



ADG Eco & Energy Advisement Group

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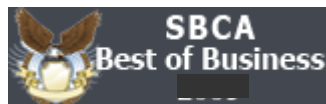
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Architectural Detail Group, Inc
a collaborative group enhancing
the built environment's needs
through positive relationships



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Agoura Hills, CA 91301
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www.adgEcoLP.com www.GreenHotelLighting.com

January 15, 2011

Open Letter

Re: interested customer regarding energy reduction in Hospitals.

Cage: 59TA1 Duns:198358579 NAICS: 335129, 331724, 541420 FSC: 5975, 6210, 6240

Dear Customer,

Typically, programs to reduce energy with lighting seem to be as archaic as the "F" word, Fluorescent that is. Energy related professionals, power companies and technicians seek the easy way to change-out your fluorescent or metal halide with newer fluorescent and fancy systems that seem to be good, but can result in cheap product and poor maintenance curves 2 years down the road.

Our Manufacturing team of Environmental Scientist, Architect, and Electrical Manufacturing Professionals has looked into your types of issues. How do you get 3 to 5 times life of a product now at the price that is more related to a Yield rather than expense?

As we look at each similar situation, one constant occurs. Employees do not need the tops of their heads lit and do not stay at their desk all day long. and Corridors are illuminated with bulbs that burn out in 2 years. So why does your facility illuminate air all day long? By now, you need help with the solution.

Our simple GO SMART[®] system reduces overhead lighting waste and places total emphasis within the workstations with Motion Management. Corridors, and parking areas are reduced with energy preferred systems and our Eco Lighting products that defer maintenance 10-20 years.

The quality of our *scotopic* lighting ' [DOE ADG info Sheet] actually allows the people working in their space to use 100% eye capacity while automatically shutting off when the space is empty.

We look forward to working with your facility management and sustainability professional to review specific areas and needs.

Stay Green and make Savings a real Yield.

Gerald Olesker

CEO/ Director of Government Procurement

ADG is a charter member of NEFLDA National Eco Friendly Lighting Dealers Association



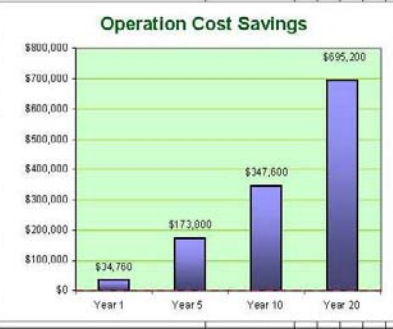
ASK ABOUT
ENERGY STAR



ADG Eco Lighting Products Induction Case Study 122010

"Good news, the installation at NCH Wellness Center has gone well. Most importantly the client is very happy with the outcome"

Project Details, Savings, Rebates, & Costs			New Lighting	
Item	Value	Explanation	Type	
1. Current Lamp Wattage	800	metal halide	INDUCTION DUAL-LAMPING 150 w each	
2. Current Lamp Wattage w/ Ballast	960	Calculated Using Standard Ballast Formula		
3. New Lamp Wattage w/ Ballast	310	See New Lighting		
6. Additional Watts Saved	600	HVAC		
7. Total Watts Saved per lamp	1250			
8. # of Lamps to Replace	50			
9. Total Energy Saved (Watts)	62,500			
10. Total Power Saved (kW)	62.5	Converted from Watts to Kilowatts		
11. Hours of Use per Day	12			
12. Days of Use per Week	7			
13. Weeks of Use per Year	52			
14. Energy Saved per Month (kWh)	22,750			
15. Energy Saved per Year (kWh)	273,000			
15. Energy Cost per Kilowatt (.cents)	0.120	Commercial Electricity Rate in		
16. Energy Cost Savings per Year	\$32,760	Subtract this from your Current Energy Bill		
17. Maintenance Savings per Year	\$2,000	Maintenance Cost Ave. is \$40 per Old Lamp		
18. Total Savings Per Year	\$34,760			
19. Initial Cost of Lighting	\$29,000	assume Maint to install		
20. Initial Cost w/ Savings (Year 1)	-\$5,760			
21. EPAct Summary Assumption 1	\$0			
22. Section 179 Assumption 2	\$0			
23. Energy Rebate 1	\$0			
24. Energy Rebate 2	\$0	\$.10 on-peak & \$.05 off-peak kWh saved		
25. ADG Mfg. Rebate	\$0			
26. Total Rebates	\$0			
27. Initial Project Costs (Year 1)	\$29,000			
28. Total Savings & Rebates (Year 1)	\$34,760			
29. Final Cost of Lighting (Year 1)	(\$5,760)			
30. Payback Period (Years)	0.8			
31. Return on Investment (ROI)	119.9%			



See all terms and conditions with dealer and distributor. Terms subject to rate changes.
http://www.adglighting.com/Terms-and-Conditions_ep_38-1.html

**Section 179 Tax Benefits - New legislation stemming from the Economic Stimulus Act of 2008 has increased the eligibility of Section 179 tax deductions by qualifying new equipment purchases up to \$250,000. Previously, the code limited the deduction to purchases up to \$128,000. The equipment must be placed in service by the end of the calendar year to be recognized for this benefit. Due to inflation, equipment and deduction amounts will likely be adjusted in upcoming years. A 50% depreciation bonus exists for purchases over \$250,000. **Both a \$1 Buy Out Lease and an Equipment Finance Agreement qualify for these tax benefits. **Contact a tax advisor for more details and to see if you qualify. **Recycle and Remove \$5 per Unit Add on Fee. **Tax savings assumes a 34% tax rate. **Equipment cost less the tax savings in one year. **TAX & FREIGHT NOT INCLUDED.

Northwest Community Hospital
Greencast Services, Inc. Installer / Dealer

Therapy Pool Lighting Replacement & Retrofit



ADG Eco Lighting Products
 ADG Eco & Energy Advisement Group
 Proudly serving
 Institutions
 with an experienced team

Collaborations of our Team
 with yours produces
 quality results,
 well manufactured products
 and some of the best solutions.

ADG experts have been
 manufacturing for 3 generations

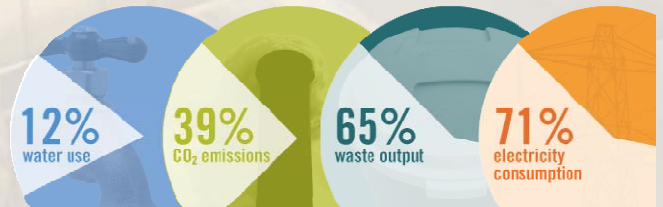
ADG Team members will be keyed
 into your needs
 ADG Manufactured solutions -
 Save you Money

Paradigm Shift

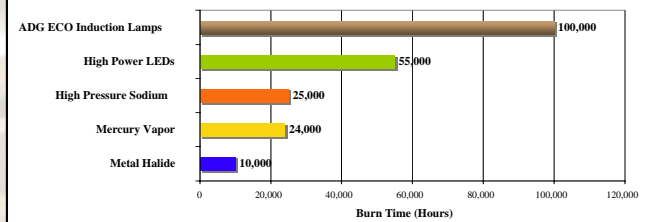
Reasonable 21st Century solutions
 Better quality illumination
 Less Energy used
 Deferred maintenance
 State and Federal Compliance
 DOE Recognized technology



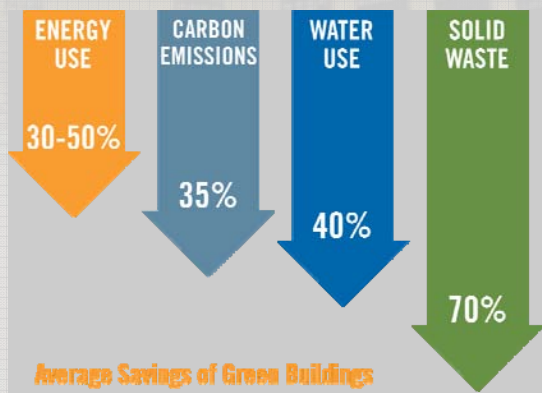
U.S. Building
 Impacts:



Typical Lamp Lifespan of Commercial/Industrial Lighting Types



Case Study 122010
 64% energy Savings Daily
 20 Years deferred Maintenance



What should you do?

Actively engage with an Eco Advisement Group.

Review some of our case studies

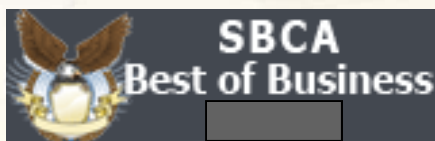
Impact to SMUSD Paradigm Shift

L.A. Talk Radio interview with our CEO

ADG Mini White Paper LED vs. induction

Valley Economic Alliance Impact Study

Know that Lighting your facility can hog as much as 25%-45% of your power bill





Induction Light Retrofit

275 w MH to 100 w ADG Eco induction

Exclusive Manufactured Solution

Tailored to Each Need

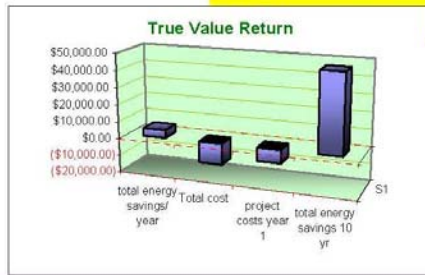
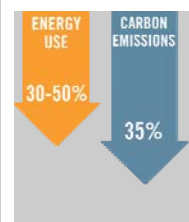
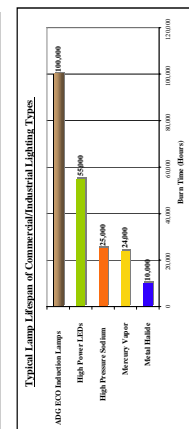




ADG Eco Lighting Products Induction Case Study 092009

Oak Park Unified School District recently won a coveted Golden Bell award for its environmental awareness. The California School Boards Assoc. chose the Oak Park district as its 2010 Golden Bell winner in the Sustainable, Renewable, Energy and Resource Efficient category.

Date: August 3, 2009		Location of Consideration: parking lot retrofit	
Explanation	Value	Item	Notes
1. Compute the total power (Kilowatts, kW) saved-	300	<<w/ ballast -Original Lamp Wattage >>	250
	105	Replacement Lamp Wattage	retrofit
	195	Watts Saved per Lamp	
use 0 value if no A/C or Outside	0	A/C Savings 1/3 of Watts Saved per Lamp	
	195	Watts Saved per Lamp Including A/C	
Energy Saving Eco Lighting Products.	46	# of Lamps to Replace	
	8,970	Total Energy Saved (Watts)	installed by school maintenance replace out
	1000	Kilowatt Conversion	
	9.0	Total Power Saved (kW)	
2. Compute the total energy (Kilowatt Hours, kWh) saved annually by performing this upgrade.	12	Hours of Use per Day	reflectors and trays may be needed
	7	Days of Use per Week	
	52	Weeks of Use per Year	
	39,181	Total Energy Saved per Year (kWh)	
3. Compute the total energy cost savings per year.	0.100	Energy Cost per Kilowatt (~ cents)	maint is much higher
	\$3,918	Total Energy Cost Savings per Year	Total Maintenance Savings/yr \$742.63
4. Simple Payback *(Energy ROI)	\$12,400	Initial Cost of Lighting Upgrade	see terms & conditions
	\$4,661	Total Energy Cost Savings per Year including Maint	
	2.66	Simple Payback (in Years)	See Net Gain . Yr ROI
5. Rate of Return (ROR)	37.6%	Rate of Return (in %)	See page 2 for full return
6. page 2 contains complete ROI information			
7. I approve this info & would like to proceed with ordering products.			
approved by (client name)			
Additional Notes:			



Oak Park Unified School
OPUSD Installer

Case Study
092009

64% energy Savings
Nightly

20 Years
deferred
Maintenance



ADG Eco & Energy Advisement Group

U.S. DEPARTMENT OF
ENERGY

Energy Efficiency &
Renewable Energy

Building Technologies Program

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a collaborative group enhancing
the built environment's needs
through positive relationships



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U.S. Department of Energy –

Energy Efficiency and Renewable Energy

Building Technologies Program

Implementing Spectrally Enhanced Lighting Solutions

Pre-retrofit lamps (the left bank of lights in the photo) have a correlated color temperature (CCT) of 3500 kelvin (K) and color rendering index (CRI) of 75. The spectrally enhanced lighting (the right bank of lights in the photo) has a CCT of 5000K and CRI of 82. The higher brightness of these lamps offsets the reduced lumen output. As a result, the lighting appears the same or brighter, using less energy.

On this page, you will learn more about specific lighting solutions and find links to additional information regarding the design method for [spectrally enhanced lighting](#) (SEL) and the resulting energy savings.

SEL is market-ready, simple to implement, and can currently be employed in buildings as a cost effective way to get quick energy savings. It is non-proprietary, requires no fancy controls or gadgets, and the energy savings are significant. In addition, SEL is low risk. There are no known negatives to installing this type of lighting in commercial buildings.

Appropriate lamps are available through many major lamp manufacturers and are generally no more expensive than traditional lamps. The predominant light source used in commercial applications is fluorescent lighting; the lamps and ballasts used dictate the



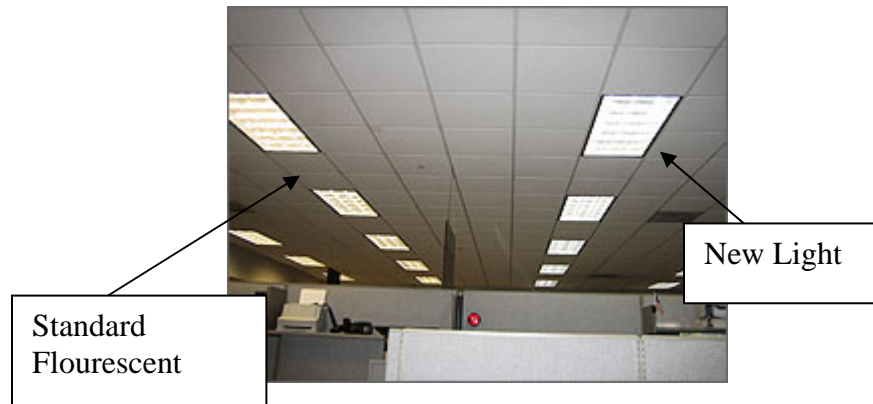
ASK ABOUT
ENERGY STAR

ADG Eco & Energy Advisement Group

A number of forward-thinking companies have adopted SEL strategies as standard for all new construction and retrofits, including:

- Pacific Gas & Electric Company
- San Diego Unified School District
- Cities of San Diego and Oakland
- Counties of Napa and San Mateo
- Port Hueneme Military Base

efficiency of fluorescent lighting systems. Using higher color temperature fluorescent lighting and new high-efficiency ballasts can achieve energy savings of 20-40% compared to traditional fluorescent lighting systems, according to results of the DOE study, Spectrally Enhanced Lighting Program Implementation for Energy Savings, Field Evaluation (August 2006) ([PDF 4.1 MB](#)). These savings can be achieved by simple lamp/ballast retrofits..



http://www1.eere.energy.gov/buildings/sel_implementing_solutions.html

[Building Technologies Program Home](#) | [EERE Home](#) | [U.S. Department of Energy](#) | [USA.gov](#)

Content Last Updated: 02/12/2010

Discover more about the design method for SEL and how much you can save by viewing the following:

[Design Method](#)

[Potential Energy Savings](#) < See our report on [Induction](#) vs.LED

[Potential Payback](#)

ADG Eco Lighting Products' Authorized Resellers

have a complete line of Induction Products and other

Sustainable lighting that will accommodate a strong payback.

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SMALL BUSINESS CLASSIFIED
CAGE 59TA1 ORCA✓
DUNS 19-835-8579

NAICS
335129, 331724, 541420
FSC
5975, 6210, 6240

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Ordering Information

**CONTACT FOR FEDERAL SUPPLY
PRICING ALONG WITH TERMS
AND CONDITIONS.**

**IMMEDIATE PARTICIPATION IN
MICRO PURCHASES, SIMPLIFIED
ACQUISITIONS, FULL & OPEN
BIDDING IS WELCOMED.**



2010 Outstanding Professional



GOV



Who are We?

- ADG Eco is a small business started is 2004
- Teaming and subcontracting with business classifications of women owned, small, veteran, minority & under-utilized. Or Direct Purchase.
- It's leadership has completed thousands of projects worldwide and manufactures products that are energy savings and long lasting with average 2 year ROI.

What do we do?

- US Design, Manufacturer that collaborates with both Public and Private sectors.
- Capability to design and manufacturer lighting fixtures and retrofit needs for small, medium and large projects.
- Manufacturer of sustainable and eco-compliant lighting products.
- U.L., ETL, Energy Star, FCC, ISO 14001 parts, High Energy Efficiency Equipment

Past Performance—Products and Consulting

- Shades of Green, City of Thousand Oaks, Valley Economic Alliance, City of Santa Monica, Beverly Park, Mecklenburg County, Piedmont Community College, Oak Park Unified School District, Santa Monica Unified Schools, Salt Lake City Hall (sub), NCH Wellness Center (sub), CSUDH, Akron Summit Library, Cal Lu. LADWP, SCE, SDG&E registered, Hearst Castle past Licensee for State of CA Department of Parks. S.O.S. Survival Products, Sony Studios, Pepsi Arena, Trammell Crow, SAIC (a Fortune 500 Co.), and Great American/ GAIC
- Hotel, Commercial, Residential & Industrial projects completed by Team ADG.

August 2, 2010

National Eco Friendly Lighting Dealers Association
Myrtle Beach, SC EmailXXXXXXXXXXXXXXXXXX
USA



**NATIONAL ECO FRIENDLY LIGHTING
DEALERS ASSOCIATION**

Re: Your recent bid or purchase of Induction Lights

Dear End User of Induction Lighting Products,

I would like to introduce you to NEFLDA. The National Eco Friendly Lighting Dealers Association is the **Non-Profit - Educational** and **Watchdog Body** of the Eco Lighting Industry.

ADG Eco Lighting Products a dba of Architectural Detail Group, inc is a **TRUE USA Manufacturer**. NEFLDA has verified farcialities, employment records, vendors and customer records. in addition to ADG Eco is ORCA compliant holds a DuNs number and Cage number and is in good standing with the CA Secretary of State.

The NEFLDA multi step process insures the end user that the products secured are TRUE USA Manufactured. This will help to ensure a healed nation. Supply lines must channel out within the United states. There is a misconception that ARRA fund compliant company is American made. However, this does not ensure that the Manufacturer is or is not subcontracting with a entire supplier in a separate nation.

NEFLDA will also help you secure a contract and or verify that the bidder is a **TRUE USA Manufacturer** with boots on the ground. With years of manufacturing experience and not days. With Value and Integrity supporting other local and national vendors.

This is what will help to heal our economy. Email or call for a verification list or to contract NEFLDA Services. **Buy American. Buy from Americans that TRUE USA Manufacture.**

Sincerely,



David Allen President NEFLDA – a Non-Profit friend to you.