



## ADG Eco & Energy Advisement Group

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



29397 Agoura Road #110  
Agoura Hills, CA 91301  
818.597.9494 t  
818.597.9696 f

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

August 5, 2010

Open Letter

Re: interested customer regarding energy reduction in Facilities, using Induction

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 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 team of Environmental Scientist, Architect, and Electrical Manufacturing Professionals has looked into your types of issues. How do you get 3 to 5 to 10 time's life of a product now at the price that is more related to a Yield and Cash Flow rather than expense?

As we look at each similar situation, one constant occurs. large facilities do not need high wattages fluorescent or metal halide fixtures and can reduce maintenance for 10 years . So why does your facility use high wattage throw away lights and ballasts all day and night long? By now, you need help with the solution.

Our simple GO SMART<sup>®</sup> system reduces overhead lighting waste and places total emphasis within the managers hands and can be enhanced with Motion Management. The quality of our *scotopic* lighting ' [ DOE ADG info Sheet ] actually allows the people in the facility and security to use 100% of the eyes' capacity while maintaining a low wattage and long life.

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

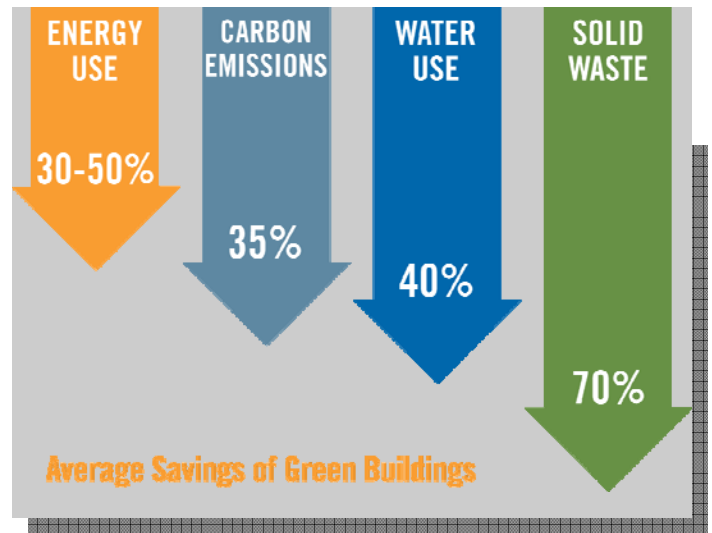
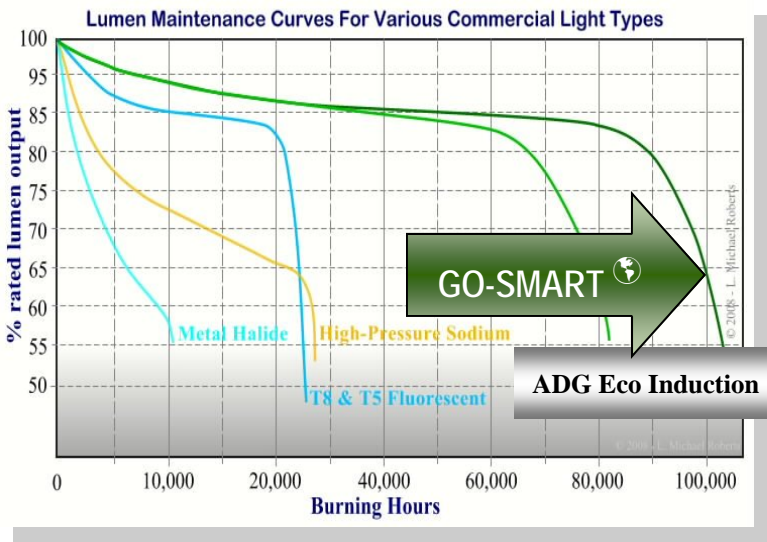
Stay Green and make Savings a real Yield.

Gerald Olesker

CEO & Director of Government Procurement



ASK ABOUT  
ENERGY STAR



## Key Customer Needs

Your maintenance team throws away light bulbs every 416 days

Power company rates will increase nearly 30%

Where is your facility going cut costs?

The USA & EU banished the Regular light bulb by 2012

CA and other states have a law \*AB32\*

mandates facilities to reduce carbon load to 1990 levels

Are you in compliance

What is your plan for sustainability through a Cash Flow or Yield?

Utilize Government Loan Programs

ADG Eco is an American Manufacturer and Employees American workers.



ADG Eco Lighting Products  
 ADG Eco & Energy Advisement Group  
 Has manufactured for  
 Facilities, Resorts & Institutions  
 with an experienced team

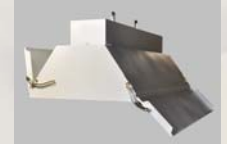
Our Resellers & Team  
 with yours produce  
 quality results,  
 well manufactured products  
 and some of the best solutions.

ADG experts have been  
 manufacturing for 3 generations

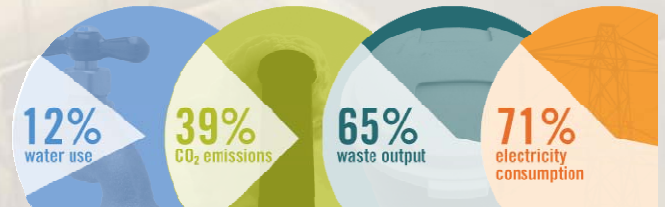
ADG Authorized Resellers will be  
 keyed into your needs  
 ADG Manufactured solutions -  
 Save you Money

**Paradigm Shift**

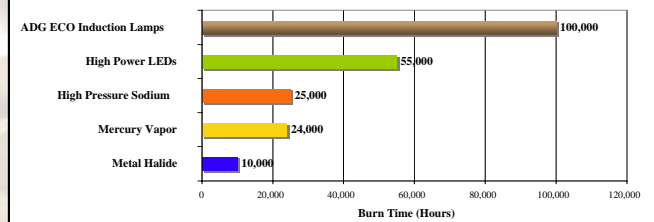
Quality - 21st Century solutions  
 Better illumination  
 Less Energy used  
 Deferred maintenance  
 State and Federal Compliance  
 DOE Recognized technology



U.S. Building  
 Impacts:



**Typical Lamp Lifespan of Commercial/Industrial Lighting Types**



**Simple questions**

Ask your CFO & Management team:

What are the 5 key steps they have taken to reduce maintenance and power waste?

Has an advisor directed them to solving these issues & create cash flow from energy?

When will your team plan to take action?

Who is the designated facilitator or will you be hiring ADG to guide the process?

**What should you do?**

Like some of the clients listed in this guide your team should actively engage with a quality 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

