Unemployment Hovers at Historically Low Levels - The number of Americans applying for unemployment benefits dipped to 245,000 last week, hovering at historically low levels, the Labor Department said Wednesday. The number of Americans collecting unemployment benefits the week of June 7 slid to 1.95 million. Weekly unemployment claims are a proxy for layoffs and mostly have stayed within a healthy band of 200,000 to 250,000 since the economy recovered from a brief but painful COVID-19 recession in 2020, which temporarily wiped out millions of jobs. [US Unemployment Hovers at Historically Low Levels – tEDmag](#)

18. Amazon CEO Says AI Will Reduce Its Corporate Workforce by Michelle Chapman - Amazon CEO Andy Jassy anticipates generative artificial intelligence will reduce its corporate workforce in the next few years as the online giant begins to increase its usage of the technology. “We will need fewer people doing some of the jobs that are being done today, and more people doing other types of jobs,” Jassy said. The executive said that Amazon has more than 1,000 generative AI services and applications in progress or built, but that figure is a “small fraction” of what it plans to build. Jassy encouraged employees to get on board with the e-commerce company’s AI plans. [Amazon CEO Says AI will Reduce its Corporate Workforce – electrifiED](#)

19. Trump Policies Will Cut Deficits Up to \$11 Trillion, White House Economist Says by Skylar

Woodhouse - President Donald Trump’s policies will reduce US fiscal deficits by up to \$11 trillion over the coming decade, according to the White House’s chief economist Stephen Miran, Chair of the Council of Economic Advisers— a projection that defies analysts who say government debt is poised to climb to record highs in coming years. About half the savings, or \$3 trillion to \$5 trillion, would come from faster economic growth — thanks to the pending Republican tax cut bill, along with deregulation efforts — Miran argued. He also cited a \$3 trillion bump in revenues from Trump’s tariff hikes, referring reporters to the Congressional Budget Office’s recent calculation — which came in at \$2.8 trillion. Reduced debt loads thanks in part to those savings will help to bring down the US Treasury’s interest costs by approximately \$1 trillion to \$1.5 trillion, he said. “Those are very big numbers.” [Trump Policies Will Cut Deficits Up to \\$11 Trillion, White House Economist Says](#)

Industry Resources

20. WAC GROUP Joins the Light and Health Research Center's Lighting Education Partnership - The [Light and Health Research Center \(LHRC\)](#) at the Icahn School of Medicine at Mount Sinai is pleased to announce that [WAC Group](#), an innovative lighting manufacturer located in Port Washington, New York, has joined the LHRC's Lighting Education Partnership. The Partnership is a collaboration among businesses, organizations, government agencies and other entities interested in promoting meaningful and effective education in lighting. Beginning in August of this year, the LHRC will be partnering with WAC Group to deliver a series of webinars providing education on how light impacts the health and well-being of people in a range of residential and commercial spaces. Contact: Christopher Pica at Christopher@cpmediarelations.com

Articles of Interest

21. Electrical Wholesaling's 2025 Top 100 Electrical Distributors by Jim Lucy - Top 100 distributors are divided over the direction of the 2025 economy, but they are still making major capital investments in their companies to position them for growth. It's tough to pinpoint exactly why Top 100 distributors are all over the map with their economic expectations, especially when outside of the uncertainty over tariffs and concern over the size of the national debt, the overall U.S. economy is still growing at a steady if unspectacular rate. Unemployment is currently not growing at a dangerous rate, inflation has not hit the danger zone, and while the expected real GDP growth rate of less than 2% for Q2 2025 will elicit plenty of yawns, it's still expected to land on the positive side of the ledger for this quarter. The Top 10:

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|-------------------------------|----------------------------------|
| 1. Wesco International | 6. Border States Electric |
| 2. Sonepar USA Holdings Inc. | 7. City Electric Supply Co. |
| 3. Graybar Electric Co. | 8. Elliott Electric Supply Inc. |
| 4. Rexel Holdings (Rexel USA) | 9. McNaughton-McKay Electric Co. |
| 5. OED | 10. U.S. Electrical Services |

[Electrical Wholesaling's 2025 Top 100 Electrical Distributors | Electrical Wholesaling](#)

22. How I Turned AI Into a Teammate, Not Just a Tool — and How You Can, Too by Aytakin Tank - One of the biggest missed opportunities of casual AI dabblers is using it sporadically instead of systematically. With just a little bit of upfront time investment, AI has the capacity to [streamline nearly every aspect](#) of your daily workflow. These days, even those without any coding knowledge can easily build customized AI assistants designed to lighten the load of repetitive tasks. From Claude's "Project" to Gemini's "Gem," these platforms enable users to store data like detailed instructions and tone guidelines to keep from having to write the same prompt over and over. Vague prompts beget vague answers. But with clear direction, including the tone, structure and style you want, you'll unlock much more powerful results. My advice? Start small. Choose one recurring task — something low-lift but time-consuming — and assign it to your AI assistant. [How I Turned AI Into a Teammate, Not Just a Tool — and How You Can, Too](#)

Monthly Feature

I Quit Google Search for AI—and I'm Not Going Back by Joanna Stern - Ads and search-optimized junk made a mess of the go-to engine. Now ChatGPT, Perplexity, Claude—and even Google's own AI—do it better.

Key Points

- AI chatbots like ChatGPT and Perplexity provide clear, human-sounding answers to search queries, eliminating the need for scrolling through sponsored links and clickbait.
- AI search excels in providing concise information, product recommendations, and how-to guides, while Google Search remains superior for accessing specific webpages and accurate local information.
- While AI chatbots offer convenience, it's crucial to verify information by clicking on source links to support trusted sources and maintain the open web.

Somewhere out there, Jeeves is raising his teacup to the AI revolution. The tuxedoed internet butler of the late '90s couldn't really answer every question, but now? That's the entry-level gig of generative-AI chatbots. Jeeves is smiling in retirement. Google's starting to wonder about its job security.

Over the past month, I quit Google Search. I set the search bars on my iPhone and laptop to OpenAI's ChatGPT, and out popped clear, human-sounding answers to my questions. I've also tested Perplexity, Anthropic's Claude and, yes, even Gemini—from Google, the original architect of the search hell we've been trapped in for years. As Google grew to capture 90% of global search, googling became an Olympic sport of dodging SEO sludge, sponsored links and clickbait. When I ask it how much the iPhone 16 Pro costs, I have to scroll past four sponsored links, a carousel with product ads showing monthly payment plans and a block of "People Also Ask" questions.

With AI chatbots, it really is like having that personal search butler. ChatGPT, Microsoft Copilot and Perplexity have real-time web access, generating responses with citations to external websites. Just last week, Anthropic's Claude joined the club. And Google's testing an AI Mode built into search. Just because they always answer doesn't mean it's always *the best answer* (though they're getting better). And I still have one existential concern: When AI summarizes stuff from the internet, it threatens people like me who actually write that stuff. Let's break it down.

When AI is better

I tried to list all the places AI search beats old-school search. Shopping. People. Recipes. How-to's. Movie recommendations. Places to stream said recommended movie. The rundown was longer than a CVS receipt. Is AI search the death of blue links? I say it's more makeover than funeral. Yes, these bots spare us from the clickthrough marathon. But if they are good at grabbing useful information from the web, you get links you'll actually want to click.

For instance, I asked all of the chatbots the same crucial parenting question: What 3-D printer—under \$500—should I buy my 7-year-old?

Google search results for a 3-D printer full of sponsored links vs. the clean, straightforward list from ChatGPT.

- ChatGPT returned a list of five, each with a short write-up, image and a link to the source.
- Claude gave me four options with multiple links, including to tech site Tom's Hardware and the personal blog of a 3-D printer reviewer.
- Perplexity had the best visual display, showcasing images linked to top picks, followed by a comparison chart breaking down prices and features of three.

- Copilot provided two options with links—and offered to track the prices.
- Gemini 2.0 Flash, Google's base, free model, listed top picks but without citations or links. In the new experimental AI Mode, which appears as a tab on Google.com alongside Images and News, I got the same list of three—but with more detail and proper link citations.

Old-school Google Search was exactly what you'd expect: sponsored links, promoted products, links to [Best Buy](#), Amazon, YouTube videos. It took several clicks to even get a baseline of credible options. And if you think I'm picking on Google, Bing was just as bad.

I'm not the only one to see the bot-shopping benefit. Last month, traffic from generative AI to U.S. retail sites increased by 1,200% compared with July 2024, according to Adobe. More than half of U.S. shoppers plan to use generative AI for shopping in the next year.

For some searches—like when is the first day of spring, or the airtime of the “Severance” finale—the bot's first answer is all I need. For others, like digging into someone's bio or understanding lower-back pain, I skim and click to the source material. Plus, while AI hallucinations have lessened, there are still times it gets things very wrong. If your search is important, *always* hit the links to fact-check.

When Google is better

Here's an easier list to draw up: what Google Search *is* still good for. For starters, links to any webpage you already know exists. Adam Scott's IMDb page? Bob from accounting's LinkedIn? A story you vaguely remember calling “Bluey” a juggernaut? Google's still your go-to.

And while AI tools can recommend local restaurants and shopping, Google still excels at showing you accurate maps, addresses and hours.

Even Google knows AI is the future of search—just look at its 10,000 AI-flavored products. There's AI Overview summaries at the top of many results, the stand-alone Gemini chatbot and that [new experimental AI Mode](#) that combines search results with Gemini responses.

[I Quit Google for ChatGPT and Other AI Search—and I'm Not Going Back - WSJ](#)