

SAN FERNANDO VALLEY BUSINESS JOURNAL

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The Green Group

Local Companies, City Lead the Way on Environment

By Eric Billingsley

SAN FERNANDO VALLEY BUSINESS JOURNAL STAFF

Valley business owners and executives say there's a financial case to be made for going "green." Yes, the term has been overused and abused by some. But as public awareness increases about global warming and depletion of the world's natural resources, so is the demand for things like recycling, energy efficiency, and clean renewable sources of power.

The following companies in the greater San Fernando Valley area are among many committed to meeting that demand.

ADG Eco Lighting –

A division of Architectural Detail Group

Location: Agoura Hills

Founded: 2004

Number of employees: 15

"How many people does it take to screw in a light bulb?" jokingly asked Gerald Olesker, CEO of Agoura Hills-based ADG Eco Lighting. "None, if you do it my way". Olesker, a lighting industry veteran who has worked on more than 900 jobs worldwide, [and] is passionate about the use of induction lighting.

Invented by Nikola Tesla, he said, the induction lamp system uses a revolutionary technology of light generation that combines basic principles of induction and gas discharge. Void of electrodes, it delivers 100,000 hours of high quality white light.

How's that green?



CEO of ADG Eco Lighting shows off one of his company's systems.

Induction lights last considerably longer than conventional lights, which reduces replacement costs and maintenance; mercury levels are lower than conventional lighting; and his products are manufactured right here in the U.S., which cuts down on costs and emissions related to shipping.

The induction bulb uses 50 percent less wattage than metal halide and almost half the consumption than a high pressure sodium bulb to produce virtually the same amount of visually effective (or pupil) lumens. It emits considerably less heat, which can reduce air conditioning costs.

The company also specializes in the installation of low energy LED lighting.

ADG Eco Lighting takes a holistic approach, said Olesker. It assesses client's aesthetic and functional lighting needs, conducts an energy audit, and determines how clients can achieve the fastest possible return on investment.

The company's retro-fit of a high-end auto dealership is one example.

The client reported that it is saving \$122 per year per fixture, which is the result of reductions in air conditioning, energy and maintenance costs. The client also noted that induction lighting brings out the rich colors in cars on the showroom floor, which helps sell more products.

Financial savings to clients is good for everybody, said Olesker. "Tremendous savings on the client side and more revenue on our side mean that we can create more green jobs," he said.

ADG Eco Lighting's primary customers include commercial industrial property owners, real estate investment trusts, and individuals or corporations with large real estate portfolios.

The company is also developing a program to recycle all of the lighting material and metals it pulls out of buildings during retro-fit jobs. It offers a lease program where clients pay little money up-front for product and installation.

"I feel like as a small entrepreneurial business person, and American manufacturer of decorative and functional lighting, I had a responsibility to promote this technology," said Olesker.

Architectural Detail Group, inc.



Light Bulbs: No Screwing for Up to 25 Years



Induction lighting is nothing new, dating back to the 1890s. Impoverished mad scientist, Nikola Tesla, left a wealth of wisdom about transmitting alternating current and what we now call energy-efficient lighting.

An induction lamp relies on the fundamental principles of electromagnetic induction and gas discharge to create light without the need of filaments or electrodes. The result is a lamp of unmatched long life, lasting up to 100,000 hours or 20 to 25 years, based on 12-hour daily usage.

Architect and 17-year veteran in the lighting industry, Gerald Olesker, CEO and Founder of Architectural Detail Group Inc. (ADG), started his company in 2004 with manufacturing, warehousing, and main office in various locations around Southern California. In 2008, ADG opened its "all done green" division, Eco Lighting Products.

Inspired by Telsa's work and after much research, Olesker designed lighting systems that supersede today's energy-efficiency standards, cost a fraction of traditional light investments, can be customized to the customer's style, and, get this, won't need un-screwing for up to 25 years.

Olesker told L' G, "The eco-driven factor is our underlying value. From a sustainable stand-point, we found that induction lighting is the best 'eco-nomical' value. 'Eco' for ecology meaning it is better for the environment. And 'nonmical' for economy, where customers get something better for their pocket books."

The year 2012 marks the demise of the incandescent bulb, according to the new rules and regulations in the lighting industry. Coupled with the impact of the present global economic downturn, new technology and resilient small businesses bring to the table the most novel products that help protect the environment and save money too.

But rather than wait for the last breath of the old bulb, ADG plunges ahead of

the curve in developing induction lighting designed beautifully to fit customized fixtures that show off the benefits of crisp, clean, clear lights.



Most national marketing outlets, including ENERGY STAR® and utility providers, are aggressively promoting compact fluorescent lights (CFL) as the answer for reduced energy costs and as the environmentally-friendly option, but many consumers are hesitant about switching out their bulbs to CFLs. Rightfully so. Nearly all energy-efficient lighting uses mercury, some in liquid form and some in solid form.

Fluorescent lamps contain high levels of liquid mercury, which if they break or are thrown in the trash leak mercury into surfaces and landfills – not good.

On the other hand, Light Emitting Diodes (LED) do not render true color; they create glare, and last a good 50,000 hours, but are best used for small space and specific task lighting.

Though induction lighting uses mercury, it is applied in a solid form, which allows easy separation of the metal from the light fixture, in case of breakage and for disposal. Induction uses 50 percent less

wattage to output more light; one-third less heat emission, translating into lower energy bills. In addition, induction lighting offers the best quality of light and can reduce stress on the eyes caused by use of poor lighting.

"We've tried so many products, that glare, distract, or lack continuity. We found they didn't create the best quality lighting," Olesker stated.

Architecturally pleasing spaces make the best use of natural and electrode lighting. At the same time, ecologically friendly options do not need to be drab. ADG pairs the best lighting technology with stylish and decorative finishes for a desirable piece of eco-art. After lighting 900 plus projects around the globe,

personally overseen by Olesker, the ADG Eco Lighting team are using induction technology for the majority of new projects on the board. ADG customers report better quality of light, energy savings of up to 60 percent, and reduced maintenance to almost nil. "We are marrying all the good elements together. What we are bringing to the market is the highest quality induction lighting that reduces energy and carbon emissions." Olesker said. "Our quality of light is so high that the quality of life for



This decorative light by ADG that uses induction technology is installed on the Pershing Square building in downtown Los Angeles.

our customers is much better." ■ www.lookinggreen.com/inductionlights

Eco-Impact

Gerald Olesker:

- Involved with green initiatives like Energy Star® and US Green Building Council.
- The office staff telecommutes and hardly ever needs to drive into the office.
- We walk to lunch, so we support the local businesses around us.

<http://www.impre.com/laopinion/negocios/economia-bolsa/2009/7/23/empleos-verdes-a-la-mano-137050-1.html>

Empleos verdes a la mano

- Yolanda Arenales / yolanda.arenales@laopinion.com | 2009-07-23

Los aproximadamente 450 empleos que se estarán ofreciendo el día de hoy en la feria de trabajos "verdes" organizada por la presidenta de la Asamblea de California, Karen Bass, arrojan un rayito de luz en medio del sombrío panorama laboral actual.

Desde su oficina indican que habrá unos 40 empleadores ofreciendo posiciones e información sobre las oportunidades existentes entre compañías comprometidas con el medio ambiente.

Gerald Olesker, al frente de ADG Eco Lighting, es uno de los empleadores participantes, y cuenta actualmente con unos 25 puestos vacantes.

"Más que un nivel educativo determinado lo que buscamos son personas con gran capacidad para atender e informar a nuestros clientes", dice Olesker, señalando que su empresa fabrica bombillas y lámparas de alto rendimiento energético, que incluyen atractivos diseños.

"A pesar de la mala situación económica, tenemos un buen nicho de mercado", comenta Olesker, señalando que la preocupación de muchos negocios y consumidores por ahorrar en la factura de electricidad juega a su favor, y el hecho de ser manufactureros locales también es apreciado por muchos de sus clientes.

Bruce Saito, de L.A. Conservation Corps, señala que su organización se especializa en capacitar y proveer oportunidades de empleo a jóvenes entre 16 y 24 años. "En Los Ángeles, uno de cada cinco jóvenes en esa franja de edad no tiene trabajo ni está estudiando", dice Saito.

L.A. Conservation Corps está al frente de muy diversas actividades, desde las más básicas, como plantar árboles, hasta ofrecer capacitación y puestos pagados en tareas de remodelación de edificios para reducir el consumo energético y de agua, entre otras muchas.

"Preparamos a los chicos para que puedan acceder a las oportunidades que las industrias verdes presentan", dice Saito, señalando que cuentan con unos 10 empleos disponibles, para jóvenes con cualquier nivel educativo.

Otros, como Ronald Arrington, de Consultants, Trainers, Coaches, LLC indica que los puestos que su empresa ofrece requieren graduación universitaria y a ser posible también una maestría. Su firma busca actualmente unos 10 becarios, además de contar con otra decena de puestos de trabajo.

El evento, patrocinado por el Distrito de Colegios Comunitarios de Los Ángeles, incluirá además conferencias y sesiones en las que se debatirán las oportunidades laborales relacionadas con energía "limpia".

Más información:

www.asm.ca.gov/Speaker .

Feria de empleos "verdes"

Jueves 23 de julio de 9 a 12am

Seguida de paneles y sesiones informativas

Dirección:

Millennium Biltmore Hotel, L.A Conservation Corps

ADG Eco Lighting

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English Version

Green jobs at hand

- Yolanda Sand / yolanda.arenales@laopinion.com | 2009-07-23

Approximately 450 jobs will be offered today at the jobs fair organized by the Speaker of the California Assembly, Karen Bass, cast a light in the gloomy current labor landscape. From your Office indicate that there will be approximately 40 employers offering positions and information on existing opportunities between companies committed to the environment.

Gerald Olesker, CEO/ founder of ADG eco Lighting is one of the participating employers, and has currently approximately 25 vacant positions.

"More than a level of education - we are looking for determined persons with capacity to meet and inform our customers", said Olesker, noting that his company manufactures bulbs and lamps of high energy efficiency, which include attractive designs.

"In spite of the poor economic situation, we have a good" "niche", says Olesker, noted that the concern of many businesses and consumers by saving on electricity bill plays in its favor, and being a US manufacturing premises also is appreciated by many B2B customers."

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Green Leaders

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Toward A New Light

ADG strives to provide innovative lighting products and solutions. **BY LIBBY JOHN**

Company Profile

Architectural Detail Group
www.architecturaldetailgroup.com

- **HO:** Agoura Hills, Calif
- **Employees:** 15
- **Products:** Lighting
- **Gerald Olesker, CEO/founder:** "We wanted to be something that could offer distinct value to our customer base and to the general public."

Architectural Detail Group (ADG) was founded in 2004 to be a true design collaboration that would enhance the built environment through positive relationships, founder and CEO Gerald Olesker describes. "We created the company with the intention of being more than a lighting company," he says. "We wanted to be something that could offer distinct value to our customer base and to the general public that really went back to the traditional roots of why American manufacturers [can generate] high-quality products and also provide innovative products and solutions."

The company's focus lies in creating sustainable and green lighting products that require less energy. "We sought out a solution and [use]

induction lighting and some other lighting [products] that [use] 50 percent less energy than what's used today," he says.

These products can be used in decorative, as well as functional environments such as retail, commercial, hotels, resorts and parking garages, he adds. "When we have something that is such a high value or quality, we can match it in any environment," Olesker says. "It's like sneaking vegetables into a meal. [We put it] with something that looks good and functions well."

ADG began focusing on induction lighting last year and many of its light fixtures today use the technology. Induction lighting can replace fluorescent lighting – which is poorer quality – and metal halide lights, which burn too much



Architectural Detail Group says its main focus is to create sustainable and green lighting products that require less energy to operate. Its products are used by sectors such as retail, commercial and hotels."

energy for those fixtures – which can't be used in large areas and cause glaring.

The company is also striving to incorporate green methods in-house, he adds. It is a member of the U.S. Green Building Council and is an Energy Star partner. It is also looking into a national recycling program, he adds.

"We have been collaborating with a national franchise pick up system to pick up discarded old lights that are being replaced with new induction lights," Olesker explains.

NEW COLLECTIONS

Last year, ADG acquired the rights and licenses for the premier, estate and antique reproduction collections of the Hearst Castle – decorative lights and iron collection, a range of home décor originally designed by architect Julia Morgan and newspaper magnate William Randolph Hearst.

"The licensor of the estate had called us and said [they'd] liked the quality of what [they'd] seen," Olesker says. ADG also plans to introduce an inspired by collection, manufactured by the company.

"Being a American manufacturer has given us the advantage over other fixture makers," he says. "Anything from decorative to functional. This is what we deem as functional detail."

AFFORDABLE DESIGNS

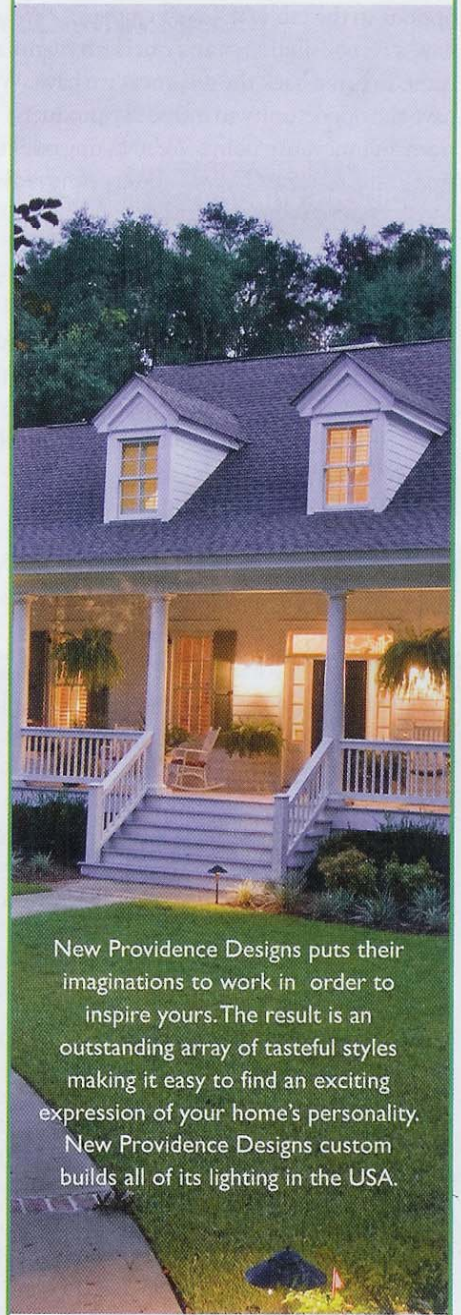
In 2010, the company plans to introduce its minuet selection, a collection that emphasizes affordable well-designed lights that are comparable to what has been shown at Williams Sonoma Home (WSH) – which are made in China. "They [WSH] could be a potential reseller of the line but we are looking at all possibilities to introduce a quality to the public that is truly needed," he says.

"It will allow the general public to have



ADG focused on induction lighting last year and many of its light fixtures use the technology today.

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more affordable interior designs." Unlike most affordable design options, these will be American-made, he explains.

"We're innovative and [want to] bring those options to the table," Olesker explains. "We have a responsibility, as an American manufacturer, to bring back the greatness we have. We have the opportunity to introduce products from an innovative point. We're taking our cues from Julia Morgan. They were very innovative and very upscale for the times.

"Hearst was so proud that he had electric lights, not gas. The light bulb was celebrated as part of the design," he continues. "The metal work was well crafted by artisans, and the building materials were of the age. We see that in the 21st century we can be as innovative with no VOC finishes, induction lighting or LED bulbs and well-crafted materials.

"Affordability is a culmination of good design," he continues. "American ingenuity and the willingness to work for the general good. ADG does this for its clients."

EXTENSIVE EXPERIENCE

ADG is the second company Olesker has founded. "I drew from my experience from the past," he says. "As an architectural designer, I launched my first light and product company in the early 1990s. It was a similar economic time as now and I still survived and grew a thriving company.

"Now, ADG is five years old and is ready to thrive as well. It is because there is a recognition that times change, clients are in need of quality and value, and the energy crunch is on. We can make all those things work together."

His experience is more extensive than the leaders of most lighting manufacturers, he says. "We had the opportunity to meet many great [architects] throughout the course of my career," he says. "First of all, I'm one of them. I'm formally educated as an architect. I am seeing the built environment through the eyes of an architect, not just of a manufacturer."

ADG currently does made-to-order lines because they have the ability to bring more value to projects, he adds. "We're going to pursue it differently in 2010 through multiple distribution points," he says. "We're going to create greater accessibility by actually taking on new distributors, new [companies] and people who want to embrace that line."

Olesker says his goal is for the company is to



Founder and CEO Gerald Olesker says he created the company to offer distinct value to its customer base and to the general public. Staying sustainable is part of ADG's plans.

provide innovative solutions in today's marketplace. "As technology has grown and energy demand has changed, we seek out appropriate solutions," he explains.

SEEKING SOLUTIONS

Sustainable options, such as induction lighting, are a part of that solution. "We're using a lot of green [technology] now," Olesker says. He adds that his vision for the company is "big."

"I would like to see the eco division grow nationwide," he says. "We also want to take an innovative approach and it's very important that we offer value and service in our operations.

"To meet these goals we are adding additional [sales force] energy efficiency liaisons to our staff with open positions nationwide," he says. ●



ENERGY STAR Challenge Participant Story

ADG Eco Lighting Products

Agoura Hills, California

Date Joined: March 08, 2010

ADG Eco Lighting Products is an innovative California based company that is able to manufacture solutions on demand for the customer's needs. As the US manufacturer of Energy Efficient Decorative and functional Lighting, provides properties like parking structures, parking lots, parks, shopping centers, convention centers or hotels needing to reduce impact on the environment. ADG ECO Lighting Products provide solutions to lighting dilemmas using LED Technology to make spaces brighter while saving commercial properties money in operating and maintenance costs. LED lamps are technologically more advanced than Metal Halide, High Pressure Sodium and Fluorescents and are easy to install in existent posts and fixtures. The ENERGY STAR Challenge for customers to meet the Power Reducing Technology impact on the environment. Federal Tax incentives are available through the Emergency Economic Stabilization Act of 2008. Power company incentives. The real incentive is with a simple payback, finance opportunities and great quality US Induction Lighting Technology saves utility and bulb replacement costs for 10 to 20 years and increases safety through LED. ADG Eco Lighting Products communicates the benefits of energy efficiency through the blog, press releases, and industry magazines. We are also in the process of calibrating the buildings that we performed work for to regain our ENERGY STAR certification. We are currently working on a program to help customers be educated on the programs. CEO and Founder Gerald Olesker is active in speaking engagements at functions about green building.

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