

NEWS



Brownlee Lighting Newsletter

Volume XXVIII Issue CLXIV

June - July 2007

LIGHTFAIR 2007 RECAP

LIGHTFAIR 2007 was a great success! Brownlee had one of the most attractive booths in the New York show, featuring 15 new fixtures on display and a brand new product catalog.

Representing the Brownlee team at the event were: Curt and Tom Brownlee; Jim Shaffer, Sales Manager; and Shelly Coutts, Customer Service Manager.

Attendees reported a tremendous reaction to the new Brownlee products. The following quotes are just a few of the many great comments received from Reps, thus far:

"It's obvious that you guys put a lot of time and effort into the new products and catalog...Nice job!" - Jeff Vinachi of GCA

"Nice catalog and new fixtures. We should do well with these!" - Steve Szubielski of Protech Lighting

"Great job with the new catalog!" - Charlie Donati of Lighting Products Company

"Wow! The new catalog is great!" - Tom Wilkes of The Helfrich Agency



Brownlee Lighting's display booth, as featured at LightFair 2007

OUT WITH THE OLD...

Discontinued Fixtures and Wattages

Eighteen models have been discontinued and are currently available on a first come, first served basis...larger quantities can possibly be special ordered.

We have also dropped the 2D and T12 lamps, poles for post lights and three painted finishes.

...IN WITH THE NEW

We have added 40 luminaires across our line...7 Vanity and Task, 16 Wall, 9 Ceiling and 8 Area and Security. We are offering most CFL electronic ballasts in NPF or HPF. We have also added the popular 18-watt CFL to our line, as well as 17 additional ADA compliant sconces and three new painted finishes.

7025 - This Full Cutoff Wallpack in bronze die-cast aluminum is Dark Sky compliant and available in 70-150W HPS or 70-175W MH.

2165 - A 15" diameter Close-to-Ceiling luminaire available in several wattage configurations, largest has two 26 watt Quads. Choose from 13 Standard finishes and two Glass diffusers.

1503 - A bold, contemporary wall sconce utilizing the newer GU-24 base technology with a 13, 18 or 26 watt Quad CFL. Select Tea Stain or White Glass and any of our 13 standard finishes.

5230 - A sophisticated over-the-bed fixture in two lengths and six wattage combinations, all using the T8 linear lamps. Four position pull chain available as Option.



Brownlee Website Update

Our Website is currently being updated and scheduled for completion by June 5th...new features will include faster loading, larger fixture photos and our new catalog in PDF format. If you haven't received your copy of our 2007 catalog, visit our website, www.brownlee.com, and contact your local Agent using the Rep Locator...they'll be happy to assist you.

ENERGY STAR® Update

Brownlee is pleased to offer more ENERGY STAR® qualified fixtures than ever!

With the inclusion of new 18-watt electronic configurations and the expanded indoor fixture selection, we now offer 600 plus ENERGY STAR® qualified SKUs...and the list is expected to continue to grow.

Just a few of Brownlee's many products available with ENERGY STAR® options



NEW FIXTURE CONTESTS

Identify the Best-Selling New Fixture

Win \$50 by guessing which one of our new 4-digit model numbers will be the most popular based on quantity sold and number of orders placed between June 1 - July 31, 2007. **Email your selection to bmikell@brownlee.com**. Deadline for entry is July 31st. In the event of a tie, one correct entry will be drawn.

Purchase the Most New Fixtures

\$100 to the customer purchasing the largest total quantity of our 40 new fixtures, based on purchases placed between June 1 - July 31, 2007.

CUSTOMER SERVICE NEWS

Special Orders

We are now in a position to provide custom fixtures for any of our customers. Just send us a picture of what you're looking for, and we'll produce it!



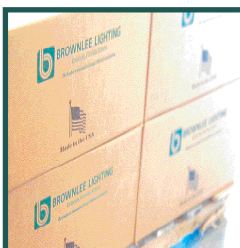
This custom sconce is not quite as tall as Brownlee employee, Kerry, but we could build one twice her height!

UPS Shipment Charges

Brownlee Lighting is always looking for economical ways to pack and ship without compromising the security of the contents within a box. Some material requires us to master box or pack in oversized boxes to ensure against damage.

A dramatic increase in shipment charges is seen on shipments containing oversized boxes or heavy material. You may think it would be more cost effective to ship these types of boxes via a freight carrier service, however minimum billing and weight charges are incurred, causing the freight charges to exceed UPS charges.

UPS offers the ability to get shipment rate quotes online but these estimates do not always reflect our actual UPS charges. To reduce UPS charge surprises, you can provide us with the shipment destination City and Zip Code, and we would be pleased to provide you with a more accurate charge estimate based on our packaging.



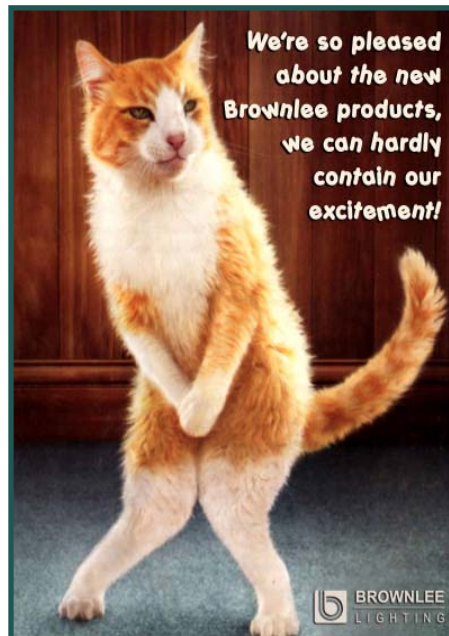
AROUND BROWNLEE

Featured Employee

This month's featured employee is Jimmy Meachum who has been with the company for over four years. During this time, he has worked in material handling and maintenance, but primarily as the lead in our custom paint area. Jimmy and his crew are credited for all of the excellent paint finishes that you see on our products. He is constantly developing and refining new finishes and is instrumental in getting custom orders "right the first time". When asked what he likes about his job, he said that it was the challenge of painting and the satisfaction he gets by applying that "perfect finish" for the customer.



**Jimmy Meachum,
Production Painter/
Maintenance**



QUOTABLE QUOTES

"True, you may be on the right track, but you'll get run over if you just stand still."

"Learn from the mistakes of others...We don't live long enough to make them all ourselves!"

KNOWLEDGE BASE

Now, the government is trying to save us money!

Three or four bills have or will be introduced requiring compact fluorescents in the home or office. News about government endorsement of energy-efficient lighting is popping up everywhere these days, from the New York Times to the Orlando Sentinel. The following is just one such article...

California May Ban Conventional Lightbulbs by 2012

(by Bernie Woodall, Reuters, Jan 30, 2007)

A California lawmaker wants to make his state the first to ban incandescent lightbulbs as part of California's groundbreaking initiatives to reduce energy use and greenhouse gases blamed for global warming.

The "How Many Legislators Does it Take to Change a Lightbulb Act" would ban incandescent lightbulbs by 2012 in favor of energy-saving compact fluorescent lightbulbs.

"Incandescent lightbulbs were first developed almost 125 years ago, and since that time they have undergone no major modifications," said California Assemblyman Lloyd Levine.

"Meanwhile, they remain incredibly inefficient, converting only about 5 percent of the energy they receive into light."

If passed, it would be another pioneering environmental effort in California, the most populous U.S. state. It became the first state to mandate cuts in greenhouse gas emissions, targeting a 25 percent reduction in emissions by 2020.

While it will not give opinion on the possible California law, the EPA recommends CFLs.

"They save money and energy," EPA spokeswoman Enesta Jones said. "They are more convenient than other alternatives and come in different sizes and shapes to fit almost any fixture."

A 20-watt CFL gives as much light as a 75-watt conventional bulb, and lasts 13 times longer, according to the Rocky Mountain Institute, a nonprofit group studying energy issues.

"This is clearly an idea whose time has come," Levine said.