

Basking in the Spotlight



Award-winning marketing firm seen in the best light with LED upgrade

Marketing is all about helping customers see a product or company in the best light possible. Creative Marketing Alliance (CMA), a full-service marketing and association management firm, took that thought literally, upgrading the exterior lighting at its New Jersey headquarters.

“The LED lighting industry is chock full of new and inexperienced manufacturers and we really wanted to partner with a reliable and established manufacturer that had a good reputation. We found that in Amerlux.”

— **Jeffrey Barnhart**, president and CEO of Creative Marketing Alliance

Darkness comes early during New Jersey’s cold months and after several years of occupying its current office building in Princeton Junction, CMA’s exterior lighting needed replacing.

Featuring swooping rooflines and an abundance of windows for natural light, CMA’s offices have a small parking lot for visitors and deliveries in the front and a larger lot in the rear for employees. Sidewalks connect the lots to the building.



The parking lots were lit with an assortment of high pressure sodium (HPS) floodlights, metal halide “shoe box” lights and, on the footpaths were four antiquated bollards. The front lot was lit with one 200w metal halide shoe box while the back lot had four 200w metal halide shoe boxes and three 150w HPS floodlights.

“The shoe box lights were original to the building and were about 25 years old,” said Jeffrey Barnhart, CEO and president of CMA. “These old lights were not illuminating the area very well, so we added floodlights. This mishmash meant the lights had different color temperatures.”

Despite adding floodlights to the mix, the parking lot was still unevenly lit, so CMA upgraded to energy-efficient LED lighting to replace the old exterior lighting.

“Our new LED lights cut energy costs by 67 percent and our parking lots have never been so uniformly lit. There are no more dark spots or hotspots like we had before.”

— **Christian Amato**, business development officer & COO at Creative Marketing Alliance

Working with renowned lighting manufacturer Amerlux, CMA installed five AXK25 shoe box-type fixtures (81w each) and three Varieta FLC2 floodlights (51w) to illuminate the parking lots and four AXB7R bollards (17w) along the walkways.

Amerlux’s LEDs illuminated the exterior of CMA’s facility far better than the previous lights, while slashing electricity costs by 67 percent.

“Our parking lots are uniformly lit with the same white light, thanks to our new LED lights,” said Christian Amato, business development officer & COO at CMA. “It looks better aesthetically and delivers more usable light. There are no more dark spots or hotspots like we had before. There’s better seeability in the parking lot. Plus, the 67 percent reduction in energy costs is significant.”

About CMA

Nestled in the scenic heart of central New Jersey, Creative Marketing Alliance (CMA) is a full-service marketing and association management firm that has delivered award-winning results to clients for more than three decades.

“We’re a marketing agency, so it’s important that we have a good presentation for when clients and prospects visit our offices,” said Erin Klebauer, CMA’s director of client services. “The new lights definitely help us put our best foot forward for visitors.”





Specializing in strategic marketing and integrated communications, CMA builds reputation, relationships and return on investment for clients through results-driven programs. CMA's innovative solutions include content marketing, digital advertising, social media marketing, PR, publications and an in-house studio for digital and creative design.

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— **Erin Klebaur**, director of client services at Creative Marketing Alliance

CMA's association management division provides leadership and governance, association headquarters, membership management and growth, financial oversight, event-management and full-service marketing. CMA Association Management is triple-accredited and one of only 75 association management companies worldwide accredited by the AMC Institute.





PROJECT SUMMARY

Project Scope

Upgraded the parking lot and exterior lighting for a small commercial office building with energy-efficient LED lighting.

The upgrade consisted of five AXK25 shoe box-type fixtures and three Varieta FLC2 floodlights to illuminate the parking lots and four AXB7R bollards along the walkways.

Upgrade Benefits

- The customer received evenly lit parking lots and walkways, improving worker safety and enhancing the nighttime appearance of the facility.
- Thanks to the energy-efficient nature of LEDs, the new lighting requires 67 percent less electricity than the old lighting.
- The stylish Amerlux LED bollards matched the clean and modern aesthetic of the building's exterior façade.
- The LED lamps' 50,000-hour rated life will deliver years of maintenance-free operation and extraordinary energy savings.

Have an upcoming project? Let's bring your vision to life.
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