

[Amerlux's Commitment to Best-In-Class, US Made Lighting Design Solutions \(youtube.com\)](#)

Amerlux, a wholly-owned subsidiary of Delta Electronics, has been a catalyst for change in the lighting industry since 1984—simply by listening to the marketplace.

We don't keep up with industry trends. We set them.

We believe lighting is as much about “feeling” as it is about “seeing.” Our solutions deliver the five elements that exceed today's expectations: rich color, next-level comfort, total control, easy configurability and “capture” to provide added security.

We believe in building long-term relations with all our stakeholders, including architects, lighting designers, facility managers and contractors. We understand your goals, then rise to the challenge by offering an array of the most magnificent, top-end lighting solutions in the world—backed by iron-clad guarantees, breathtaking savings and unparalleled service—at a cost-effective price.

Our award-winning portfolio includes innovative interior and exterior lighting products that deliver striking aesthetics, unmatched rendering and superior performance through advanced engineering and connectivity.

Our clients' business is our business, their reputation, our reputation, and their bright future, our own.

National LED Market Observer

1. **10 Trends in Landscape Lighting** - The following 10 trends in landscape lighting have been compiled from multiple sources. All of these lighting trends can be applied to commercial as well as residential landscapes. Many of these trends parallel the latest technology advancements in lighting. Consider some of them for your next landscape lighting design project. View at [10 Trends In Landscape Lighting | LightNOW \(lightnowblog.com\)](#)

2. **ALA Hosts Member Forum on Product Packaging Laws** - ALA's next member forum will be hosted Wednesday, May 15, at 12 pm, CDT. This forum, designed for manufacturer members, will cover the extended producer responsibility laws related to plastic and packaging, which are becoming commonplace. Rachel Michelin, president, of the California Retailers Association, will lead the forum with a brief presentation, followed by an all-member open discussion. Participants will hear firsthand about California's SB 54, the state law that implemented goals for reducing packaging and packaging waste and shifted the burden of responsibility away from the consumers and to the producer. All ALA members are welcome to join this free event. To register, click [here](#).

3. **Panasonic Energy NA Partners With Girl Scouts of Sierra Nevada** - Panasonic Energy of North America (PENA) recently joined forces with Girl Scouts of the Sierra Nevada (GSSN) to create the “Manufacturing for Clean Energy” patch program, a first-of-its-kind initiative. The program was held at both the GSSN and PENA campuses on Saturday, April 20 and Saturday, April 27 for Girl Scouts ages 9 – 18. The initiative, the first for the Girl Scouts nationwide, is aimed to peak interest for young women in STEM while also encouraging careers in green energy manufacturing. [Panasonic Energy NA Partners With Girl Scouts of Sierra Nevada – lightED \(lightedmag.com\)](#)

Type of LED Solution	2024
LED Replacement Lamps	\$9.38
LED Downlights	\$23.90
LED Accent Lighting (Track Heads)	\$53.16
LED High-Bay Luminaires	\$123.48
LED Parking Garage Luminaires	\$107.90
LED Linear Panels (TL Replacement)	\$32.62
LED Outdoor Pole-Arm Mount	\$112.45
LED Wall Mount	\$105.10
LED Linear Tube Lamps	\$3.97
LED Screw-in HID Lamps	\$56.35
LED Pin-Based Lamps	\$5.68
Truffer Retrofit Kits	\$39.21
Type of Lighting Control Solution	2024
Remote-Mounted Occupancy Sensors	\$27.24
Wallbox Occupancy Sensors	\$23.90
Photocells	\$20.93
Luminaire-Mounted Occupancy Sensors	\$22.69
Daylight Dimming Systems	\$27.87

4. **LightSpec West Concludes 2024 Event with Strong Attendance** - Endeavor Business Media's LightSPEC West, a premier West Coast lighting and design experience, concluded its two-day event in April with more than 620 attendees who gathered at the Anaheim Convention Center for CEC-accredited education sessions, exhibits, and networking opportunities. More than 50 exhibitors displayed the latest lighting innovations for the built environment and met with specifiers, buyers, and architects on the show floor. Technical sessions and product demonstrations were held in the learning theater on the show floor. The full story on LightSPEC West 2024 and view a media gallery at [the LightSPEC magazine website](#)

5. **RESEARCH: DOE Publishes New Lighting Market Report for Baseline Year 2020** - The U.S. Department of Energy (DOE) published a new Lighting Market Characterization (LMC) report for the baseline year 2020. This is the fourth edition of the LMC report; previous versions were released in 2002, 2012, and 2017. By publishing summary estimates of installed stock and energy use of various general illumination lighting products, these reports help DOE and others plan effective lighting research and development programs based on changing needs. The new report details how many lighting products (lamps and luminaires) were installed in the U.S. as of 2020, where they were installed, and how much energy they consumed. It also highlights key changes in U.S. lighting market characteristics between 2015 and 2020. [Download the full report.](#) [DOE Publishes New Lighting Market Report for Baseline Year 2020 – lightED \(lightedmag.com\)](#)

6. **2024 Rebate Outlook: How Do Commercial Lighting Programs Work? by Craig DiLouie** - The 2024 commercial lighting rebate outlook suggests widespread supply of funding for lighting projects but lessening demand as some territories transition into a period of LED saturation. While the remaining late majority and laggard market segments are not as easy to acquire as customers, rebates may be critical to winning business. In 2024, the most popular commercial lighting rebates continue to be replacement lamps, troffers/flat panel, downlight, wall-mount, parking garage, outdoor pole-arm mount and high-bay luminaires. Despite federal legislation phasing out general-service medium-base lamps, some rebate programs surprisingly are still incentivizing LED replacements. Meanwhile, horticultural lighting rebates, which rapidly grew as a specialized category in recent years, have stabilized at nearly 650 utilities offering an incentive and with the average rebate being about \$100 per luminaire. Lighting control rebates continue to be available, according to BriteSwitch. Popular rebates include remote-mounted, wallbox and luminaire-mounted occupancy sensors, which saw an increase in average rebate dollars in 2024, a total average increase of 5%. [2024 Rebate Outlook: How do commercial lighting programs work? - Electrical Contractor Magazine \(ecmag.com\)](#)

7. **Custom Rebates Evolve By Craig Dilouie** - While prescriptive lighting rebates have significantly promoted adoption of energy-efficient lighting and controls, the custom rebate option offers a potentially highly lucrative path, particularly in projects with advanced lighting controls. In the large majority of the states in the U.S., utilities and energy efficiency organizations offer cash rebates to incentivize installation of energy-efficient lighting and other equipment in commercial buildings. They make these investments because demand for energy continues to grow, and promoting energy efficiency is generally less costly than building new generating capacity. With the common prescriptive rebate, the utility awards a cash amount per qualifying installed product. With a custom incentive, the owner's project team proposes a project to the utility, receiving an incentive based on energy savings. While not as simple as the prescriptive rebate, custom rebates can generate bigger rewards, and they are highly compatible with advanced lighting controls. [Custom Rebates Evolve \(lightingcontrolsassociation.org\)](#)

8. **Fluorescent Tube Bans and the Effect on Lighting Rebates** - Fluorescent tubes have long been a staple in the US, illuminating warehouses, offices, and public buildings across the nation for decades. However, recent legislative actions in several states signal a significant shift in lighting landscape. Eight states have passed legislation that will prohibit the sale of fluorescent tubes in the next few years. But how will these laws impact the lighting market in general and the valuable rebates for LED replacement tubes? Unlike the Federal EISA legislation that went into full effect last year, which banned the sale of inefficient general service lamps (like A19s), the fluorescent lamp bans are issued by individual states. Across the United States, some states have taken proactive measures to address the environmental concerns associated with fluorescent lighting technology. Currently, a total of eight states have passed legislation aimed at restricting the sale of fluorescent tubes. [Fluorescent Tube Bans and the Effect on Lighting Rebates \(briteswitch.com\)](#)

9. **Saving Electricity is Just the Start – Explore the Non-Energy Benefits of Networked Lighting Controls by Levin Nock**

- A study commissioned by the DesignLights Consortium demonstrates the non-energy benefits of NLCs. Although research shows that adding networked lighting controls (NLC) to conventional LED lighting projects can boost energy savings by an average of 50 percent, the technology's share of the market has remained low and hard to budge. Determined to change this pattern, the DesignLights Consortium has commissioned several studies that consistently demonstrate the value of lighting controls. One published last year stands out for focusing specifically on the non-energy benefits of NLCs - advantages that accrue beyond the energy savings realized from installing a lighting control system. Conducted by Skumatz Economic Research Associates, Inc., the study quantified the value of non-energy benefits (NEBs) and produced some notable results at: [Saving Electricity is Just the Start – Explore the Non-Energy Benefits of Networked Lighting Controls | EC&M \(ecmweb.com\)](#)

10. **NAED, Associations Sign Historic Collaboration Agreement** - [NAED's](#) President and CEO Wes Smith, along with [NEMA's](#) Debra Phillips, [NECA's](#) David Long, and [NEMRA's](#) Jim Johnson signed the agreement at the end of a panel discussion at the NAED National Meeting, which is happening right now in Austin, Texas. Rich Stinson, NEMA Board President and President and CEO of Southwire, moderated the panel discussion, titled "Project Spotlight: Cross Industry Collaboration". The new collaboration laid out three objectives that they will work toward:

- Reducing project cycle time across target industries
- Attract, develop, and retain the people necessary to support and sustain the electrical industry
- Lay the foundation for grid expansion well into the next century

[NAED, Associations Sign Historic Collaboration Agreement – tEDmag](#)

11. **Proper Lighting Conditions Enhance Student Productivity by Ashley Beebe** - How a room or building is lit can impact a person's productivity and health, positively or negatively. Studies have shown that lighting can affect our emotions, eating habits, mental health, sleeping patterns, energy levels, work habits and more, so it's important and necessary to have proper lighting in rooms and buildings. More specifically, in a classroom setting, lighting impacts how well students can concentrate on tasks and their overall productivity. Strategies, including the use of natural light, task lighting that reduces eye strain, dimming controls to reduce light intensity and fixtures that minimize glare and flicker, help students stay focused in an educational environment.

[Proper Lighting Conditions Enhance Student Productivity - Facilities Management Insights \(facilitiesnet.com\)](#)

12. **David H. Crum to Retire After Devoting Close to 50 Years to Crum Electric and the Electrical Industry** - Along with growing Crum Electric Supply into one of the nation's largest electrical distributors, Crum volunteered hours of his time with NAED, IDEA, and Affiliated Distributors. After almost 50 years, David H. Crum is retiring as Chairman of Crum Electric Supply. Headquartered in Casper, WY, David established Crum Electric Supply in 1976. The company grew both organically and through acquisition. Oil, natural gas, coal and other mineral extraction drove early growth for the company. Fueled by David's hunger for growth and diversification, the company grew across the states of Wyoming and Colorado, into Rapid City, SD, and the metropolitan markets of Denver and Salt Lake City, UT. David is leaving Crum Electric Supply in his son Dave's hands to continue to service the electrical industry throughout the Rocky Mountains and beyond. As he moves on to new challenges, his golf game is respectable and there are a lot of rainbow trout to catch. [David H. Crum to Retire After Devoting Close to 50 Years to Crum Electric Supply and the Electrical Industry | Electrical Wholesaling \(ewweb.com\)](#)

13. Empower Your Sustainability Through Intelligent Lighting Control by Rizwan Ahmad - Organizations can obtain information on energy usage and carbon reduction by integrating LED lighting with industrial facility automation software systems. Automation software becomes an important tool for industrial organizations to quickly provide reports and real-time energy usage for their facilities. By integrating LED lighting with industrial facility automation software systems, organizations can obtain quantifiable and actionable information on energy usage and carbon reduction. While wireless controls have long been employed in lighting systems, their efficacy hinges on intelligent management. Occupancy sensors and daylight harvesting sensors are among the many technologies that have been available to dim or switch light fixtures on and off to save on energy usage. However, it requires intelligent controls for these sensors to provide the useful feedback industrial organizations will require. Integrating with an industrial facilities automation software, an intelligent control system can provide detailed reports on the energy usage of LED light fixtures. [Empower Your Sustainability Through Intelligent Lighting Control | EC&M \(ecmweb.com\)](#)

14. The Horticultural Lighting Revival Gains Ground - Both Signify and ams Osram reported ongoing growth in their quarterly calls last week. Electricity prices continue to decline in their favor? More signs of a horticultural lighting resurgence emerged late last week, as the CEOs of Signify and ams Osram both issued upbeat accounts of the sector, which they said will help strengthen overall corporate results in the second half of this year. The high price of electricity was the culprit. Although LEDs are well known for energy efficiency compared to conventional lighting, growers balked at paying for any new artificial lighting at all, with power prices surging. Rising interest rates also did not help, nor did the capital cost of the lights. But electricity prices have been declining, more so in some parts of the world than in others. With that, [the business has been coming back to life. The horticultural lighting revival gains ground | LEDs Magazine](#)



15. Fluence Drives Improved Yields with Cannabis Cultivator Clade9 - Fluence announced today results from its successful partnership with California cannabis cultivator Clade9. In the first grow cycle since installing Fluence's RAPTR LED light fixtures, California-based specialty grower Clade9 experienced 70% higher yields while maintaining product quality. To maintain and enhance product quality, Clade9 and Fluence worked together to convert a grow room outfitted with 72 high-pressure sodium (HPS) light fixtures to 72 Fluence RAPTRs, a high-output top light built specifically to function as a one-to-one replacement for legacy HPS fixtures. In the first harvest cycle under the new lights, Clade9 produced 281 pounds per grow room, up from an average of 165 pounds per grow room prior to the Fluence partnership—a 70% increase in yield—while maintaining the high standard of quality for which Clade9 is known. [Fluence Drives Improved Yields with Cannabis Cultivator Clade9 - LEDinside](#)



Global LED Market Observer

16. **Producing 60 Million Ready-To-Grow Young Plants in 45-Acre Greenhouses** - Just south of London, Ontario, the relatively small and unassuming Highway 3 cuts east to west through flat cornfields and gently rolling wilderness. Ontario Plants Propagation was founded in 2002 along this seemingly desolate stretch of natural splendor. As a family business, the passion for nurturing premium starter plants from seeds was pursued on a humble 7-acre plot of land just outside the town of St. Thomas. Ontario Plants Propagation has grown to become North America's leading supplier of high-quality starter plants for hydroponic and organic greenhouse growers. Today, the operation comprises 45 acres of high-tech greenhouse facilities that produce more than 60 million "ready-to-grow" young plants from seed each year. Approximately 40% of all greenhouses in North America get their starter plants from Ontario Plants Propagation. [Producing 60 million ready-to-grow young plants in 45-acre greenhouses - LEDinside](#)

17. **RESEARCH: Horticulture Lighting Market Value Could Reach USD 31.5 Billion by 2032** - Per a [recent study](#) by Global Market Insights Inc. Request for a sample of this research report: <https://www.gminsights.com/request-sample/detail/7134> The Horticulture Lighting market is experiencing heightened demand due to increasing acquisitions and mergers among leading companies. These strategic consolidations are reshaping the industry landscape by driving innovation and expanding market reach. By combining resources, expertise, and technological capabilities, companies can enhance product offerings, accelerate research and development, and improve market penetration. The horticulture lighting market from the fluorescent segment could exhibit a decent growth rate over 2023-2032, claims the report. Despite the emergence of newer technologies like LED, fluorescent lights remain popular for their affordability and versatility. As the demand for indoor farming and greenhouse cultivation rises, fluorescent lighting continues to maintain its relevance and contribute to the growth of the horticulture lighting industry. [Horticulture Lighting Market to be Worth USD 31.5 Billion by 2032 – lightED \(lightedmag.com\)](#)

18 **Will the Most Expensive Spices Save Vertical Farming?** - Vertical farming has been struggling, due to high capital costs and high energy costs. Some vertical farms are now setting their sights on the most valuable crops in the world to achieve profitability. A good example is Veles Farming, a start up in Slovakia since 2021, that specializes in growing Saffron, the most expensive spice in the world. A pound of saffron costs thousands of dollars, more expensive than gold or diamond by weight. Many are watching to see if the most expensive crops can make vertical farming profitable, which could be a boon to the horticultural lighting industry. According to one [article](#), the 10 most valuable spices in the world are:

- | | | |
|-------------------|-----------------|------------------|
| 1. Saffron | 5. Black Pepper | 8. Star Anise |
| 2. Vanilla | 6. Cloves | 9. White Truffle |
| 3. Green Cardamom | 7. Turmeric | 10. Sumac |
| 4. Nutmeg | | |

[Will The Most Expensive Spices Save Vertical Farming? | LightNOW \(lightnowblog.com\)](#)

19. **Ferme Gadbois Turns to Tech to Grow Strawberry Year-Round** - The main challenge? Profitability. Every technical decision and investment was crucial because it impacted the project's economic viability. Selecting LED lighting was one of these decisions. Ferme Gadbois decided on the energy-efficient Arize L2000 LED lighting for their greenhouse. The Arize L2000 offers superior energy efficiency, which reduces electricity consumption. It also provides optimal lighting conditions crucial for plant growth. Known for its reliability and performance, the Arize L2000 also integrates well with artificial intelligence, enhancing its functionality. The powerful lighting intensity of 250 micromoles per square meter per second means fewer units are needed, which, besides saving energy, cuts installation costs. [Ferme Gadbois turns to tech to grow strawberry year-round - LEDinside](#)

20. **DLC Group to Collaborate and Advise on Horticultural Lighting Controls** - Lighting and controls manufacturers, engineering and design consultants, non-profits, researchers, and indoor cultivators are among the stakeholders recently appointed to help the [DesignLights Consortium \(DLC\)](#) accelerate the horticultural lighting industry's adoption of networked lighting solutions that advance both crop production and energy efficiency. The nine-member panel will provide input on DLC horticultural lighting program updates, creation of resources, and related activities. Moreover, as the DLC continues to improve the efficacy and quality of horticultural lighting eligible for utility incentives and rebates, the working group will provide technical and strategic feedback. [DLC Group to Collaborate and Advise on Horticultural Lighting Controls – lightED \(lightedmag.com\)](#)

21. **RESEARCH: Opportunities and Challenges in the Global LED Display Market in 2024 by TrendForce** - The TrendForce report indicates a recovery in the Chinese LED display market and growth trends in the overseas markets including North America, Asia, Africa, and Latin America in 2023. In terms of technology, COB displays are experiencing rapid development, while the demand for MiP LED displays is growing. Overall, the global LED display market continued to grow in 2023, although the LED chip-making and LED packaging markets in the upstream showed mixed performance. Looking ahead to 2024, with the promotion of fine-pitch and Mini LED displays, the global LED display market is expected to continue growing. [TrendForce: Opportunities and Challenges in the Global LED Display Market in 2024 - LEDinside](#)

22. **RESEARCH: Global Lighting Market Regains Pre-Pandemic Stability** - The "Lighting World Market Outlook 2024" report has been added to ResearchAndMarkets.com's offering. The comprehensive assessment of the lighting market reveals a return to pre-pandemic stability with a global valuation of US\$ 97 billion expected by the end of 2023. Despite a marginal decrease compared to the upward surge in 2021, the market is predicted to retain steadiness in 2024 and undergo moderate growth in the following two years. Top manufacturing countries, led by China and including the United States, Japan, and Germany among others, command over 80% of the lighting fixtures production globally. The analysis within the lighting market signifies a continual growth trend in architectural lighting, securing its lead in consumption across segments. However, the residential segment is anticipated to experience the sharpest decline in 2023, following a broader sectorial slowdown. [Global Lighting Market Regains Pre-Pandemic Stability – lightED \(lightedmag.com\)](#)

Monthly Feature:

Been reading a lot about Artificial Intelligence (AI) lately.....especially as it relates to sales. There are pros and cons like anything new, especially in the area of technology.....feel in the long run, it will make us all smarter. [The Power of AI in Sales & 5 Ways You Can Use It \(hubspot.com\)](#)

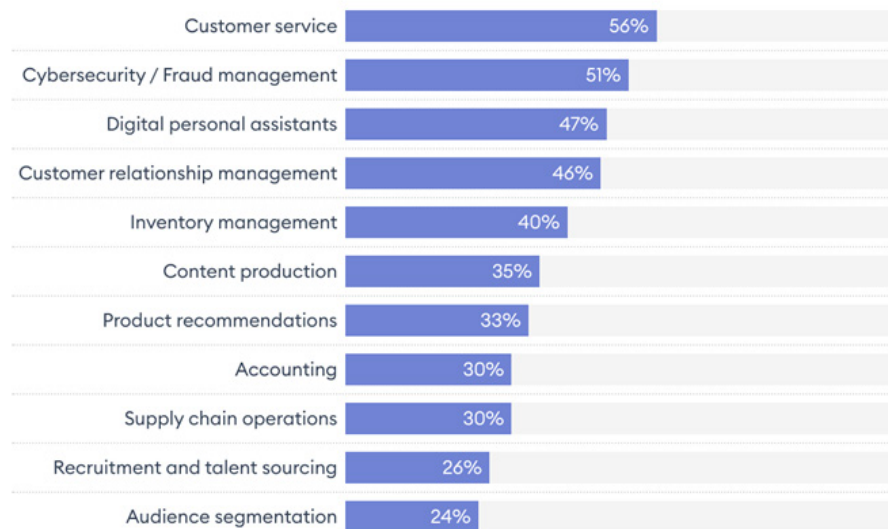
If you're looking to level up your sales team's performance, turn to artificial intelligence. Although only [37% of all sales organizations](#) currently use AI in sales processes, more than half of high-performing sales organizations leverage AI. That doesn't mean fully automating your sales jobs. Instead, AI tools can help your team save time and put more energy toward selling. In this post, you'll learn everything you need to know to get started with AI in sales — what it means, why you need to leverage it, and 5 powerful applications for your sales process.

[Download Now: The State of AI in Sales \[2023 Report\]](#)

- [What is AI in Sales?](#)
- [The Need for Automation in Sales](#)
- [The Benefits of Automation in Sales](#)
- [5 Ways Your Team Can Use AI in Sales](#)
- [3 Popular AI Sales Tools](#)

Top Ways Business Owners Use Artificial Intelligence

Forbes Advisor surveyed business owners to find out how they currently use or plan to use AI within their business



Source: Forbes Advisor

Forbes ADVISOR