

Turn Ceilings Into A Canvas with Etch 2x2 Recessed LED Architectural Decorative Luminaire Gives Designers Reason to Look Up

The new Etch ceiling panels present a clean aesthetic with evenly lit, premium LEDs. This lighting solution delivers a sense of architectural style to an area. An optional opaque element gives a 3D appearance that brings depth, dimension, perspective, and visual interest to your designs. Add accent lights to the element to put light on task, even when the back panel is dimmed.

Upgrade your ambient lighting designs with ETCH 2' x 2', an exciting fresh vocabulary combining ambient and accent lighting for creating dynamic lighting compositions in any space. Etch 2'x 2' is the result of Amerlux's collaboration with Gensler, serving as product design consultant, and features an ambient recessed LED edge-lit panel that delivers light evenly and efficiently. The optional opaque element with or without

accent/task lights, gives you a 3D appearance that brings depth, dimension, perspective, and visual interest to your designs. Adding dimming and multi-function control for maximized energy efficiency, Etch allows you to have fun and elevate your designs with high contrast and visual drama by mixing in all three options, creating one of a kind patterns for each floor or project. <http://www.amerlux.com/>



LED Energy Market Observer:

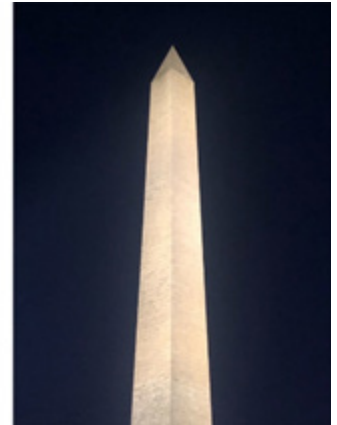
1. **LED Holds 70 Percent of A-Line Lamp Market** - According to the National Electrical Manufacturers Association's (NEMA) A-line Lamp Index, LED A-line shipments increased 2.3 percent in the first quarter of 2019 compared to Q418, but decreased 7.1 percent compared to Q118. Halogen A-line lamps posted a decrease in shipments in Q119 compared to the both the previous quarter (10.9 percent) and the same quarter a year ago (32.1 percent). CFL A-line lamp shipments decreased compared to Q418 and Q118 (9.3 percent and 20.4 percent, respectively). LED A-line lamps account for 70.5 percent of the consumer lamp market, followed by halogen A-line lamps which account for 24.9 percent. CFLs comprised the remaining 4.6 percent of the A-line consumer market. <http://www.lightnowblog.com/2019/09/led-holds-70-percent-of-a-line-lamp-market/>

2. **Electrical Manufacturers Support DOE Revision of General Service Lamp Definition** - The [National Electrical Manufacturers Association](#) (NEMA) welcomed the U.S. Department of Energy (DOE) Final Rule defining the scope of general service lamps to be consistent with the intent of Congress when it enacted the Energy Independence and Security Act of 2007. The general service LED bulb now accounts for approximately 70 percent of the shipments in the general service lamp category. Because of their longer life, it is estimated that by the end of 2019, 80-84 percent of the general service lamp sockets will be occupied by LED and CFL, while the halogen incandescent bulb is estimated to be in 16-20 percent of these sockets. This trend is not limited to general service lamps. The majority of reflector lamp shipments are now LED, and nearly half of decorative lamp shipments are LED. [Data published by the U.S. Energy Information Administration](#) documents that energy-saving lighting has contributed more to the reduction of electricity use in the United States over the last 18 years than any other product category. The DOE Final Rule will not impact the market's continuing, rapid adoption of energy-saving lighting in the next few years.

3. **Where Are the Best Areas for Lighting Rebates?** - The number one question we get is, "Where are the best lighting rebates in the country?" This question makes sense. Customers with multiple locations, nationwide distributors, and contractors all want to focus on those regions with the highest rebates. Unfortunately, it's not an easy question to answer because rebates can vary so much. While there's no clear-cut answer, we can provide some guidance. <https://briteswitch.com/news/BestRebateAreas.php>

4. Are You Ready for the 2019 CEC Title 24 JA8 Requirements?

- If a builder is going to build in the state of CA, they are required to use lighting products that are considered "High Efficacy" by the California Energy Commission (CEC). The CEC maintains a database of "High Efficacy" lighting products that builders can select from. In order to be listed on the database, products need to be tested for a variety of performance criteria. Once your product is listed on the database, you will be on the shortlist of products that designers, architects, and specifiers can shop from for their California projects. In short, if you want to sell your products for use in the state of California, you will most likely need to be listed on the CEC "High Efficacy" lighting product database. LightLab International Allentown can help you get your products listed on the CEC database. Contact us today to discuss your particular project: <http://www.lightlaballentown.com/>



5. MUSCO Lights up Washington Monument

- Just a day after the Washington Monument reopened to the public, the National Park Service announced Friday that the 555-foot tall obelisk's exterior lighting is getting a boost that should make nighttime viewing even more impressive. The NPS has partnered with Musco Lighting to more evenly and uniformly distribute light across the Egyptian-inspired monument. That means the pyramidion at the top is going to be a lot brighter. On the left, what the Washington Monument looked like in the older lighting. On the right, what the Washington Monument will look like under the new lighting. (Courtesy National Park Service). <https://wtop.com/dc/2019/09/watts-up-washington-monument-lights-get-a-boost/>

6. EW's LED Lighting Picks for September, 2019

- Congratulations to the project managers and marketing teams of Aeon, Douglas Lighting Controls, EarthTronics, G&G Industrial Lighting, Klein Tools, MaxLite, Prescolite, TAMCO, Tivo Lighting and WAC Landscape Lighting for having their products selected for this month's LED Lighting Picks. Do you have a product you would like us to consider for our future monthly picks? Send a brief description of the product and a high resolution image to Jim Lucy, Content Director, Electrical Wholesaling at jim.lucy@informa.com <https://www.ewweb.com/product-week/ews-led-lighting-picks-september-2019>

7. Detroit Finishing Up Replacing All Defective Streetlights

- The city's Public Lighting Authority on Monday is expected to complete the replacement of nearly 20,000 defective LED streetlights that caused premature dimming and failures. The replacement, which is expected to cost between \$7 million to \$8 million, is ahead of the lighting authority's goal earlier this year to swap out fixtures on 19,500 lights by the end of the year. The authority, which is funding the project, is seeking reimbursement from the lighting manufacturer, California-based Leotek Electronics USA. The authority paid \$3.9 million in 2014 to purchase 25,320 lights from Leotek. Installation costs for the lights were about \$5.2 million. According to the lighting authority, Leotek, per its 10-year warranty, said it would correct and replace any defects. Other lights in the replacement are America's Green Line, General Electric and Cree Inc. <https://www.detroitnews.com/>

8. Signify Launches Portable Smart Lighting Products

- Signify announced new smart light products, including an upgraded Hue Go, the Smart button, the Smart plug, and new GU10 and E14 smart bulbs. The Philips Hue Go is a portable smart lamp offering colored smart light with Bluetooth capability for wireless control via app or selected smart home assistants. The Smart plug turns any table or floor lamp into a Hue smart light. And the Smart button can be used to control Hue lights to brighten and dim. New Bluetooth-enabled White and color ambiance GU10 spots give built-in and recessed spot lights a burst of color and add style to any room. The new White E14 candle bulb offers more options when selecting home lighting. Ready to use after a simple setup with Bluetooth or a Hue Bridge, these bulbs are the perfect addition to the Philips Hue range. https://www.ledinside.com/products/2019/9/signify_smart_lighting

9. **AIA Consensus Construction Forecast Predicts Growth** - Spending on nonresidential building construction is expected to increase almost 4% this year and more than 2% in 2020, according to a new consensus forecast from The American Institute of Architects (AIA). Continued volatility has not impacted construction spending as the projections by the AIA Consensus Construction Forecast Panel—consisting of leading economic forecasters—are largely unchanged from where they stood at the beginning of the year. While some individual construction sectors are projected to see declines over the next 18 months, the consensus projects overall building construction activity will continue to expand. <http://www.lightnowblog.com/2019/09/15382/>

10. **Acuity Brands Acquires The Luminaires Group** - Acuity Brands, Inc. today announced it has entered into a purchase agreement to acquire all of the equity interests of The Luminaires Group (“TLG”), a leading provider of specification-grade luminaires for commercial, institutional, hospitality and municipal markets, all of which complements the Company’s current and dynamic lighting portfolio. TLG’s indoor and outdoor lighting fixtures are marketed to architects, landscape architects, interior designers and engineers through five niche lighting brands: a-light, Cyclone, Eureka, Luminaire LED and Luminis. TLG generates annual sales of approximately \$100 million and employs over 350 associates located across five locations in the U.S. and Canada. Management anticipates the acquisition will be completed by the end of the month. 9/10 GLOBE NEWSWIRE

11. **LED-Based Video Wall Immerses Potential Home Buyers at Toll Brothers** - PixelFLEX has announced a high-profile, LED-based, video-wall project in the New York office of Toll Brothers City Living — a luxury home builder that operates in a number of major US cities. The solid-state lighting (SSL) multimedia installation is intended to immerse clients allowing them to experience a new home or neighborhood environment as if they were in the actual environment. The video wall market is a subset of the direct-view LED video display market that is quickly growing in settings ranging from the cinema to high-end corporate offices. <https://www.ledsmagazine.com/>

12. **2019 ENERGY STAR Products Partner Meeting Presentations** - The 2019 ENERGY STAR Products Partner Meeting was held Tuesday, September 10 – Thursday, September 12, 2019, at The Westin Charlotte in Charlotte, NC. The U.S. Environmental Protection Agency (EPA) would like to thank all the partners and industry stakeholders who attended, presented, and helped make the meeting productive and insightful. 20 different companies brought energy efficiency to life. In case you missed it: https://www.energystar.gov/partner_resources/2019ESPPMPresentations

13. **Smart Cities: An Emerging Business Opportunity for Electrical Contractors by Jim Lucy** - Electrical contractors are in a good position to capitalize on a big chunk of this developing niche. Electrical contractors may be in better position than they realize to develop a profitable presence in the emerging Smart City market. Panelists at the NECA Show session, “What is a Smart City and Why Should You Care?” agreed... The Smart City concept includes streetlighting, electric vehicle charging stations, traffic management systems, various municipal services (including water, safety, cyber security and mass transit), new 5G control systems, inter building electrical control systems, and other applications that require the installation of various sensors to send data to cloud-based data management systems that city, facility, and building managers are developing to manage municipal operations. <https://www.ecmweb.com/>

14. **Cree and Delphi Technologies to Co-develop Automotive Silicon Carbide Devices for Electric Vehicles** - Delphi Technologies, an automotive propulsion technologies provider, and Cree will collaborate to utilize silicon carbide semiconductor device technology to enable faster, smaller, lighter and more powerful electronic systems for future electric vehicles (EV). Cree’s silicon carbide-based MOSFET (metal-oxide-semiconductor field-effect transistor) technology coupled with Delphi Technologies’ traction drive inverters, DC/DC converters and chargers will extend driving range and deliver faster charging times of EVs, while also lowering weight, conserving space and reducing cost. The Cree silicon carbide MOSFETs will initially be used in Delphi Technologies’ 800 Volt inverters for a premium global automaker. Production will ramp in 2022. https://www.ledinside.com/press/2019/9/cree_delphi_silicon_carbide_automotive_ev

15. Cree to Increase Its SiC Capacity by Building the World's Largest SiC Device Manufacturing Facility in New York -

After selling the lighting business, Cree is accelerating its development in silicon carbide technology. The US firm announced the plan to establish a silicon carbide corridor on the East Coast of the United States with the creation of the world's largest silicon carbide fabrication facility. Cree said it will build an automotive-qualified 200mm power and RF wafer fabrication facility in Marcy, New York, complemented by its mega materials factory expansion currently underway at its Durham headquarters. As a result, Cree will continue to drive the transition from silicon to silicon carbide technology to meet the increasing demand for the company's groundbreaking Wolfspeed technology that supports the growing electric vehicle (EV), 4G/5G mobile and industrial markets. <https://www.ledinside.com/>

16. Eaton Announces Name for Lighting Business Spinoff -

Curt Hutchins, Group President, Lighting Division, Eaton provided the statement: "Today we revealed to employees that 'Cooper Lighting Solutions' will be the company name and brand that will represent the Lighting business as an independent, publicly-traded company following the anticipated spin-off of the business later this year. The new name reflects a legacy of innovation as one of the world's leading providers of LED lighting and control solutions, and it signals a focus on connecting technologies, collaboration and new ways of thinking..." <http://www.cooperindustries.com/content/public/en/lighting.html>

17. Smart Buildings and the IoT -

What, exactly, is the IoT and how does it relate to building energy management? The IoT is the concept of connecting any device with an on/off switch to the Internet and/or to each other. IoT uses one common Internet Protocol (IP) to connect devices, which include everything from smartphones, tablets and digital assistants to various types of sensors and systems such as HVAC, lighting, and security. In other words, the IoT is a fast-expanding digital ecosystem of connected devices. In 2015, there were about 10 billion connected devices; by 2020, that number will more than triple to 34 billion. This growth is not surprising given the current environment where broadband Internet is widely available, technology costs are decreasing, smartphone use is becoming ubiquitous, and more and more devices are designed with built-in sensors and Wi-Fi capabilities. So, how does the IoT enable smarter buildings? The IoT helps create dynamic, and intelligent cloud-based interoperable networks by connecting electrical, mechanical, and electro-mechanical systems and platforms. By communicating with each other, these systems can help monitor themselves and act when necessary (e.g. turn down air-conditioning or heating needs in a little-used area) to provide the data and analytics needed for facility managers to intelligently optimize performance and create smarter buildings AND SMART HOMES: https://www.youtube.com/watch?v=MkvpmQu_w_o

Global LED Market Observer:

18. LG Innotek Releases 3D Flexible Automotive Lighting - LG Innotek announced the launch of its "Nexslide-HD", a flexible three-dimensional lighting for cars that emits bright and uniform light from five directions. LG Innotek attached numerous LED onto a thin substrate to product the automotive lighting module. It is a hexahedron that gently curves like a rubber and mounted on the exterior lamps, such as daytime running lights (DRLs) and tail lights. The company applied the LED packages, which spreads light around 180 degrees, and a proprietary optical design technology to the product. https://www.ledinside.com/products/2019/8/lg_innotek_3d_automotive_lighting



19. Lighting as a Service - Market Analysis, Trends, and Forecasts - Lighting as a Service market worldwide is projected to grow by US\$2.5 Billion, driven by a compounded growth of 44%. Commercial, one of the segments analyzed and sized in this study, displays the potential to grow at over 45.7%. The shifting dynamics supporting this growth makes it critical for businesses in this space to keep abreast of the changing pulse of the market. Poised to reach over US\$828.4 Million by the year 2025, Commercial will bring in healthy gains adding significant momentum to global growth. Representing the developed world, the United States will maintain a 48.9% growth momentum. Within Europe, which continues to remain an important element in the world economy, Germany will add over US\$65.2 Million to the region's size and clout in the next 5 to 6 years. <https://www.researchandmarkets.com/>

20. Showcase Office Features Indoor Positioning, Li-Fi And PoE - A state-of-the-art office featuring a range of pioneering lighting technologies has been opened in Norway. New technologies within the Signify Interact system used in the building include a personal control app for the lighting system, what's described as a highly accurate indoor location system that uses a combination of LED lighting and Cisco DNA Spaces, and even Li-Fi for light-based, high-bandwidth wireless connectivity. The building in Stavanger, home of IT systems integrator Atea, features the latest in connected lighting. The smart office capabilities at Atea include a suite of connected lighting monitoring and management software and connected sensors and luminaires. In addition to energy-efficient LED lighting and insights for businesses into performance and energy usage, the system offers personalization, productivity, and bio-adaptive lighting features that help keep employees engaged. <https://luxreview.com/article/2019/08/showcase-office-features-indoor-positioning-li-fi-and-poe>

21. Signify, Cisco Team Up Again for PoE - Signify has teamed up with its old Power over Ethernet (PoE) collaborator Cisco to provide PoE to Atea, a \$1.1 billion Norwegian systems integrator that is sampling several other Signify smart lighting technologies including visible light communications (VLC) for location services and Li-Fi for Internet. The deployment at Atea's new three-story Stavanger office is serving as a "living lab," allowing Atea to showcase the technology while also using it, the three companies said in a joint announcement. Atea is a Cisco technology partner and is also joining Signify's value-added partner program. Oslo-based Atea has outfitted Stavanger with 500 Signify PoE luminaires. <https://www.ledsmagazine.com/>

22. Beijing's £9bn Airport Lit Up for Opening - Lighting is set to play a crucial role in the passenger experience at Beijing's new £9 billion airport, which opens this month. Some 1,300 LED downlight from Osram, all controlled intelligently by a central system, are integrated into lines in the curved roof to complement the available natural light at the new Beijing Daxing Airport. Designed by London-based Zaha Hadid Architects in collaboration with French firm ADP Ingénierie, Beijing Daxing Airport is set to be the world's biggest terminal building and will cater for 100 million passengers a year. The airport will open at the end of this month in time for China's national day on 1 October. <https://luxreview.com/article/2019/09/beijing-s-9bn-airport-lit-up-for-opening>

23. Nobel Laureate Shuji Nakamura Sees Laser Lighting and Li-Fi the Next Target for LEDs - Shuji Nakamura, the blue LED inventor and the winner of Nobel Prize in Physics in 2014, visited Taiwan last week and delivered speeches in Taiwan's National Tsing Hua University and Chung Hsing University, as well as in Micro LED company PlayNitride. Nakamura shared his research experiences in Japan and the U.S. on the way of blue LED development and pointed out the trends and potentials of the LED industry. In addition, Nakamura works on laser-based lighting which he believes to be "light of the future." The emitting area of laser light is even smaller than LEDs, allowing further applications with advanced technology. In his speech, Nakamura mentioned the potential of Li-Fi as well. Li-Fi offer high speed data transfer and provide better security and a wider range of applications, highlighted Nakamura. https://www.ledinside.com/news/2019/9/nobel_laureate_shuji_nakamura_sees_laser_lighting_lifi

24. Li-Fi Installed at Hamburg Football Club - Journalists covering the football action at Hamburg football club HSV Fußball AG are set to become the first in the world to file their stories using Li-Fi. This is because Signify's Trulifi system has just been installed in the press centre at the Volkspark stadium. The system provides journalists with a secure and fast Internet connection through the room's LED ceiling lights. HSV is believed to be the first football club in the world to install the groundbreaking lighting technology which uses light waves instead of radio waves to provide an Internet connection. The Volkspark stadium, which opened in 2000, has a capacity of 57,000 and is one of 10 stadiums that will host the European football tournament in Germany in 2024. <https://luxreview.com/article/2019/09/li-fi-installed-at-hamburg-football-club>

25. Supply Chain Upbeat About Mini LED Sector in 2020 - Strong demand for mini LED in 2020 is expected offer related equipment suppliers, driver IC vendors, panel makers and materials distributors lucrative business opportunities. US-based semiconductor equipment supplier Kulicke and Soffa Industries (K&S) expects mini LED equipment to outrace advanced IC packaging equipment in providing growth momentum for the company, as mini LED may replace LCD backlights or OLED in 1-2 years, thanks to its energy conservation, high brightness and high contrast ratio, according to CB Chang, senior vice president at K&S. Up to 20,000 mini LED chips are needed for TV backlighting, compared to only 50 chips for a traditional LED backlight unit (BLU). <https://www.digitimes.com/news/a20190924PD204.html>

26. Japan Switches on LEDs for the Rugby World Cup

- New LED lighting has been unveiled at the Kobe Misaki stadium for the world's biggest rugby tournament in Japan. By marching across the playing field and taking a range of measurements, including beam direction, horizontal illuminance, color temperature and color rendering, robots helped lighting engineers configure the light distribution characteristics of the LED luminaires at the stadium. Philips ArenaVision luminaires have been installed and will be controlled by Signify's Interact Sports connected lighting system, creating spectacular light shows and allowing for the programming of multiple light scenes to adjust lighting standards to the different sports that are played in the stadium. The LED lighting system in the 30,132 seats stadium was commissioned via an innovative method using robotic measurement and includes video aiming and laser scan. The stadium, now in use during the world's biggest rugby tournament, is also the venue for the premier Japanese professional football league. <https://luxreview.com/article/2019/09/japan-switches-on-leds-for-the-rugby-world-cup>



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27. Osram to Develop Automotive LED with 25,600 Pixels in One Chip for Next-gen Vehicles - Several LED manufacturers in the industry have turned their business focus to automotive applications targeting the progressing automotive and electric vehicle development. Osram released the idea of the first hybrid LED "Eviyos" two years ago and is progressing the second generation of Eviyos featuring 25,600 pixels on a single LED chip, with pixel pitch of 40 μm . According to Osram, the pixels on the LED chip can be control individually, enabling the headlamps to not only illuminate the road but also project signals or symbols to other road users for more smart functions. <https://www.ledinside.com/>

28. Osram Shrinks Infrared LEDs for Facial Recognition - Keeping with its new emphasis on "high-tech photonics" over general illumination, Osram has introduced two new infrared LEDs — which Osram calls IREDs — intended for use as facial recognition chips that unlock smartwatches. The Munich company said that its new 850-nm SFH 4170S and 940-nm SFH 4180S "require about 50% less space" than comparable products already on the market. Osram mounts the chips in its Oslon P1616 packaging, measuring 1.6×1.6×0.85 mm. Osram is also positioning LED and laser chips for use in fitness gadgets, health monitors, driverless cars and drones, virtual reality, and more. <https://www.ledsmagazine.com/specialty-ssl/article/14040544/osram-shrinks-infrared-leds-for-facial-recognition>

29. Osram Sells the SITECO Luminaires Business to Stern Stewart Capital - Osram has found a new owner for the Siteco luminaires business in Stern Stewart Capital. Stern Stewart Capital intends to continue the current transformation approach. Separation from Osram gives Siteco entrepreneurial freedom. The cost situation is also improved with the elimination of previous Group structures. With the sale of the luminaires business, Osram is continuing its transformation to a high-tech company. <https://www.led-professional.com/>

30. **Bain, Advent to Bid for Osram as Takeover Battle Escalates** - Bain Capital and Advent International are preparing a fresh offer for German lighting maker Osram Licht AG, ratcheting up a bidding war with Austrian sensor maker AMS AG. The two buyout firms will spend the coming weeks conducting due diligence, before deciding on a binding proposal. Osram said in a statement on Wednesday, confirming an earlier report by Bloomberg News. The offer will “meaningfully” exceed AMS’s 38.50 euros-a-share bid worth 3.7 billion euros (\$4.1 billion), it added. Bain’s pursuit of Osram has fresh momentum after the firm teamed up with Advent as a replacement for earlier partner Carlyle Group, which backed away. The private equity firms will need to snatch the initiative away from AMS, which trumped an earlier offer and won the support of Osram’s board. Management of the German lighting maker expressed some reservations about AMS’s proposal and Osram’s workforce had come out in favor of Bain and Carlyle. Today’s indicative offer played to union’s concerns. <https://finance.yahoo.com/news/bain-advent-said-prepare-bid-104813701.html>

31. **Nichia Launches World First 2-in-1 Tunable White, Single LES, Mid-power 3030 LED** - Innovative tunable white, mid-power LED enables luminaire manufacturers to improve color tuning, shrink optics and fixture profiles, while enabling new design options. Nichia announces its game-changing 2-in-1 tunable white LED. This is the industry’s first tunable white LED in a mid-power 3030 package with a single light emitting surface (LES). Targeting most lighting applications, the technology provides luminaire manufacturers with a host of benefits ranging from new technology and design features to improved factory operations and inventory positions. Nichia’s proprietary 2-in-1 LED technology also allows for higher colour quality, in some cases up to ~90 CRI, in the popular CCT regions as standard; achieved with a negligible loss of performance vs. standard CRI LEDs. This technology allows customers and the industry to focus on the benefits of the light instead of just energy savings, which already far surpass that of traditional technologies. https://www.ledinside.com/products/2019/9/nichia_led_tunable_white

32. **Bluetooth Deal to Drive Adoption of Human Centric Lighting** - A breakthrough agreement between two major manufacturers is set make daylight-matching human-centric lighting available to a wide audience. Casambi, the pioneer in wireless lighting controls based on Bluetooth, has teamed up with LED technology specialist Seoul Semiconductor to provide precision control of LED lights that match the spectrum of sunlight. Casambi’s wireless control technology can now be used with Seoul Semiconductor’s innovative SunLike Series LEDs – the first LED light source to closely match the spectrum of sunlight. <https://luxreview.com/article/2019/09/bluetooth-deal-to-drive-adoption-of-daylight-human-centric-lighting>

33. **Healthcare Lighting Guide Set to Be Unveiled** - The Society of Light and Lighting has announced that it is set to unveil the long-awaited new version of LG2: Lighting for Healthcare Premises publication. The learned body said the guidance booklet would be in the hands of specifiers, consultants, designers and healthcare professionals ‘in the next couple of weeks’. If you have never designed for hospitals, you might assume that every aspect of the lighting is tightly specified and there would be little choice as to the equipment or layout. Apart from a National Health Service document on lighting and colour, the most comprehensive, and most often quoted guidance, is the LG2 ‘Hospitals and Healthcare Buildings’. The UK Department of Health endorses LG2 for guidance on hospital lighting as do many other countries around the world. <https://www.cibse.org/society-of-light-and-lighting>

Monthly Feature:



Rep of the Future Study ... Projecting 2025 Needs

The **National Electrical Manufacturer Representative Association (NEMRA)** is conducting an industry wide study to understand the needs of manufacturers, distributors and manufacturer representatives with a focus on how the association can better serve its members so that they may be a more important resource to manufacturers, distributors and our collective end-user / contractor customers.

NEMRA's goal is to understand how the channel will change over the next 5 years. What will independent sales agents need to do to better serve their manufacturers? To support and serve distributors? To meet the needs of end-users / architects / engineers and contractors?

The survey asks you to consider what is important today and to envision what 2025 could be and how agencies may need to change to meet tomorrow's opportunities.

Your input, coupled with interviews that Channel Marketing Group is conducting on behalf of NEMRA, will provide the foundation for this research.

All input is confidential. Some company demographic information is requested for respondent categorization.

On behalf of NEMRA, thank you for your time and thoughtful input.

Jim Johnson

President, NEMRA

P.S. And if you just want to share thoughts, please send them to [David Gordon](#) at Channel Marketing Group.

The link to this survey is <https://www.surveymonkey.com/r/ROTF25Attardi>