

Delta Controls has developed a complete range of native BACnet products—HVAC, lighting control and access.



The combined use of Delta Controls' gateways, fully programmable controllers and intuitive building operations software, makes buildings easier to manage and more energy efficient.

Think, sense, speak—with Delta Controls' O3 Sensor Hub Delta Controls' O3 Sensor Hub detects motion, sound, light and temperature with unsurpassed accuracy, providing building automation systems with complete, centralized input to make economic decisions in real time.

Delta Controls' O3 Integrated Room Control system combines HVAC, access control and lighting control in a modular system. By merging multiple protocols as well as inputs and output into one unit, the system improves room control, avoids duplicate devices and lowers energy costs.

- Communicates with occupants via RGB light ring and integrated speaker.
- Saves time with easy-to-install mounting plate.
- Detects occupancy using sound and motion.
- Measures surface temperatures precisely with IR sensors.
- Combines temperature, humidity, light and motion in a single package.

[Connect with a Delta building automation expert now.](#)

It's Time as We Adjust to the New Normal for Your Annual SWOT Analysis by Bill Attardi

The SWOT (Strengths / Weaknesses / Opportunities / Threats) Analysis is an important tool in the strategic marketing planning process and is taught in every graduate and undergraduate business course in academia. My view is that this should be an annual event, to spend the time during the planning process to ask your key people the select critical questions in each quadrant because it starts us to gather the most viable internal and external information to plan and run a successful business. How you gather, manage, and use information will determine whether you win or lose (Bill Gates).

Well, in my travels in the lighting world, I offer a short cut with five (5) questions, yes – just 5 judicious questions that could help us maneuver thru the intelligent lighting combat zone and be on the winning side.

Your answers could pave the way to a workable strategic plan but it's only a start:

1. What are your core competencies? SUSTAINABLE COMPETITIVE ADVANTAGES, not easily duplicated by your competitors, is driven by your core competencies. Those unique strengths, embedded deep within your business that allow you to differentiate your offerings so profoundly that they create higher value for your customers than anyone else. Can you identify them? More importantly, can you communicate them effectively to your customers, employees and interested stakeholders? Communicating to all three (3) segments is essential...

2. What are the key technologies shaping your industry? Let me repeat what I have been saying: every lighting source out there will be replaced over the next 5 to 10 years. Everything! That means every Taco Bell, every Home Depot, every Olive Garden, every Walmart, every home, office, hotel, hospital, streetlight, supermarket, et al will be upgraded to Intelligent Lighting and to all the advanced technologies that connect everything we do. Where do you want to dominate? Not just a leadership position but a dominant leadership position....A SUSTAINABLE BRAND OF CHOICE!3.



3. What's motivating your customers to buy from you and how are they adapting to change? The focus of all your marketing activities is the customer. That's the first multiple choice question I have on every exam I give and I will not let a student leave my class until they answer that question correctly. So, what are your customers asking of you? Do they know about Smart Lighting? About Intelligent Lighting? What are you telling them? When they understand the advantages and benefits of the new technologies, and there will be many, will they buy them from you? Why not? Just remember when they do ask, we are not just selling light anymore.

4. Who are the new entrants in the industry and are they a threat or opportunity? Incumbents do not like change, so if you are one, I feel your pain. Chris Brown calls the new entrants the gorillas that will be driving the bus. He is right. Lighting has never seen the likes of Cisco, Apple, Qualcomm, Verizon / Sensity, Gooee, Oppl, MLS, et al... What are they doing in the lighting industry? Get out, you say! Well, lighting has the potential to be the core connector to every device you own. They are here and the only question is will they be a threat to your survival or will it be cooperative innovation, as it has forever been? The lighting industry has always been an interdependent industry. Lamp companies working with ballast companies working with luminaire companies, all working with the supply chain: agents, distributors, contractors, designers, the spec community, all working together to serve everyone's lighting needs. Time will tell but it is clear, we are on a pathway to connected information using light! The real game changer: Big Lighting vs. Big Networking. New entrant IT companies see a real opportunity to reshape the lighting industry and they want a piece. Maybe even dominate.....don't look back, they may be gaining on you.

5. What are your existing competitors doing that's working against you? What are you doing to them that's working for you? Let's get local...we all know that all sales are local. Whether you are a manufacturer, distributor, contractor, agent, whatever, you compete in the lighting industry now and you know who your existing competitors are and it's personal, new entrants notwithstanding. Your first responsibility is the day-to-day operations of your business to win in a very competitive market. Are you winning? You must! This is the only way it allows you to invest in tomorrow's technologies and opportunities. Times, they are a changin and the future is moving at the speed of light (sorry about that). Are you keeping up? I leave you with a quote from Jack Welch: If the rate of change on the outside is greater than the rate of change on the inside, the end is near.

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

National LED Market Observer

1. **CBS Sunday Morning - Vertical Farms: A New Form of Agriculture** - In downtown Jackson, Wyoming, a small plot of land, 30 by 150 feet, produces 100,000 pounds of produce a year, thanks to a farm that soars in the air. "CBS Sunday Morning" featured correspondent Martha Teichner looking at the growing industry of locally-sourced vertical farms for urban communities. It's not an art installation; it's rotisserie lettuce plants, going around and around inside a vertical farm, in the middle of downtown Jackson, Wyoming. This little tenth-of-an-acre plot produces 100,000 pounds of produce a year. In 2010, when now-retired Columbia University professor Dickson Despommier wrote the book coining the phrase "vertical farms," they were all but non-existent. By 2026, vertical farming is expected to be a \$10 billion-a-year industry worldwide. "There's snow outside on the mountain, and we're still producing tomatoes for our community," Architect Nona Yehia told correspondent Martha Teichner. Vertical farming is possible because LED lighting has gotten cheaper and more efficient. The plants need very little water. They don't live in soil; they're fed solutions of nutrients, but practically no pesticides. <https://www.youtube.com/watch?v=JixDaloJrAI>

2. GSA P100: The Facilities Standards for the Public Buildings Service - Now that the Infrastructure Investment and Jobs Act (IIJA) has passed, virtually every area of the country can expect to see a surge of construction at federal facilities, including new construction and long-deferred renovations, expansions and maintenance updates. Tasked with overseeing it all is the GSA, which manages the bulk of the federal government's non-military holdings – a real estate portfolio of more than 127,000 owned and leased buildings that provides the workspace for 1.1 million federal employees and includes everything from offices, warehouses, courthouses and childcare centers to land ports of entry, barracks, laboratories and hospitals. As you might expect, there are some new rules to follow, outlined in [P100: The Facilities Standards for the Public Buildings Service](#) – or P100 for short. Updated in October 2021, the 316-page P100 sets out both performance-based standards and prescriptive requirements for government-owned or leased facilities.



3. Inflation Reduction Act Expands Energy Efficiency Tax Deductions - The [Inflation Reduction Act \(IRA\)](#) of 2022 was signed into law on August 16, 2022 and includes numerous updates to the 179D deduction, which take effect on January 1, 2023. Among the provisions included in this bill is the expansion of the Section 179D tax deduction for building energy efficiency. Thousands of commercial building owners have utilized the 179D tax deduction since its inception in 2005, and this expansion potentially allows for many more to not only utilize the deduction but also claim larger amounts than previously available. Under the Energy Policy Act (EPA) of 2005, Section 179D allows for energy efficient investments in new and existing buildings to qualify for immediate tax deductions up to \$1.88 per square foot through the 2022 tax year. Eligible projects include those related to interior lighting, HVAC, and building envelope. The [179D deduction](#) was made permanent as part of the Consolidated Appropriations Act of 2021. [Inflation Reduction Act Expands Energy Efficiency Tax Deductions - Facilities Management Insights \(facilitiesnet.com\)](#)

4. California Set to Move Forward with Plan to Ban Sale of All Gas Cars by 2035 - California could be moving one step closer to banning the sale of gas vehicles by 2035, with the state's Air Resources Board (CARB) expected to vote in favor of such a plan Thursday. If passed, the regulation would operate in phases, with the amount of gas-powered vehicles on the road decreasing over time. 35% of new passenger vehicles sold would need to be powered by batteries or hydrogen in 2026, 51% by 2028, 68% by 2030, and 100% by 2035. In addition to these targets for regular passenger cars, the plan outlines a goal to have zero-emission medium and heavy-duty vehicles by 2045. [California set to move forward with plan to ban sale of all gas cars by 2035 \(msn.com\)](#)

5. 17 States Fight California Ban on Gas-Powered Cars - California is moving closer to banning the sale of new gas-powered cars by 2035, but Missouri and 16 other states are trying to block the maneuver. At issue in the lawsuit was the Biden administration's decision to allow California to set its own emissions policies aimed at addressing climate change. That ability had been stopped during former President Donald Trump's time in office. In analyzing the push for more electric vehicles, California regulators acknowledged it could boost manufacturing costs, but also reduce gasoline costs, resulting in a net benefit to consumers. In addition to Missouri, other states that have joined the lawsuit are Ohio, Alabama, Arkansas, Georgia, Indiana, Kansas, Kentucky, Louisiana, Mississippi, Montana, Nebraska, Oklahoma, South Carolina, Texas, Utah and West Virginia. [As California moves ahead on electric vehicles, Missouri, other states try to pull plug | Politics | stltoday.com](#)

6. Networked Lighting Control Benefits: 1 Year, 3 Ways - The Lighting Controls Association is proud to announce it is now a contributor to LEDs Magazine. In our first contribution, Craig DiLouie, LC, CLCP authored an article about three hypothetical facility owners/managers using networked lighting controls to achieve a wide range of benefits over the course of a year. While the energy-saving benefits of networked lighting controls are well documented and understood, the "non-energy benefits" of measuring and monitoring are developing and therefore less well understood in a detailed manner. For some applications, it is beneficial to see it in action. For this purpose, LCA authored this article, based on an Education Express course by C. Webster Marsh, that visualizes the capabilities and benefits provided by an installed networked lighting control system in three common but distinct applications. [Networked lighting control benefits: 1 year, 3 ways | LEDs Magazine](#)

7. TRAINING: Signify Announces First Ever On-Demand CIBSE Accredited CPDs - Signify has announced five new CIBSE accredited Continuous Professional Development (CPD) courses to arm specifiers, lighting designers, facilities managers and installers with the knowledge to be able to respond to a range of business needs from meeting sustainability goals to protection from COVID-19. Ranging from topics like the correct use of UV-C technology as an added layer for disinfection, to driving better connectivity through lighting, the five new CPDs are the first ever on-demand Chartered Institution of Building Services Engineers (CIBSE) accredited CPDs. These courses are an addition to an existing portfolio of 700 courses on the [Signify Lighting Academy](#) that delivers trainings to thousands of subscribers. The trainings are available on demand and at the end of the training, a certificate is generated confirming the CPD hours. [Signify announces first ever on-demand CIBSE accredited CPDs | Signify Company Website](#)

8. Important Details About the California Fluorescent Lamp Ban by David Shiller - Earlier this week, California banned fluorescent lamps, both CFLs and linear fluorescent lamps, joining Vermont's ban in May, and the EU's ban in December. California went beyond Vermont's ban on 4' lamps, by banning linear fluorescent tubes up to 8' long. I chased down the legislative language and found the following effective date information for the CA ban at: [Important Details About The California Fluorescent Lamp Ban | LightNOW \(lightnowblog.com\)](#)



9. California to Phase Out Linear Fluorescent Lamps Starting in 2024 - On Sunday, California Governor Gavin Newsom signed [AB 2208](#) into law that sets phase out dates for compact fluorescent lamps (CFLs) and linear fluorescent lamps (LFLs) starting in 2024. California is now the second state to pass a ban on fluorescent lamps, following Vermont's vote to phase out CFLs in 2023 and 4-foot LFLs in 2024. California, however, went further by including lamps up to 8 feet in the phase-out. Governments around the world are increasingly recognizing LEDs as the foremost lighting technology on the market today. On December 16, the European Union banned the sale of almost all mercury-containing fluorescent lamps by September 2023, and in March, 137 governments voted to phase out CFLs by 2025. To learn more, visit [www.cleanlightingcoalition.org](#)

10. Correlate and Ultra Yield Solutions Partner to Deliver Energy Savings to Controlled Environment Agriculture (CEA) Facilities - [Correlate Infrastructure Partners Inc.](#), a technology-enabled energy optimization and clean energy solutions provider for the U.S. commercial real estate industry, is pleased to announce its partnership with [Ultra Yield Solutions \(UYS\)](#) to address the most cost prohibitive aspect of indoor growing facilities: high energy use. UYS is the premier horticultural lighting distributor focusing on LED lighting technology and energy management solutions for Controlled Environment Agriculture (CEA) facilities. This move marks Correlate's entrance into the CEA space and the partnership provides a unique service offering that enhances the sustainability and profitability of indoor farming operations. The UYS team is headed by founder and chairman Chris Brown who brings deep LED lighting and energy solutions experience to the partnership as the former CEO of Wiedenbach Brown. The Correlate team is led by CEO and president Todd Michaels who boasts 16 years of experience in the energy industry including serving as the vice president of innovation at SunEdison. UYS and Correlate have aligned to provide CEA facilities with a unique offering by funding and developing optimization strategies around LED cultivation lighting, onsite power generation and storage, to ensure businesses have the reliable, cost-effective energy strategies needed to support long-term growth. UYS provides professional indoor farming LED design and deep industry experience while Correlate provides the solar, storage and funding.

11. LightFair 2023 Exhibit Space Selection Now Open - LightFair 2023 will move back to the Jacob K. Javits Convention Center in New York City, May 21 – 25. The 2023 edition of LightFair in New York is expecting to showcase 400 exhibitors presenting innovations in commercial and industrial lighting across design-focused lighting, technology, outdoor and lighting adjacent categories. The 2023 show will also feature the new LightFair Conference, developed by IES. Space selection will remain open until floor space is sold out. The current floor plan, updated daily with new exhibitors, can be found at: [Floor Plan - LightFair 2023 \(mapyourshow.com\)](#)

12. **tED Magazine Special Lighting Line-Up September 2022** - Feature INSIDE OUTDOOR LIGHTING by Craig DiLouie. . . . Our readers express their views on light pollution and environmentally responsible outdoor lighting. Light pollution” is an umbrella term referring to skyglow that obscures the view of the stars, light trespass or light straying onto neighboring properties, and direct glare. These issues have endured as a source of complaint for decades, producing a wave of local lighting ordinances, products, and metrics designed to mitigate them. Notably, they resulted in the emergence of “environmentally responsible lighting,” which describes outdoor lighting products and designs that satisfy owner needs while minimizing light pollution. Electrical distributors selling in this market appear to be generally aware of light pollution, with many recommending luminaires designed to mitigate one or more associated issues. These are just some key findings of tED magazine’s 2022 Outdoor Lighting Survey. Products SUPPLIER OFFERINGS. [TED Magazine - September 2022-B-Lighting Line-Up - page Cover \(tedmagazine-digital.com\)](https://tedmagazine-digital.com)



13. **Electrical Wholesaling’s Top 5 LED Picks for September 2022** - Here they are! Congratulations to the product managers and marketing teams from DMF Lighting, LEDVANCE, Alloy LED, Emerson, and Synapse Wireless for having their lighting products selected this month as Top 5 LED Products by Electrical Wholesaling magazine. Do you have a LED lighting product you would like considered for one of our future galleries? Send a high-res photo and product description to Jim Lucy, editor-in-chief at jlucy@endeavorb2b.com [Electrical Wholesaling’s Top 5 LED Picks for September, 2022 | Electrical Wholesaling \(ewweb.com\)](https://ewweb.com)

14. **Acuity Offers 2021 IECC Guide** - The nLight® IECC 2021 applications guide is designed to help lighting practitioners increase understanding of the IECC 2021 code, apply it to spaces and projects, and use nLight® lighting controls on these projects. [Click here](#) to download it.

15. **FHWA Processing Applications for EV Charging Funds** - The Federal Highway Administration is processing applications for \$5 billion available for electric-vehicle charging infrastructure and 33 states have received the green light. The Federal Highway Administration must process the applications of the remaining 17 states by the end of September. The federal approval means that state transportation departments can start to access their share of \$5 billion Congress included in last year’s infrastructure law to build electric vehicle charging stations across the country. The administration wants to install 500,000 new chargers in the next five years. [Electric Vehicle Charger Plans in 35 States Approved by White House - Route Fifty \(route-fifty.com\)](https://route-fifty.com)

16. **Manufacturers’ Third Quarter Outlook Shows Continued Supply Chain Issues** - 78.3% of manufacturing leaders listed supply chain disruptions as a primary challenge with only 10.8% believing improvement will occur by the end of the year. The [National Association of Manufacturers](https://naam.org) released its Manufacturers’ Outlook Survey for the third quarter of 2022, which shows mixed results around a challenging economic environment, inflation, supply chains, and the workforce. The NAM conducted the survey Aug. 16–30, 2022. [Manufacturers’ Third Quarter Outlook Shows Continued Supply Chain Issues | EC&M \(ecmweb.com\)](https://ecmweb.com)

17. **Details of Manchin’s Energy Permitting Bill Released** - An energy permitting bill introduced by Sen. Joe Manchin, D-W.Va., would remove regulatory hurdles for the Mountain Valley natural gas pipeline, would shorten environmental reviews for major energy projects to two years and would require President Joe Biden to identify 25 energy projects of strategic national importance, including at least six focused on clean energy. The bill also would limit states’ veto power over energy projects and would give the Federal Energy Regulatory Commission more authority over transmission projects. Yet its path forward is uncertain. [Manchin Unveils Energy Bill Boosting West Virginia Gas Pipeline - BNN Bloomberg](https://bnnbloomberg.com)

18. **The Stock Market Is Plunging and the Fed Is Giving Up on a ‘Soft Landing’ in Favor of a ‘Growth Recession.’ Buckle Up**

- In a speech at an annual symposium in Jackson Hole, Wyoming, on Friday, Fed Chair Jerome Powell said that the U.S. economy will likely [experience some “pain”](#) as the central bank continues its battle with inflation. Diane Swonk, the chief economist at [KPMG](#), [told Bloomberg](#) that in her mind, these comments signal that the Fed has given up on its hopes for a “soft landing,” and now recognizes a “growth recession” is necessary to reduce inflation meaning the Fed will need to slow economic growth to well below its potential. This story is featured on [Fortune.com](#)

19. **DOE Announces Pledges from 21 Organizations to Increase the Energy Efficiency of Semiconductors**

- The U.S. Department of Energy (DOE) announced a commitment from 21 companies and organizations to increase the energy efficiency of semiconductors by a factor of 1,000 over the next two decades. The Energy Efficiency Scaling for 2 Decades (EES2) national initiative aims to get the semiconductor industry back on the path of doubling energy efficiency every two years to increase the economic competitiveness of American semiconductor manufacturers and strengthen domestic clean energy supply chains. From air conditioners to smartphones, semiconductors are important for key products that are used by millions of Americans every day. None of our nation’s critical infrastructure—from defense and transportation to finance, communications, and health care—can function without semiconductors. The Semiconductor Roadmap will be released in 2023. For more information, visit [Advanced Manufacturing Office | Department of Energy](#)

20. **WHITE PAPER: Moving Power and Building Management to the Cloud**

- Building owners & operators are facing growing demands for buildings to become code compliant, sustainable and efficient. In this whitepaper, learn how new cloud-based power and building management apps can help them meet these stringent demands. In this intriguing whitepaper on moving power and building management to the cloud, learn how to do more - with less. Building owners and operators are facing growing demands for buildings to become code compliant, sustainable, resilient, efficient, and people-centric. New cloud-based power and building management applications can help meet these regulatory and occupant requirements with a scalable solution that minimizes the costs of on-site IT services, computing hardware, and software. [Moving Power and Building Management to the Cloud | EC&M \(ecmweb.com\)](#)

21. **Elevate Your Profile as a “LightFair Presenter”**

- [Accepting Applications Through October 14, 2022 Send in your proposal today to speak at LightFair 2023, New York.](#)

Global LED Energy Market Observer:

22. **Research: Booming LED Lighting Market Expected to Reach Over \$124 Billion**

- Research and Markets unveiled in their new report LED Lighting Market by Installation—Global Forecast to 2027, that the market is expected to reach 124.7 billion and grow at a CAGR of 10.6% by the end of the forecast period. The boom in the industry can be contributed to number factors including, but not limited to, increased environmental concerns, competitive manufacturer pricing, as well as rising demand for updates to existing lighting products and new energy-efficient products. To learn more, visit: <https://www.researchandmarkets.com/reports/5607031/led-lighting-market-by-installation-new#src-pos-1>



23. **Groundbreaking Motion Detection Turns Your Lights on and off Without the Need for Sensors**

Signify, Netherlands introduces a new app, features and products for its WiZ smart lighting system to enhance users’ daily convenience. The SpaceSense™ developed by WiZ uses Wi-Fi signals that are already present in the room to detect motion – without the need of dedicated sensors and batteries. Wi-Fi signals are slightly disturbed when people move around in a room, like a ripple in a swimming pool. By measuring the small deviations in signal strength caused by those disturbances, the WiZ lights can determine if there is an object moving in the room. The detection is omnidirectional and doesn’t require line of sight during installation, like in the case for a traditional motion sensor. The sensitivity of the system can be adjusted. You simply install at least two lights per room and connect them with the WiZ app V2. [Groundbreaking motion detection turns your lights on and off without the need for sensors - LEDinside](#)

24. GUV Lamp Guidance: Safety Risks and Recommended Practices for Germicidal Lighting by Craig DiLouie - The COVID-19 pandemic generated interest in applying germicidal ultraviolet (GUV) lamps in buildings such as healthcare facilities. Traditionally used in applications such as water treatment, industrial processes and ventilation, these lamps irradiate air or surfaces to neutralize pathogens such as SARS-CoV-2, which causes COVID-19. Manufacturers have developed products based on a range of approaches. According to Research and Markets, the global GUV market was valued at \$335 million in 2020 and is projected to grow to \$682.9 million in 2026, primarily based on increased demand for products used for air disinfection. The name “germicidal lighting” is a misnomer because it should only be used for disinfection, not illumination. [GUV Lamp Guidance: Safety risks and recommended practices for germicidal lighting | Electrical Contractor Magazine \(ecomag.com\)](#)

25. Silanna UV Makes Ultraviolet LED Manufacturing Breakthrough with Nanostructures - A major breakthrough in UV-C LED technology from Silanna UV offers huge advantages for applications as diverse as disinfection, water quality monitoring, gas sensing, liquid chromatography, and chemical and biological analysis. The new manufacturing approach promises to make deep ultraviolet and far ultraviolet LEDs easier to make, more efficient at shorter wavelengths, and more reliable. In essence, Silanna UV has effectively created a new material, a nanostructure, which is much easier to control and has properties that are far superior to traditional AlGaIn. The benefits for UV-C LED quality are revolutionary. https://www.ledinside.com/news/2022/9/silanna_uv

26. Can Vertical Farming Survive the Downturn? - Infarm, Europe’s only vertical farming unicorn, has just opened its largest growing facility yet. It’s a 10k square metre warehouse on the outskirts of Bedford, a town in the east of England that’s more known for wool than leafy greens. Once at full capacity, Infarm’s warehouse will house forty growing towers. They’re ten-metre high boxes — about as high as a house — and each can grow 500k plants a year, the equivalent of a football field worth of crops. Plants are grown hydroponically — meaning without soil — and are moved around by an autonomous system that waters them and moves them in and out of darkness to mimic sunlight levels. The system uses 95% less water and land than traditional farming and Infarm estimates that the new facility could one day serve 90% of the population living within a four-hour drive. There are at least [14 vertical farming startups](#) in Europe. [Can vertical farming survive the downturn?](#)



27. RESEARCH: Global Fixtures and Luminaires Market to Surpass \$110 Billion - The “[Lighting Fixtures and Luminaires – Global Market Trajectory & Analytics](#)” report has been added to ResearchAndMarkets.com’s offering. The global market for Lighting Fixtures and Luminaires estimated at US\$84.1 Billion in the year 2022, is projected to reach a revised size of US\$110.6 Billion by 2026, growing at a CAGR of 6.1% over the analysis period. Growth in the market is dependent on the dynamics of the construction industry, particularly in developing countries, automotive production trends, and increased acceptance of LEDs as more efficient light sources. Fueled by growing concerns for conserving scarce energy sources, the global lighting fixtures market is expected to witness stable growth. Rising adoption of LED lighting is expected to create demand for fixtures that are designed specifically for LEDs. The U.S. market is estimated at \$16.1 billion in 2022 (19.34% share in the global market), while China is forecast to reach \$22.8 billion by 2026. <https://www.researchandmarkets.com/r/y7dd67>

28. A New LED Solution for Outdoor Lighting Everybody Has Been Waiting For - The 5050 LED is replacing the 3535 LED, which has long been the leader in the outdoor lighting market. The existing ceramic-based 3535 has excellent reliability but is expensive. At present, the 5050 LED, which has achieved remarkable performance improvements in recent years, is targeting the market with price advantages. However, the 5050 LED must continue to enhance its reliability to become the mainstream of the market. The American National Standards Institute (ANSI) publishes a comprehensive list of factors for consideration when designing outdoor lighting. Therefore, the outdoor lighting industry has been looking for a more reliable and affordable lighting solution that can protect our safety and properties. Samsung’s High Power LH502D is the answer to all these problems and is the ideal outdoor light source for overcoming the limitations of current outdoor lighting products. https://www.ledinside.com/news/2022/9/samsung_outdoor_lighting

29. 15-Year Services Pact Stands Out in Deal to Update Lighting at Italian Schools - When energy company A2A S.p.A. was looking for a lighting supplier as part of its refurbishment of 70 schools in Brescia, it put a priority not just on the lights, but also on IoT servicing. So much so that it committed to a remote monitoring deal that will last for 15 years. A2A tapped German lighting company Trilux for cloud-based services as well as for the 16,000 LED luminaires across the schools in northern Italy, which range from nursery through elementary and high schools. [15-year services pact stands out in deal to update lighting at Italian schools | LEDs Magazine](#)

Monthly Feature:

Record Number of Bonus Rebate Programs for Lighting by BriteSwitch - A bonus program is when rebate organizations offer increased incentives for the existing rebate measures for a set period of time. The value of the bonus will vary depending on the utility. Sometimes, it's an extra 10% or 20%; other times, it can more than double the original rebate. This year, a record number of bonus programs are available for commercial lighting upgrades. Currently, 77% of the US has an active commercial lighting rebate program, just shy of the record high of 79% we saw in 2017. **22% of that area has a bonus program available at this moment. That's the highest we've seen since we started tracking commercial lighting rebates 14 years ago.**

Bonus programs typically start to appear in the Fall as utilities struggle to meet their participation and savings targets, but this year, we saw them debuting as early as March. This increase in bonus dollars reflects what we've heard from utilities. Many programs are finding it a challenge to get new energy efficiency projects. Most of the low-hanging fruit projects, such as T12 and metal halide, have already been upgraded. However, there are still many opportunities where facilities have more efficient technologies like T8 and T5HO but haven't upgraded to LED yet. These customers need increased incentives to help offset the more modest payback.

Types of Bonus Programs

Bonus programs can widely vary on how they work, but they usually fall into these four categories:

1. Bonus on specific products

Rebate programs may offer additional incentives on certain product categories to help increase participation. For example, it may be a particular product type, like a 4' LED tube, or a whole category, such as outdoor lighting. While they may be for a certain product type, they never specify that projects use a specific brand or model. An example is [Xcel Energy Colorado's](#) Instant Rebate Program, which currently provides a 50% bonus on TLED measures.

2. Bonus on certain customer categories

If a specific market segment seems to be particularly reluctant to upgrade its lighting, programs may offer a bonus for those customers. For instance, [Ameren Illinois](#) offered an additional 10% in rebates for schools or community colleges which completed their projects by 8/31.

3. Across the line bonus

This bonus type gives an additional rebate for any project, regardless of the application or product. For example, a program may offer an extra 20% for any lighting rebate it provides for the next 60 days. The benefit of these programs is that it is across the board, so virtually any lighting project will qualify for the increased payouts.

4. Trade ally bonus

Some programs find that it's more effective to incentivize the person selling the lighting instead of the end user. To receive these incentives, you typically must be a trade ally with a program. Becoming an ally can require the program administrator's approval and attending training sessions to become certified. Since these bonuses go directly to the distributor, contractor or ESCO, they instantly increase the vendor's margins.

How to Take Advantage of Bonus Programs

Since bonus programs are usually sudden and short-lived, it's a good idea to get on the mailing lists for rebate programs you work with. It's important to note that many bonus programs have specific rules and requirements. They may have strict pre-approval or final approval dates, or you may need to enter a special code on the application. Pay attention to all the fine print and deadlines, or you will miss out. Also, keep in mind that many programs still have their [cost caps](#). While a rebate may appear to be 20% higher because of the bonus, the program may still cap the incentive at 75% of project cost.

Increase Your Sales with Bonus Programs

Typically, rebate programs have deadlines, but bonus programs create an even more urgent timeline. With shorter time periods and higher incentives, it's a great way to motivate a customer to pull the trigger on a project. Revisit past quotes that didn't go forward and let the customers know about the higher rebate and the bonus deadline to increase the sense of urgency.

Stay Up to Date on Bonus Programs with RebatePro at: [RebatePro for Lighting](#)

[Record Number of Bonus Rebate Programs for Lighting \(briteswitch.com\)](#)