

EnergyWatch



October 2024

<http://attardimarketing.com/>
<http://energywatchnews.com/>

The fight is won or lost far away from witnesses... but behind the lines, in the gym, and out there on the road...long before I dance under the lights. Muhammad Ali

If I cheated on my roadwork in the dark of the early morning hours, I get found out now under the bright lights on fight night. Joe Frazier

Something to Think About...The Whole Customer Value-Added Proposition by Bill Attardi - Let me define what I mean before I relate it to the lighting industry. Much has been written about the value proposition, the almost holy value proposition. It's a simple question: tell me what value you bring to the market; what makes you better than your competition? We have to teach it at the under-graduate and graduate level in any marketing course and I have often wondered that maybe we place too much emphasis on it. Well, we don't. A compelling value proposition is the essence of all our selling efforts. In its simplest terms, a value proposition is **a positioning statement that explains what benefit your product or service provides for your customers and how you do it uniquely better than your competition.** It's what you actually provide that is tangible and/or intangible and everything else your customer needs to make it acceptable to them as a **solution (solving a pain point).** Well, that does sound like VALUE! Warren Buffet tells us that we sell on price while customers buy on value.

With that said, let me justify why we must sell on the **Whole Customer Value-Added Proposition**, with emphasis on value-added. In the high-tech digital world that we now find ourselves, my view is that we must expand the concept and must address three (3) distinct / essential offerings and they must all work together in a uniqueness that you own:

- 1. The Product**
- 2. The Solution**
- 3. The Service**

Now let's look at the transition happening in the lighting industry.....and the Whole Customer Value-Added Proposition necessary if you intend to play in this new game. Yes, NEW GAME! *"It's a whole new world out there, with new playing fields, rules, and players. Your choice is to either learn this new game, or continue to be the very best player in a game that is no longer being played."* Larry Wilson



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Let's first deal with **THE PRODUCT**.....tangible lighting products. Back in 1879, we experienced a disruptive innovation called the Edison light bulb. Disruptive innovation because it would eventually replace every kerosene lamp in the marketplace, and lead to the life changing electric power industry. For the first 50 years, it was all about quantity of light, then and who really knows when, quality of light became a focus. Quantity and quality of light for over 100 years was the value proposition. Then innovation took the form of longer life; then energy efficiency. All contributing to the evolution of a vibrant lighting industry. Disruptive innovation is happening again, right now, as every lighting source commercially available will be replaced by solid state lighting. Think about it.....most of us grew up with seven (7) major lighting categories: you know, incandescent, fluorescent, HID, etc. We are now moving to one (1): **LED: ONE MAJOR LIGHTING CATEGORY FOR EVERYTHING!** The value-added value proposition is back to quantity and quality of light. Long-life and energy efficiency are off the table as it is intrinsic with SSL. When the possibilities are 300 lm/W efficacy and 100K hours of long life, let the innovators do their work on quality of light and we get the benefit.

Next, **THE SOLUTION**: it's not just about light anymore, right? Light has always had ancillary benefits but now, we are talking about allowing us to manipulate the timing / intensity / tuning of light leading to incalculable benefits in our living and working activities. To explore how lighting products can **solve a pain point**..... We are in the evolution stages of light becoming a value-added solution to many industry problems, dealing with improved productivity and increased performance in this "new" normal, even as a disinfectant solution.....thank you COVID. Indoor farming is happening all over the world thanks to LED lighting. We are finding lighting solutions wherever lighting is found and it's everywhere:

- Office
- Retail
- Healthcare
- Human Centric
- Education / Institutional
- Many other market segments: home, hospitality, commercial, industrial, on and on.....
- Where there is light, there will be a value-added solution, maybe for the first time.
- Horticulture
- Automotive
- Outdoor / Streetlighting
- Sports
- Specialty

THE SERVICE: if it's not about light anymore then what is it about? It's about AI, IoT / IoE / PoE / VLC / Li-Fi / VoIP / SAE / Big Data / Big Networking / LaaS and much much more... It's the LaaS, I want to address now. Lighting as a Service! If lighting has the potential to be the core connector to every electronic / digital device you own, we are not talking about traditional customer service: having the right product; in the right place; at the right price. That's so yesteryear....If we believe the solution to today's lighting systems must be a managed solution, dependent upon correctly designing / building quantity and quality of light, that requires intelligent specifications, competent installation, ongoing accurate measurement and monitoring, then we have no choice..... expanding services will play a more significant role, value-added and ongoing. It will include a financial service as well that offers intelligent control, connectivity and data collection. We will be asked to guarantee both the savings and performance for the entire design life of the solution, beyond providing just illumination. LaaS is a game-changer, a chance to create new user services. All aboard... the value train is leaving the station.


pain point + targeted solution = loyal, happy customer



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National LED EnergyWatch...

1. **RESEARCH: U.S. Lighting Market Analysis Published** - Research and Markets has published the 18th edition of its *United States Lighting Fixtures Market* report for 2024. The seven-chapter report states that while the market slowed to pre-COVID-19 levels in 2024, estimates show market expansion is expected for the next two calendar years due to an expected increase in construction of non-residential projects. The analysis covers topics such as basic data and trends, the U.S. market structure, demand determinants and insights into international trade. For example, the report indicates that China continues to be the largest lighting fixture import partner of the U.S. while imports from Canada, Cambodia, Mexico and Vietnam are also significant. Lighting brands such as Acuity, LEDvance, Signify and Zumbotel along with many others are included in the analysis. To find the full report, visit: www.researchandmarkets.com
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2. **Flipping the Switch: Is Lighting the Next Tech Partner?** by Jon Springer - Shopping carts are going to AI; robots are taking inventory and scrubbing floors. Payment has gone from checks and cash to cards to digital wallets to a swipe of the hand. Shoppers are dividing their spending between online, pickup and in-store. These one-time routine or analog practices—to name only a few—have seen rapid reinvention thanks to technology advances and a digital economy serving an increasingly digital shopper. Don't look now but your lighting provider might be flipping a similar switch. If carts can be smart and sweepers can be smart, lighting can be smart too. Lighting is moving into the digital transformation space with practical and potentially dramatic effects. Every light in a store sends out a unique IP address that a smartphone can detect, and by aligning the pattern of lights on the ceiling with locations of shelves and items on the store floor, makes it easier to find a product on a shelf. In-store navigation is just one of the connected lighting system's cloud capabilities. Retailers connected to the system can also manage and monitor system status, access tools to optimize energy savings and manage lighting remotely—a store, various parts of a store or a whole chain at a time. [Flipping the Switch: Is Lighting the Next Tech Partner? \(supermarketnews.com\)](http://supermarketnews.com)
 3. **Interactive Robot Market Is Expected to Grow** by Deborah L. O'Mara - Artificial intelligence (A.I.) is at it again, this time in the interactive or social robotics market. A.I., machine learning and language processing advancements have elevated the capabilities of interactive robots. They use advancing cognitive technologies to interact to gestures, voice and even people's emotions. According to the report, robots that can interact with their environment and react to outside stimuli are called interactive robots: "An interactive robot is an autonomous machine that interacts and communicates with people or other physical autonomous agents by adhering to the social norms and expectations of that function....." Robot technology, states the report, is in high demand in many industries because it can boost productivity, efficiency and safety. One of the markets that has increased its demand for robot control systems is manufacturing, where they can be used to automate processes while reducing labor and boosting quality assurance. This may be further fueled in the future by [Industry 4.0 endeavors](#) to increase automation in manufacturing. [Interactive Robot Market Is Expected To Grow - Electrical Contractor Magazine \(ecmag.com\)](#)



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4. ***Space Management with Smart Technology*** - In an era of changing work trends, which has seen more employers adopt work-from-home and hybrid models instead of having workers in the office full time, facility managers and building owners are incorporating smart sensors into institutional and commercial facilities to enhance efficiency, safety and productivity in the workplace. According to McDannald and Wernick, the following are examples of some of the types of sensors available: [Space Management with Smart Technology - Facilities Management Insights \(facilitiesnet.com\)](#)
- **Air quality sensors**
 - **Noise sensors**
 - **Temperature sensors**
 - **Proximity sensors**
 - **Desk sensors**
 - **Light sensors**
 - **Smart cameras**
 - **Access controls**
 - **People counters**
 - **Infrared and ultrasonic sensors**
 - **RFID and Bluetooth sensors**
5. **Honeywell, Cisco Collaborate for Better Energy Efficiency** - Honeywell and Cisco are integrating their platforms to combine artificial intelligence and real-time occupancy data to optimize building energy management. Honeywell's Forge Sustainability+ for Buildings will use the real-time occupancy and environmental data Cisco Spaces collects to [provide insights into energy efficiency and building utilization](#), the companies said in an Aug. 29 news release. The integration will help building owners and operators monitor assets for conditions such as room temperature, lighting and ventilation in specific zones, individual buildings and entire campuses, according to the release. [Honeywell, Cisco integrate AI, real-time data on building energy efficiency, utilization | Utility Dive](#)
6. **WHITE PAPER: Using Smart Technology to Control Building Energy Use** - Have you asked if your facility is working as hard for you as it could? While staff training and workforce development are key to preparing your organization for decarbonization, so is optimizing building systems to work smarter, not harder. Smart building systems use sensors and monitors to collect real-time energy usage data that's leveraged to achieve more efficient building operations. Whether installing occupancy sensors to switch lights off in areas of a building that aren't in use or using heating, ventilation, and air conditioning (HVAC) controllers to fine-tune air flow and humidity in different zones, there are numerous ways to automate energy savings. Commercial, industrial, and multifamily buildings may be eligible for New York State and utility incentives to support adoption of energy management systems, smart technologies, and other energy efficiency improvements. [nyserda cisponcon article august facilityexecutive smarttechnology 8.16.24-3.docx \(live.com\)](#)
7. ***Economic Benefits of Sensor Technology in Workplaces by Frank Rigas*** - Companies that use sensor technology can realize many economic benefits. In addition to fostering an employee-friendly workplace, companies that use [sensor technology](#) can realize many economic benefits. Sensor technology helps monitor and optimize the use of lighting and HVAC systems based on real-time occupancy and environmental conditions. By adjusting these systems only when necessary, facilities can significantly reduce energy consumption, leading to lower utility bills and overall operational costs. Sensors provide detailed insights into how different spaces within a workplace are being used. This data allows facilities to identify underutilized areas and optimize space allocation, reducing the need for excess office space and potentially lowering leasing costs. Improved space utilization can also enhance employee productivity by ensuring that workspaces are designed and used efficiently. [Economic Benefits of Sensor Technology in Workplaces - Facilities Management Insights \(facilitiesnet.com\)](#)



8. ***Maintaining the Right Light in WELL-Certified Buildings by Michael Jouaneh*** - The WELL Building Standard emphasizes natural light integration, appropriate lighting levels, and quality of electric lighting. Here are 5 tips for maintaining WELL certification.
1. **Ensure light quality with tunable white lighting and in-fixture control**
 2. **Embrace daylight and mitigate glare with automated shading systems**
 3. **Use smaller lighting zones to enhance controllability and energy efficiency**
 4. **Use manual controls and occupancy sensors in more spaces**
 5. **Conduct regular check-ins with building occupants about the lighting environment**
- [Maintaining The Right Light In WELL-Certified Buildings \(facilityexecutive.com\)](https://www.facilityexecutive.com)
9. ***AI Will Force a Transformation of Tech Infrastructure*** - Cloud services and private networks for years had to handle relatively limited amounts of data. Now that artificial intelligence and deep learning are driving vast quantities of photos, video, sound and natural language into the mix, however, data that was once counted in gigabytes and terabytes is measured in much larger units of petabytes and exabytes. Information systems, including the cloud, must expand to store all of that data. Less obvious—and more interesting—is the need to access all of that information at much higher speed and, critically, lower operating cost. [AI Will Force a Transformation of Tech Infrastructure - WSJ](https://www.wsj.com)
10. ***The Impossible Colored Light Bulb Created Thanks to a Tesla Prediction: The Shocking Effect It Has on Your Mind*** - Although most commercial LED bulbs emit a reasonable amount of blue light, it is a concern since it affects the health of the eye as well as sleep interruption. This is so because blue light interferes with the production of melatonin hormone, which controls sleep and wakefulness in human beings when it is at night. To counter this, the scientists, who were awarded a grant by the U. S. National Science Foundation, developed a new type of LED that produces lower levels of blue light but without the trade-off of the quality of the light. The researchers were able to further enhance this method by synthesizing a new luminescent crystalline phosphor with europium. When incorporated into a violet LED, this phosphor also achieved warm white light, but free of the detrimental blue spectrum. With this innovation, one will be able to overcome the issues of health effect that comes with blue light while continuing to support energy efficiency and the visual appearance of traditional LEDs. https://www.ledinside.com/news/2024/9/2024_09_18_03
11. ***LED End-of-Life Questions: What happens when it's time for an upgrade or replacement?***
by Craig DiLouie - In some regions of the United States, LED adoption has achieved a saturation of more than 50% of the installed lighting stock. Eight states have adopted regulations banning the sale of mercury-containing compact and linear fluorescent lamps. Like other traditional light sources that relied on incandescence or gaseous discharge, fluorescent is a dying technology—yet another casualty of the solid-state lighting revolution. A concern about LED's dominance is what happens at end of life. This is really three issues: how owners know when their lighting has reached the end of its useful life, what they are actually replacing and what happens after it's uninstalled. Electrical contractors can be good partners to customers in this regard, educating customers about the differences between LEDs and what they were previously using. In some cases, they can support customers as lighting stewards: visually inspecting the system, replacing defective components and periodically checking light levels. [LED End-of-Life Questions: What happens when it's time for an upgrade or replacement? - Electrical Contractor Magazine \(ecmag.com\)](https://www.ecmag.com)



- 12. NECA 2024 Preview** - It's almost time for thousands of electrical professionals to gather at one of the most important industry events of the year — the National Electrical Contractors Association (NECA) Convention and Trade Show. This year's event takes place from September 28 to October 1 at the San Diego Convention Center in San Diego. If you're planning on attending or not, some of the highlights at: [NECA 2024 Preview | EC&M \(ecmweb.com\)](#)
- 13. NEMA and IES Announce New Partnership to Enhance Lighting Industry Standards** - The National Electrical Manufacturers Association (NEMA) and the Illuminating Engineering Society (IES)—recognized leaders in development of lighting industry standards—announced a new partnership to foster innovation, collaboration and consistency in lighting technical standards. The new partnership will enhance standards for lighting system performance, quality, safety, and sustainability. Specifically, the MOU identifies key areas of cooperation, including the sharing of subject matter experts and mutual participation in standards development committees. This collaborative effort will streamline the standards development process, ensuring comprehensive input from both organizations. www.nema.org
- 14. AD-IMARK Finalize Merger** -The merger will operate as the newly created AD Independent Electrical Supply Division (IESD) representing more than 700 independently owned electrical distributors with annual sales over \$43 billion. AD's 900-plus independent owner/members span 14 divisions in the U.S., Mexico and Canada with annual sales (pre-merger) exceeding \$75 billion of electrical, industrial, safety, bearings and power transmission, plumbing, PVF, HVAC, decorative brands and building materials products. IESD will be part of AD's Electrical & Industrial Business Unit, led by Marisol Fernandez, who has been deeply involved in the strategic process with both organizations. The newly reconstituted IESD Board of Directors is comprised of 14 industry leaders represented in equal parts from both groups to provide guidance on strategic matters that impact the division. These leaders are listed at: [AD-IMARK Finalize Merger | Electrical Wholesaling \(ewweb.com\)](#)
- 15. Efficient Lighting's Newest Frontier: Building System Integration by Levin Nock** - When lighting manufacturers, contractors, distributors, and other commercial lighting stakeholders gather in Milwaukee for the DesignLights Consortium's (DLC) Controls Summit next month, the focus will be clear: There's a world of untapped energy savings waiting to be realized through widespread integration of lighting controls with HVAC and other building systems. Expanding upon previous DLC research showing that adding networked lighting controls (NLC) to commercial LED lighting projects can boost energy efficiency by an average of about 50%, a [2023 study](#) revealed that deeper energy savings are possible through integration of controlled LED lighting with HVAC systems. In that study, we found that when NLCs are paired with HVAC systems to deliver occupancy signals, total electric energy consumption by commercial buildings can drop by up to 20% in some facilities. Based on those results, the DLC recommended that its member utilities and energy efficiency programs across North America revamp their commercial rebate structures to capture these significant energy savings and decarbonization opportunities. [Efficient Lighting's Newest Frontier: Building System Integration | EC&M \(ecmweb.com\)](#)



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16. 51 & 51 and Counting - This has nothing to do with EnergyWatch News but as a sports fan, it must be reported. Never before has there been a player like Shohei Ohtani. Maybe Babe Ruth. At least,



not one who became the first player ever to collect 50 home runs and 50 stolen bases in an MLB season. And then he became the first player to collect 51 of each. Ohtani's gradual march toward an unfathomable milestone concluded with one of the best offensive performances of his already-legendary big-league tenure: a career-high six hits, with three home runs, two stolen bases and 10 runs batted in. WOW! Never before had a player accomplished all of those things in a single major-league game.

Shohei Ohtani of the Los Angeles Dodgers walked onto the field Thursday night and delivered a performance for the ages. It was a most memorable day... [50/50!! Shohei Ohtani makes history with the FIRST-EVER 50-HR/50-SB SEASON! | 大谷翔平ハイライト \(youtube.com\)](#)

17. GE Vernova Releases Inaugural Sustainability Report - GE Vernova Inc. (NYSE: GEV) today released its first-ever sustainability report as a stand-alone company, detailing how it is making progress on its mission to electrify and decarbonize the world. The report explains GE Vernova's innovative approach to sustainability and outlines ambitious goals built around a four-pillar framework – Electrify, Decarbonize, Conserve, and Thrive. The report also offers an overview of GE Vernova's broad portfolio of energy solutions across Power, Wind, and Electrification segments, as well as its Accelerator businesses. For more information, [governova.com/sustainability](https://www.governova.com/sustainability) and [read the full Sustainability Report. GE Vernova Releases Inaugural Sustainability Report – electrifiED \(tedelectrified.com\)](https://www.tedelectrified.com)

18. Horne Installs LED Wall with 3D Effects - A brand-new dimension was added to the view inside of the Horne Academic Center at Taylor University when it installed one more wall in the building.



Down the hall in the building is a gigantic sound stage. The dark room built to house film productions will now hold an opportunity for students to capture the virtual world on film. The optimized LED wall is designed to produce a background that appears to be three-dimensional (3D) to a camera, John Bruner, professor of film and media arts, said. As the camera eye moves across the set, viewers will be able to see deeper into the visuals on the screen.

[Horne installs LED wall with 3D effects - LEDinside](#)



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Global LED EnergyWatch...

19. Mckinsey: 3 Things Holding Back the Energy Transition - Almost nine years after the Paris Agreement and nearly halfway through what has been called a “decisive decade” for climate change, the world stands at a critical juncture in their transition away from fossil fuels. While significant progress has been made in developing and deploying some of these technologies, notably solar and wind, for which installed capacity has risen sharply over the past 15 years, a significant gap has emerged between the actual results and the expected ones. The 2020s are a make-or-break decade for climate action and more needs to be done to accelerate clean technology deployments, asserts the team from McKinsey & Co. **Permitting and supply chain constraints are part of the problem but there are three bigger issues delaying the energy transition: Economic and policy uncertainty, high technology costs and a lack of maturity for emerging solutions.**

[The reality gap in achieving net zero | McKinsey](#)

20. Nichia’s Perspective of Light That Contributes to Human Centric Lighting (HCL) - It has been 28 years since the white LED launched, which Nichia realized by combining a blue LED with yellow phosphor. Since then, LED technology has replaced incandescent bulbs and fluorescent lamps, becoming the predominant light source. The performance of LEDs continues to evolve daily, and now their luminous efficiency can well exceed 200 lm/W, enabling spaces to be brightly illuminated with even less energy. “HCL” is a term that has become widely used in the lighting industry in recent years. This is an abbreviation for Human Centric Lighting. Generally, HCL is defined as “lighting that is useful for human health both physically and mentally” and is commonly understood as “tunable lighting,” which changes the color of light according to the daily rhythm of life. However, Nichia takes a broader view of HCL, defining it as “lighting that supports a richer and more comfortable life through the effects of light,” and Nichia is dedicated to developing LEDs that deliver such light every day. [Nichia’s Perspective of Light That Contributes to Human Centric Lighting \(HCL\) - LEDinside](#)

21. Council Converts 18,000 Streetlights to LED in Milton Keynes, UK - Milton Keynes City Council (MKCC) in the UK is upgrading 18,000 existing streetlights to LED as part of its long-term vision to create a world-leading sustainable city. Lighting specialist Signify was selected to carry out the upgrade. which will enable the city to introduce innovation in terms of performance, quality of light, and connectivity to its lighting assets – and contribute to its climate action goals. The reduced energy usage is expected to pay for the project in full within eight years. The city council reports the upgrade will also increase visibility for motorists and pedestrians, and improve the quality of security camera footage, helping to improve the feeling of safety and deter criminal activity.

[Council converts 18,000 streetlights to LED in Milton Keynes - LEDinside](#)

22. Luceco: Sales Rise Beyond Expectations at Lighting Giant - Revenue at LED lighting specialist Luceco grew beyond expectations during the first half of its financial year as easing inflation helped to stabilise prices. The London-listed firm, which is headquartered in Telford, saw its sales increase to £109.6m in the six months ending 30 June, 2024, up from £101.1m in the same period last year. This boost in revenue helped to bump up its pre-tax profit to £8.7m, compared to £6.2m in the first half of 2023. In February the group acquired the Tyne and Wear-headquartered supplier, D-Line, which it said would help it to grow its business in North America, due to its Kentucky distribution site. [Luceco: Sales rise beyond expectations at lighting giant - LEDinside](#)



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LED Technology Watch...

11. **naturaLED® Compact Area Light Z10© Wall & Area Luminaire** - The naturaLED® Compact Area Light - [CAL_Z10_9530_9531 \(mynaturalled.com\)](http://CAL_Z10_9530_9531(mynaturalled.com)) - is constructed with a durable, die-cast



aluminum housing and excellent thermal design and is the perfect lighting solution for your parking lot, street, walkway, flood & wall light. It provides uniform, consistent color with a wide range of wattage selections to replace up to 1500W HID fixtures. Our fixtures are DLC Premium certified, IK10 and IP65 rated with five types of mounting options available: Pole Mount, Adjustable Pole, Slip Fitter, Yoke Mount, and Wall Mount. The preinstalled Z10 Receptacle allows easy plug-and-play control upgrades during installation or at a later time.

APPLICATIONS: Parking Lot, Street, Site, Streetscape, Area

Lighting, Flood Light, Wall Light. [naturaLED® Compact Area Light Z10 \(mynaturalled.com\)](http://naturaLED® Compact Area Light Z10 (mynaturalled.com))

12. **The Next Evolution in Lighting by SATCO |NUVO** - Introducing SATCO |NUVO's Reminiscent lamps - [SN1654 Reminiscent PI 06-06-24 \(2\).pdf](http://SN1654 Reminiscent PI 06-06-24 (2).pdf) - offering the efficiency of LED with the look of



a traditional tungsten filament. Gray filaments provide a clean aesthetic, blending in easily with many current fixtures and décor trends. Available in A19, ST19, T9, blunt and flame tip candelabras and globes, upgrading to high-end lighting has never been easier. With brilliant, clear glass and a color rendering index over 90, these 2700K lamps ensure color accuracy while emitting a warm light to enhance the ambiance of living spaces, restaurants, hotels and more.

<https://www.satco.com/new-products/article/reminiscent-gray-led-filament-lamps>

13. **Cree LED Delivers 20% Efficiency Increase for XLamp XE-G LEDs** - Improved LED performance



and the broadest color range provide even greater design flexibility. Cree LED, an SGH company, launched its higher performance XLamp® XE-G LEDs. Through a combination of higher light output and lower forward voltage, the upgraded XE-G LEDs deliver a 20% increase in efficiency for RGBW (Red/Green/Blue/White) color-mixing systems and a 10% or higher efficiency gain for 13 of the 18 colors. Since their debut, XE-G LEDs have provided leading-edge functionality, and this latest

performance boost will enable customers to improve their lighting fixtures even more. For more information, visit [Home - Cree LED: Application-Optimized LED Solutions \(cree-led.com\)](http://Home - Cree LED: Application-Optimized LED Solutions (cree-led.com))

Cree LED Delivers 20% Efficiency Increase for XLamp XE-G LEDs - LEDinside



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14. A.L.P. 390 Series Wraparound - The low-profile, narrow two-light wraparound housing snaps together for easy assembly, installation, and maintenance. Designed for today's commercial buildings, it features a high-reflectance matte finish to ensure a quality lighting installation that is efficient and sustainable. [390 Series Wraparound.pdf](#)

Features and Benefits:

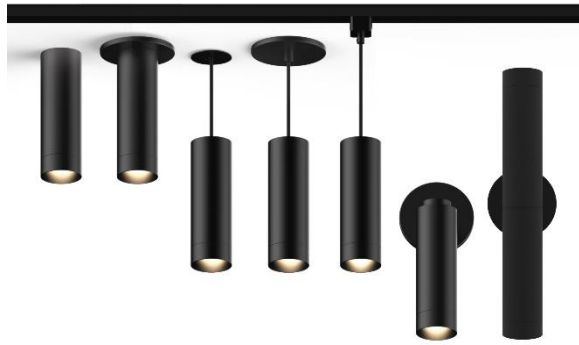
- Suspended or surface-mounted installation options.
- Accommodates most commercial wrap diffusers.
- Post-painted in matte white finish with 92% reflectance.
- Formed and welded in 24-gauge steel.
- Smooth hemmed sides for safe handling.
- Custom LED pattern holes available (877-257-5841).

Application: For use in industrial and garage applications as well as kitchens, offices and storage rooms. [Wraparound Fixture Kits Archives – A.L.P. Advantage \(alpadvantage.com\)](#)



15. Lumenture C70 Cylinder Light Fixtures - Spec Sheet: [Lumenture C70 Cylinders](#)

Lumenture's C70 Cylinder light fixtures provide lighting designers and architects a full-package



lighting design solution. Designed with elegance and functionality in mind, these fixtures can transform any space into a modern, illuminated haven. The Cylinders are available both in surface mount, pendant mount and track mounted options to fit any construction needs. These fixtures deliver high lumens without glare. Even with its small form factor, Lumenture Cylinder light fixtures deliver up to 2200 lumens of power. The result is superior brightness and quality from an unobtrusive fixture. With a 2.75" aperture, these minimal fixtures add a

modern touch to any space and will last 50,000+ hours. [Cylinders - Pendant Light Fixtures - Lumenture LED Lighting](#)

16. Climalux Introduces a New Full-LED Grow Light System CLX-2 - Climalux, based in Hoek van Holland, has developed a new full-LED grow light equipped with SMD LEDs attached to a single LED engine. Therefore, the new grow light has a higher light output and offers the grower an array of light spectrum options. The CLX-2 grow light consists of a dimmable lighting unit and a vertical ventilation system that ensures uniform heat and moisture distribution throughout the greenhouse. The light intensity and fan speed can both be controlled independently. Climalux is fully focused on the development and production of high-quality full-LED grow light systems for vegetable cultivation and ornamental horticulture. The complete system is supplied, including CLX-2 grow lights, a control unit, and a power supply unit. <https://climalux.nu/en/>



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Monthly Special Feature...

Harris's Proposed Capital Gains Tax Rate Would Be Highest for Many Since 1978

September 18, 2024 by: [Garrett Watson](#), [Erica York](#), [William McBride](#), [Alex Durante](#)

As part of the [2024 presidential campaign](#), Vice President [Kamala Harris](#) is [proposing](#) to [tax](#) long-term capital gains at a top rate of 33 percent for high earners, taking the top federal rate to highs not seen since 1978. The highest [capital gains tax](#) rates in history date to the 1920s, when capital gains income was subject to a maximum rate of [77 percent](#). Those high rates were reduced starting in 1922 due to concerns about declining capital gains tax revenues. Since 1954, the capital gains tax rate has almost always [been lower](#) than the top ordinary income tax rate, which helps move us closer to saving-consumption-neutral taxation.

In 1978, Congress reduced the effective top capital gains tax rate from 39.875 percent to 28 percent. (Of note, some taxpayers experienced a top rate of [49.875 percent](#) in 1978 due to other tax interactions.) The top capital gains tax rate was cut further to 20 percent on a bipartisan basis as part of the Economic Recovery Tax Act of 1981. The rapid reduction in capital gains tax rates led to increased capital gains realizations and [capital gains tax revenue](#), which nearly doubled as a share of the economy between 1978 and 1985.

For a brief period following the 1986 [Tax Reform Act](#), both ordinary income and capital gains faced an increased 28 percent rate (as the law lowered the top ordinary income tax and raised the capital gains tax). The higher capital gains tax rate drove a sharp decline in [capital gains realizations](#) and capital gains tax revenue. Since the changes in the 1970s, capital gains tax rates have remained below 30 percent. Harris's proposal would reverse that—raising the top rate on capital gains to 33 percent for taxpayers earning more than \$1 million. The proposal would also increase the tax rate on long-term capital gains from 20 percent to 28 percent and increase the net investment income tax (NIIT) rate from 3.8 percent to 5 percent. While not as high as the rates seen during most of the 1970s, a 33 percent top rate would be the highest in modern times.

There are also additional state and local capital gains taxes to consider. The current top combined [capital gains tax](#) rate is 29.1 percent, consisting of the 20 percent capital gains tax rate, the 3.8 percent NIIT, and the 5.3 percent average of state and local income tax rates on capital gains. By taxing high earners' capital gains at 28 percent and raising the NIIT to 5 percent, Harris's proposals would raise the top combined tax rate on capital gains to 38.3 percent—the second highest in the Organisation for Economic Co-operation and Development (OECD), behind [Denmark](#)'s 42 percent. Similarly, under Harris's proposals, the top tax rate on [dividends](#) would be nearly the highest in the OECD.

Under a tax code [neutral between](#) saving and consumption, the returns to saving, like capital gains, would not face a tax. However, under a Haig-Simons approach to taxation, capital gains would be taxed like any other form of income. The US takes a middle-ground approach between the two philosophies: capital gains are taxed but at a lower rate than ordinary income. Leaning too far toward taxing capital gains, however, would make the US an international outlier and discourage saving.

Harris's proposal to increase the capital gains tax rate would lead to a tax rate not seen since the 1970s. It would increase the tax burden on saving at a time when saving rates are already extraordinarily [low](#). Instead, policymakers should [prioritize ways](#) for Americans to [save more](#), both to improve their financial security and spur greater investment.

[Harris Capital Gains Tax Rate Would Be Highest Since 1978 \(taxfoundation.org\)](#)



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