



## ADG Eco & Energy Advisement Group

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June 15, 2011

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

SBCA *Best of Business*  
*Award*

VEA *Economic Engine*  
*Nominee*

NEFLDA *Charter Member*

SFV *Green Building Task Force*

U S G B C

All Cities *Network*

EO -

*Green Affinity Network Think Tan*

Open Letter

**Re: interested customer regarding energy reduction in Retail Environments.**

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

Dear Retail Facility 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. We change the paradigm in how you light and how you pay for power.

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. Your facilities must look sharp, clean and entice your customers to buy.

Why are your facilities cursed with bulbs that burn out in 2 years? So why do you not know about a 120 year old solution? By now, do you need help with the solution?

Our simple GO SMART<sup>®</sup> system **reduces overhead lighting waste** and places total emphasis on Savings with **no money out of pocket**. ADG Eco Lighting products also 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. Will this also result in **more sales**?

We look forward to **working with your CFO and facility management** or sustainability professional to review specific areas and needs. Our Dealers are adept at resolving your issues. As a NEFLDA approved factory we can turn around American Made Fixtures with quick response.

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

see attached case study and information

Agoura Hills Newport Beach Myrtle Beach Dealers Nationwide US & Canada  
818. 597. 9494 t [EcoCA@adgmail.com](mailto:EcoCA@adgmail.com)  
[www.ArchitecturalDetailGroup.com](http://www.ArchitecturalDetailGroup.com)  
[www.GreenHotelLighting.com](http://www.GreenHotelLighting.com)



# RETAIL SOLUTIONS

## ADG Eco Lighting Products Induction Case Study 022011

*"We can only say this is a first and gives the Retail Store the ability to change it's look any time.*

*American Lighting Manufacturer Architectural Detail Group, Inc developed the only color correct lens*

*High quality light, meets the high expectation of national retailer. We Make Our Fixtures here in the USA—Truly" *



National Retailer Review  
Authorized Reseller - undisclosed

The 1<sup>st</sup> Color Correct Lens System<sup>®</sup> Induction fixture on the market

## ADG Eco Lighting Products

ADG Eco & Energy Advise ment Group

### What is Color Correct Lens Technology<sup>®</sup>

The **ADG Eco CCLT<sup>®</sup>** is the first of its kind. It combines the highest grade color correct lens system with the ADG Eco 5000k Induction lamp.

How this differs from other colored phosphor—Phosphor colored lamps do not take **full advantage of the 5000k** optical quality that allows the eyes to operate at 100%. The ADG system provides higher quality solutions with ability to change lenses as needed.

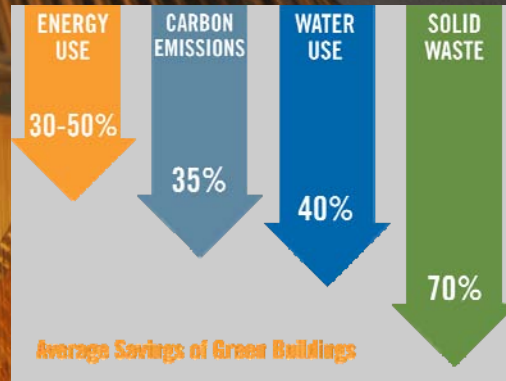
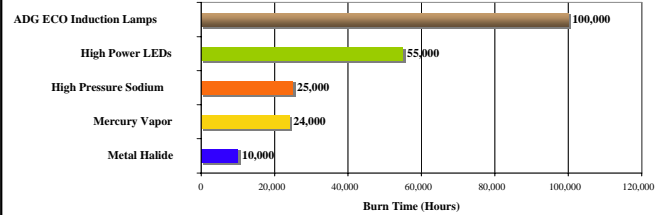
### Paradigm Shift

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



*"...this satisfied customer is prepared to use the ADG Eco CCLT<sup>®</sup> in all of the 130 stores."* Statement classified

Typical Lamp Lifespan of Commercial/Industrial Lighting Types



Case Study 022011 National Retailer

65% energy Savings Daily—glare free

20 Years § Life -105 w ind vs 300 w MH

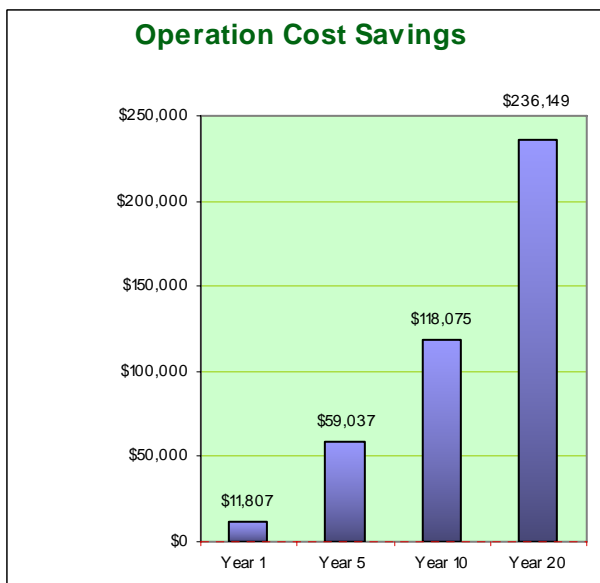
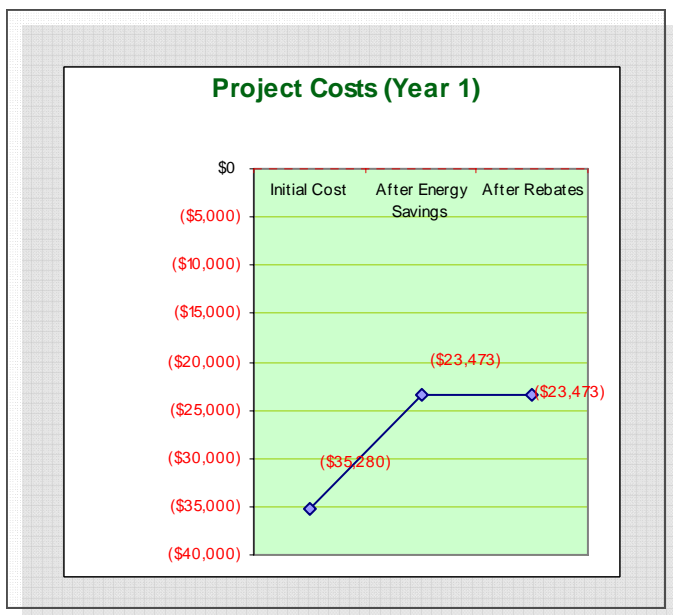


# RETAIL SOLUTION

# LIGHTING WITH INDUCTION

## ADG Eco Lighting Products Induction Case Study 062011

*“American Lighting Manufacturer Architectural Detail Group, Inc USA—Truly”*   
*High quality light, meets the high expectation of East Coast Retailer.*



**Annie Sez Retailer Review**  
**Authorized Reseller - Pro Tech**

The #1 High Performance ADG Eco<sup>®</sup> Induction fixture on the market

[www.GreenHotelLighting.com](http://www.GreenHotelLighting.com)

Call for a Reseller/ Dealer in your state

818 597 9494



ADG Eco Lighting Products  
 ADG Eco & Energy Advisement Group  
**What is the savings factor?**

Item	Value
1. Current Fixture Wattage	275
2. Current Fixture Wattage w/ Ballast	330
3. New Fixture Wattage w/ Ballast	105
6. Additional Watts Saved	15
7. Total Watts Saved per Fixture	240
8. # of Fixtures to Removing	63
9. # of Fixtures Installing	63
10. Total Energy Saved (Watts)	14,175
11. Total Power Saved (kW) Every Hour	14.2
12. Hours of Use per Day	15
13. Days of Use per Week	7
14. Weeks of Use per Year	52
15. Energy Saved per Month (kWh)	6,450
16. Energy Saved per Year (kWh)	77,396
17. Energy Demand Charge Per kW	0.00
18. Energy Cost per Kilowatt (.cents)	0.120
19. Energy Cost Savings per Year	\$9,287
20. Maintenance Savings per Year	\$2,520
21. Total Savings Per Year	\$11,807

Paradigm Shift at 100%. The ADG system provides higher quality solutions with ability to change lenses as needed.

**DOE Recognized technology**

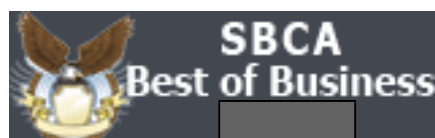
The **ADG Eco CCLT**® is the first of it's kind. It combines the highest grade color correct lens system with the ADG Eco 5000k Induction lamp.

How this differs from other colored phosphor—Phosphor colored lamps do not take **full advantage of the 5000k** optical quality that allows the eyes to operate



Utilize Company Program With NO Up Front Costs			
Term:	60 month	72 month	84 month
Agreement With P/M Percentage of Savings	882.00 89.64%	735.00 74.70%	630.00 64.03%
Additional Utility Savings P/M	\$ (108.05)	\$ 38.95	\$ 143.96
Maintenance Savings P/M	\$ 210.00	\$ 210.00	\$ 210.00
Total Savings P/M During CRA	\$ 101.96	\$ 248.96	\$ 353.96
Total Saving P/M After CRA	\$ 983.96	\$ 983.96	\$ 983.96

Case Study 062011 National Retailer  
 Over 65% energy Savings Daily—glare free  
 20 Years § Life -105 w ind vs 300 w MH



# Deferred Lighting Maintenance—20 years

ADG Eco Lighting Products 🌐 Induction & F-8 Case Study 022011b

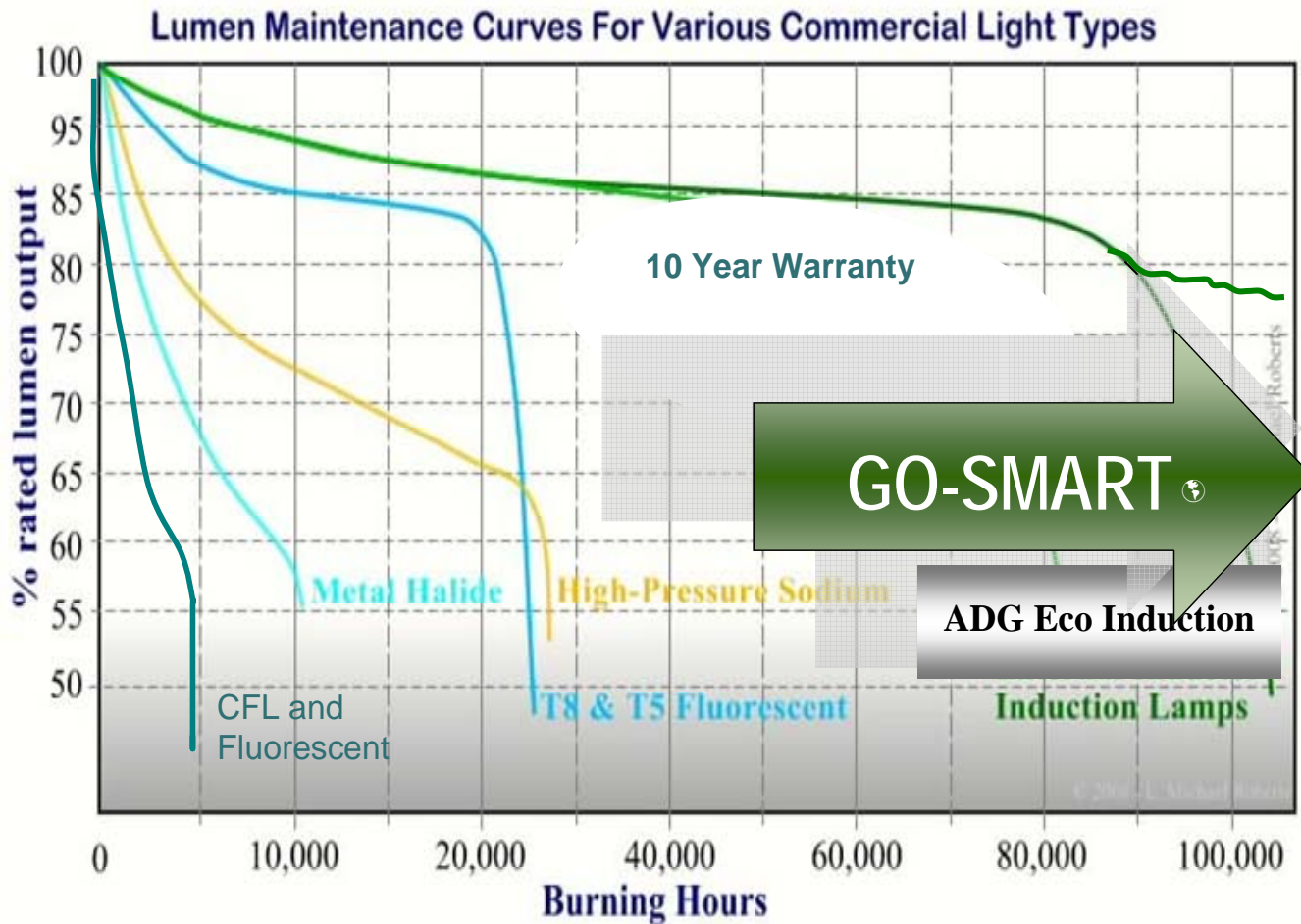


Chart Berman



Deferred Lighting Maintenance

## ADG Eco Lighting Products

ADG Eco & Energy Advisement Group

Proudly serving Institutions with an experienced team.

Quality results, well manufactured products & some of the best solutions. Made in the USA

ADG Manufactured solutions - Save you Money by deferring maintenance 4-5 times longer than the typical t-5 or t-8.

Other solutions are imported fixtures and base their sales on cheap product to only work with rebate dollars.

ADG Eco Products are high grade products backed by the 10 year warranty—induction Unlimited guarantee for F-8

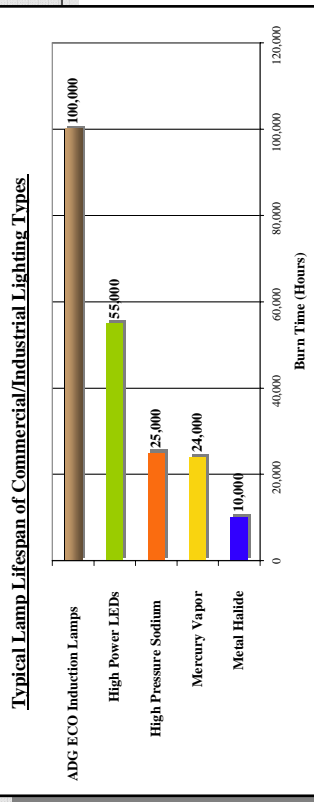
Products that last. American Made light fixtures

Ask for our Case Studies

## Paradigm Shift

Guaranteed 21st Century solutions  
Better quality illumination—100% eye capacity  
Less Energy used — Deferred maintenance  
State and Federal Compliance  
DOE Recognized technology - AB32 & title 24

## 100,000 hour Induction fixtures



Light Source	Conventional lumens per watt	Correction Factor (P/S ratio)	Pupil Lumens per watt
Low-pressure sodium	165	0.38	63
5,000K T5 fluorescent	104	1.83	190
4,100K T8 fluorescent	90	1.62	145
Clear metal halide	85	1.49	126
5000K Induction	75-80	1.62	150
5,000K pure triphosphor fluorescent	70	1.58	111
5,000K pure triphosphor fluorescent	69	1.24	85
5,000K pure triphosphor fluorescent	65	0.76	49
2,900K warm white fluorescent	65	0.98	64
Daylight fluorescent	55	1.72	95
35-watt high-pressure sodium	55	0.57	31
5,000K 90 CRI fluorescent	46	1.7	78
Vitalite fluorescent	46	1.71	79
Deluxe mercury vapor	40	0.86	34
Standard incandescent	15	1.26	19
Tungsten halogen	22	1.32	29



64% energy Savings Daily  
20 Years deferred Maintenance