



Amerlux® unveils new state of the art showroom in Oakland, NJ

OAKLAND, N.J. --- Amerlux® has opened a state-of-the-art 7,000 square-foot showroom, lounge and conference area in its new corporate headquarters based in Oakland, NJ. Clients will learn firsthand how to realize the power of the latest technologies. The Amerlux Showroom will guide you through application, control, color tuning and warm dim real-life applications. Amerlux gives clients a space to build out their vision before the final design is inked. Deep dive into the new showroom, and research and test the latest fixtures, controls and technologies.

"Our new showroom is an elegant lighting application center that demonstrates how to use the latest LED technologies while doubling as a classroom for hands-on training of what goes into an Amerlux product that makes it so Special," said Amerlux CEO/President Chuck Campagna. "The room can be used for actual interactive AIA/CEU courses, and to host meetings for the local chapters of the AIA, IES and other professional organizations. It also can be used for training sessions and educational seminars with distributors, contractors and the lighting community."

The architecturally styled showroom was built with 24-foot ceilings and removable walls that provide the ability to change ceiling heights and space dimensions for various applications and environments. Optimal store displays and commercial settings can be built quickly to work out design issues before the final specifications of a project. The black room/test lab is available to view comparisons of color rendering and beam control, as well as light distribution at a height of up to 24 feet.

"Displays include urban apartments, offices, retail, hospitality, supermarkets, commercial and exterior spaces, as well as a black room lab," said Mr. Campagna. "They are all designed to be re-lit quickly with any product that our customers may want to see."

Advanced technologies demonstrate Warm Dimming, Color Tuning, IoT, and Superior Optics that deliver the most effective and efficient beams of light. Users and designers are invited to select from a myriad of the industry's latest controls that are most suited to meet their needs and include everything from IoT to Photocell and Motion, as well as Color Rendering and Dimming. Additionally, Data Collection sensors that reveal consumer purchasing analytics, and tools that grow plants and "produce" under illumination, will be available.

"Our new showroom is here to use and all are welcome to utilize it for their next lighting event," continued Mr. Campagna. "Customers and designers can come kick the tires per se, to make sure they are using the proper lighting fixtures in their layouts. Come and witness first-hand our passion for lighting and dedication to creating high-performance lighting custom tailored to your exact specifications."

About Amerlux LLC

Light is a visual force that surrounds us all, affecting every moment and aspect of our lives. Amerlux® understands the lumen/human connection and offers products that deliver innovative, creative solutions. Great lighting is so much more than harnessing watts and lumens. Done right, it guides our entire experience of life.

Amerlux speaks the language of light for design and construction professionals around the world by manufacturing a broad array of optically superior, energy efficient lighting solutions for the retail, supermarket, hospitality, commercial and exterior lighting markets. Amerlux products and services include track lighting, recessed downlighting and multiples, pendants, linear systems, and custom lighting solutions, as well as support for energy reduction plans that can be used as a guide to state, city and local utility rebate programs for maximum energy savings and utility incentives. The company's domestic and international clients receive the support of Amerlux's highly trained specification sales force, as well as expert service from initial design to on-time delivery made possible by strategically located manufacturing, warehousing and shipping locations. Discover how the right light makes all the difference at Amerlux.

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