

PALECEK REWARDS TOP PERFORMERS

The winners of Richmond, Calif.-based Palecek's Sales Representative Challenge for meeting or exceeding sales goals are **Stan Barris** and **Laura Perlman**, who represent the company in the New York/New Jersey metro



area. This year's grand prize is a trip for two to the Hotel Hana Maui in Hawaii. Other representatives received cash awards based on their achievements.

"We are very proud of our sales force and enjoy awarding them for all their hard work," notes David Hurwitz, general sales manager. "Our representatives are on the front line of this business and do a great job selling the product and reinforcing the Palecek brand."

SUNSHINE LIGHTING COMES TO THE SUNSHINE STATE

New York City-based Sunshine Lighting, a 25-year-old wholesaler and manufacturer of the Sunlite™ brand of bulbs and fixtures, has opened a Florida distribution center. The Lauderhill warehouse services the central and south Florida territory, offering delivery and pick-up of a full line of major brands as well as its own lighting products.

SHINE HOME LAUNCHES NEW WEB SITE

San Clemente, Calif.-based lamp manufacturer Shine Home has revised its Web site to include new products, easier navigation, and detailed, printable tear sheets for each product. Shineeveryday.com is now live with the entire catalog. The newly organized home page allows consumers to review products by category, and provides a dealer locator map.

ASID OFFERS HANDY PRODUCT FINDER

The Washington, D.C.-based American Society of Interior Designers (ASID) has launched a new online resource, the Interior Design Product Finder. Available on asid.org, it features a search engine with a broad array of industry-specific product and service listings that will aid ASID members in their purchasing decisions.

"We are delighted to offer this effective online search tool as a resource for our members," notes Michael Alin, Hon. FASID, executive director of ASID. "The Interior Design Product Finder will facilitate searches of products and services by providing designers with an inventory of supplier companies tailored by business segment."

Developed by MultiView, Inc., an Irving, Tex.-based publisher of network search engines, the Interior Design Product Finder provides two search methods: keyword-driven, or a predefined category by business type.

"By using the Interior Design Product Finder, individuals will be able to find manufacturers, distributors, and service providers by company name, product name, and location. This new search engine will help resolve problems and match providers with consumers," says Dan Maitland, MultiView's president.

DECORIZE POSTS RECORD JANUARY SALES, SECURES ADDITIONAL FINANCING

New sales orders for Springfield, Mo.-based Decorize increased \$1,500,000 in January. The figure represents a 44-percent jump over the same period one year ago and reflects the positive winter markets for its Guildmaster brand.

As a result, Decorize has raised \$550,000 in capital, which will be used for the expansion of company-owned production facilities in Indonesia and China. Two private investors have provided the funds in exchange for common stock, according to Decorize.

TV DESIGN WINNER LAUNCHES FURNITURE/ACCESSORIES LINE

Elizabeth Moore, of the first edition of Bravo's *Top Design* show, has launched her own company, FROOTE.

Previously creating sets for music icons Prince, Stevie Nicks, Lenny Kravitz, and Jessica Simpson and brands such as Nike® and Coca-Cola®, as well as providing interior design services for other entertainment industry clients, Moore is bringing her style to consumers. FROOTE launches with the introduction of made-to-order concept chairs, one-of-a-kind jewelry, wallpaper, and pillows.

"I take visual inspiration and deconstruct its meaning to find a new form," explains Moore, whose eclectic design approach has been described as lyrical, elegant, and refined. "Froote represents the sweet life to me," she comments. "That could be anything from luxurious pillows to objects of art that make you smile. I just want to make things that help people feel good and express who they are."

For more information, visit froote.com.



Vignettes from Square D's Orlando Design Center target high-end homeowners.

NEW SQUARE D® CLIPSAL® OPENS DESIGN CENTER

Palentine, Ill.-based Schneider Electric has inaugurated its new state-of-the-art Square D® Clipsal® design center in Orlando. Located within the Mall at Millenia complex, the facility provides consumers with a hands-on look at residential lighting controls in vignettes, while offering contractors design and project assistance.

Housed at the same location is a training facility capable of certifying lighting control installers. The building also doubles as a training site for contractors who install lighting control products.

"We've applied a revolutionary approach to the marketing of our Square D Clipsal residential lighting control line by taking it directly to high-end homeowners," explains Brad Wills, director/Ultra Terminal Business for Square D. "Previously, these types of products were marketed almost exclusively through installers and contractors. With the unveiling of our new state-of-the-art design center, we're able to demonstrate to homeowners the value and convenience that an advanced lighting control system can bring to their homes."

While the existing product line focuses primarily on lighting, forthcoming additions will allow it to be integrated with complete home automation programs that include HVAC, security, irrigation, audio/visual, and other systems.

CONLIN'S FURNITURE TAKES OVER ROERS'

Bismarck, N.Dak.-based Conlin's Furniture has signed an agreement with Roers' Furniture of Alexandria, Minn., to move into the Roers' location. Roy Roers, owner, will retire and sell the existing inventory. The new Conlin's store will open in late summer and be staffed by existing Roers' employees who wish to join the new company.

"Our plan is to continue Roers' level of service and leverage our buying power as a chain to bring even more leading brand selections to this area at very attractive prices," says Joe Conlin, CEO.

Conlin's Furniture operates 16 stores throughout Montana, North Dakota, South Dakota, and Wyoming.

GOLDEN LIGHTING ADDS A CALIFORNIA CENTER

Golden Lighting is opening a West Coast distribution center in Mira Loma, California. With the dramatic growth it has experienced over the last several years, Golden is implementing this shipping facility in order to provide its customers with its promise of "On Time, Quick Ship Service" that has been instrumental to its success.

The center will stock the full line and will be operational in early May.

LIGHTING ONE WELCOMES CHUCKANUT LIGHTING

Burlington, Wash.-based Chuckanut Lighting has joined the Lighting One retail cooperative.

Although Chuckanut's business consists mainly of contract work and new home construction, the decision to join Lighting One was largely based on its desire to attract more retail business and to take advantage of Lighting One's benefits. Founded in 2004, Chuckanut is owned and operated by Brian Hegelson, Jodi Hewitson, and Jean Brandland, who share more than 50 years of retail lighting experience.

Lighting One (Lighting-One.com) consists of 150+ member-owned retail lighting stores throughout the United States.

SEA GULL LIGHTING HELPS RENOVATE HISTORIC HOME

Riverside, N.J.-based Sea Gull Lighting (SeaGullLighting.com) joined the Emmy Award-winning *This Old House* program to help restore a nearly 100-year-old, two-family home in East Boston, Mass., as part of the show's most recent TV project airing on PBS.

Built in 1916, the home had fallen into disrepair and required the remodel of two separate living spaces, including two bathrooms, two kitchens, living rooms, dining rooms, bedrooms, and a home office. The trick was redoing each apartment in entirely different styles to accommodate the personal tastes of both homeowners.

"The two women who own this home had widely varying ideas for what they wanted accomplished," says Lisey Good, owner and founder of Boston's Good Interiors and the designer for much of the remodel. "First-floor owner Liz Bagley wanted an urban, lofty feel to her space, while Chris Flynn wanted to take advantage of the nearby view of the water with a 'cottage by the sea' theme in her second-floor unit."

To fulfill both requirements, an assortment of track, rail, and recessed lighting, ceiling fans, chandeliers, outdoor lanterns, pendants, ceiling lights, and foyer fixtures were chosen from several popular Sea Gull Lighting collections including Pemberton, Sussex, Stockholm, Windsor Manor, Metropolis, and the manufacturer's Ambiance® Lighting Systems.

"Choosing improper lighting is a common mistake that can greatly detract from the overall effect of even the most beautifully designed projects," says Good.

"The lighting chosen for the East Boston project was essential for furthering the mood, while ensuring functionality to each area of the home," adds Kathy Marshall, owner of K Marshall Design Inc. in Wenham, Mass. and designer of all the kitchens and baths for the project. She chose close-to-ceiling and recessed fixtures and pendants as well as xenon undercabinet lighting from Ambiance® to achieve layers.

"It was important to create drama, but also necessary to make sure these work places facilitated the easy accomplishment of tasks," Marshall explains. "The undercabinet lighting and other fixtures allowed us to highlight certain areas while generating separate veils of light to accommodate the mood of any affair or occasion."

QUADRALLI SHADE RECEIVES PATENT APPROVAL

Miami Lakes, Fla.-based **Fine Art Lamps** has obtained a design patent for the shade used in the Quadralli Collection. Chief designer and two-time ARTS Award Designer of the Year, Mark McDowell created the suspended shade-within-a-shade concept.

"It is important that the industry maintain a certain integrity and be able to recognize designers' work, so that we can continue to bring innovation to the marketplace," he emphasizes.

The patent process took nearly two years to complete, beginning with the initial application in October 2004.

"We are thrilled to have the U.S. Patent and Trademark Office recognize this truly unique shade model," adds Karen Klein, director/credit services and legal administration. "Fine Art Lamps will continue in its efforts to seek protection of both its design and utilitarian works."



FC LIGHTING ENJOYS 25th ANNIVERSARY

The Addison, Ill.-based manufacturer of standard and customized architectural lighting products for retail, hospitality, educational, government, and other commercial installations is celebrating its quarter-century mark this year.

FC Lighting has grown significantly since it was founded in 1982 as a small retail lighting store called Fantastic Creations. It has built a reputation on providing a broad variety of commercial-grade, architectural exterior, and interior fixtures from steplights, wall-mounts, sconces, and pendants to track and recessed fixtures at value prices.

MOVING ON...

Progress Lighting is relocating its Spartanburg, S.C. headquarters to Greenville. All phone numbers and extensions have been changed, but e-mail addresses will remain the same. The new address is 701 Millennium Blvd., Greenville, SC 29607; telephone: (864) 678-1000.

ENERGY STAR® ANNOUNCES AWARD WINNERS

The U.S. Environmental Protection Agency (EPA) and the Department of Energy (DOE) have recognized several manufacturers as Energy Star® partners for their work in offering and promoting energy-efficient products. Among them, **Progress Lighting** was named a Manufacturing Partner of the Year.

"We significantly increased our development efforts in the area of energy-efficient lighting as evidenced by our Energy Star® and LED lighting projects in the past year," reports Chris Primous, product manager for Progress Lighting. The company won the first *Lighting for Tomorrow* LED competition for its EVERLUME™ solid-state product line.

Sea Gull Lighting has also been named as a 2007 Energy Star Manufacturing Partner of the Year, receiving that distinction three out of the last four years.

ALA MEMBERS, START YOUR NOMINATIONS

The American Lighting Association (ALA) is accepting nominations for its 2007 Pillar of the Industry awards, which recognize individuals (not companies) for their extraordinary service in advancing the industry as well as the association, its programs, and mission during the past 18 months. Only ALA members in good standing are eligible.

Nominations may be submitted by any person or group; forms can be obtained by contacting Larry Lauck at (800) 605-4448, ext. 27, or llauck@AmericanLightingAssoc.com. The deadline to submit a nomination is June 1.

The winners will be recognized during the ALA Annual Conference, September 9-11, in San Antonio.



The Design Thread table lamp by Ernest Porcelli features pull-chain sockets and stands 22 inches high.

THE WINNERS ARE...

A lucky 36 designs selected from 1,000 entries have earned the 2007 Niche Award, given during the Philadelphia Buyers Market by *Niche* magazine. Among the honorees were Ernest Porcelli of **Glass Art** of Brooklyn for his Design Thread blown glass portable in the Lamp category, and Roger Wood of **klockwerks** in Toronto for his Clock in Glass Box #2220.



Roger Wood's intricate clock was a winner in the 2007 Niche Awards.

TRUMP UNVEILS RUG LINE

Miresco Decorative Rugs has agreed to produce a line based on the lifestyle of iconic real estate entrepreneur Donald J. Trump. Offered in a variety of constructions and price points, the merchandise debuted at the Spring High Point Market and will be distributed through furniture retailers, department stores, and independent retailers in summer.

Inspired by Trump's personal homes and luxurious properties, the series presents consumers with an affordable way to experience the lifestyle associated with Donald Trump.

"We have been working together with Miresco to create a beautiful line that coordinates with the introduction of the Trump Home furniture collection by Lexington Home Brands, as well as stand on its own merit," states Cathy Hoffman Glosser, vp/global licensing for The Trump Organization.

The billionaire was reportedly an integral part of the design process. "My inspiration for the collection was to create affordable rugs that are sophisticated in design and made from luxurious fabrics," Trump says. "A coordinated effort of furniture, rugs, and accessories makes the decision-making process easier for homeowners looking to update their homes. I am thrilled to partner with Miresco and together we will create a tremendous line."

"Coordinating decorative rugs with branded furniture collections makes the process easier for consumers to achieve a stylish and well-balanced look," says Amir Mireskandari, president and CEO of Miresco. "We are delighted to be working with Donald Trump. His success in real estate is renowned throughout the financial world and he applies equal passion to his home furnishings brand."

The rugs are available in more than 40 sizes and colorways and include traditional and transitional designs with a variety of elegant and sophisticated motifs. The Trump Home line is crafted in New Zealand wool with silk highlights. It features both hand-tufted and hand-knotted styles.

**NEWLY CERTIFIED AND READY
TO TAKE ON THE LIGHTING WORLD**

The American Lighting Association (ALA) has announced the following members have attained Lighting Specialists status: **Lisa Farrell**, **Jane Higgins**, **Tiffany Jennings**, and **Debra Shores** of Burgess Lighting; **Denise Lane** and **Barbara Racks** of Echo Electric Supply; **Amy Cash** of Ferguson; **Mark Barbey**, **Chelsea Conrady**, **Catherine Cruse**, **Barrie Dempsey**, **Anna Orlando**, **Mynor Rodriguez**, **Stanley Silver**, **Tamera Smith**, and **Aaron Wedei** of Lamps Plus; **Cheryl Blackburn**, **Caroline Bryant**, **Lauren Christian**, and **Amy Wood** of Mayer Lighting Showroom; **Jennifer Huch**, **Larry Lambert, Jr.**, and **Kimberly Bailey** of Meletio; **Hope Hinton Foxley** of Progressive Lighting; **Jacqueline Justice** of Rexel; **Kathy O'Reilly** and **Cari Whitmire** of Springfield Lighting; **Tyler Blu Weeks** of Vermont Lighting Co., Inc.; and **Elizabeth Rowe** of York Lighting.

The ALA has also reported that the following have completed and passed the 12-session online course for Lighting Associate designation: **Sharon Fowler** of America's Lighting, Inc.; **Walter Breymier**, **Ruth Chang**, and **Linda Pascual** of Ferguson; **Martha Dlugos** of Valley Lighting; and **Wendy Logan** of W.A.C. Lighting.

In addition, **Danielle Lampela Ison**, of Hagemeyer North America on Hilton Head Island, S.C., has achieved Certified Lighting Consultant status after spending 15 years in the industry.

GE WON'T GIVE UP ON THE EDISON BULB

GE Consumer & Industrial's Lighting division, headquartered in Cleveland, plans on introducing advancements to the incandescent light bulb that could potentially elevate the energy efficiency of this 125-year-old technology to levels comparable to compact fluorescent lamps (CFL).

Over the next several years, GE hopes these developments will lead to the debut of high-efficiency incandescent lamps that provide the same light quality, brightness, and color as current incandescent lamps while saving energy and decreasing greenhouse gas emissions.

The new high-efficiency incandescent (HEI™) lamp, which incorporates innovative materials being developed in partnership by GE's Lighting division in Cleveland and GE's Global Research Center in Niskayuna, N.Y., would replace traditional 40- to 100-watt incandescent bulbs, the most popular lamp types used by consumers today. GE reports that it would also like to expand the new technology to all other types of incandescents.

At initial production, the target for these bulbs is to be nearly twice as efficient – at 30 lumens per watt – as current incandescent versions, according to the manufacturer. Ultimately, the high-efficiency lamp (HEI) technology is expected to be about four times as efficient as today's incandescent bulbs and comparable to CFLs. Adoption of the new technology could lead to greenhouse gas emission reductions of up to 40 million tons of CO₂ in the U.S. and up to 50 million tons in the EU if the entire installed base of traditional incandescent bulbs was replaced with HEI lamps.

"In addition to significant energy savings comparable to CFLs, the 21st century version of Edison's bulb provides all the desirable benefits including light quality and instant-on convenience at a price that will be less than CFLs," explains Kevin Nolan, vp/technology for GE Consumer & Industrial. "We, and other lighting manufacturers, have been aggressive in developing and marketing CFLs, but consumers want more options and we plan to respond to their needs and deliver environmental benefits, too. It's important that we offer consumers a full range of products that meet their personal desire to reduce any negative impact on the environment while preserving their ability to pick the best lighting product for their needs. That's why we are moving aggressively to commercialize these new lamps."

GE's announcement was made in conjunction with its decision to support legislation in the EU, the U.S., and in other areas that would accelerate the introduction of all types of high-efficiency lighting products as part of the global effort to promote energy security and reduce emission of greenhouse gases. These HEI™ lamps would support the objectives of the European Commission's Energy Efficiency Action Plan, which aims to reduce Europe's energy consumption by 20 percent by the year 2020.

**Extravagant
Brightness**
extreme low energy consumption

Lamp Elves

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