



More Speed, Less Expense

Amerlux Provides 'Value' for AD Distributors



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Speed Equals Savings

Amerlux Provides 'Value' for Distributors

When Amerlux opened its doors in 1984, the renowned design-and-manufacture lighting company soon became the market leader for supermarket LED lighting.

And then, the company—built on made-to-measure products—created more innovative solutions for boutique retail, commercial and exterior lighting segments.

But today, Amerlux is casting itself in a different light.

In addition to high-quality, elegant, customizable solutions, the company is bringing its award-winning portfolio of innovative LED products to Affiliated Distributors' (AD) network.

After listening to their customers, Amerlux developed its Value Line in collaboration with distributors and construction firms to deliver a selection of products packaged specifically for time-crunched contractors.

Value Line products come in standard sizes and are delivered at your jobsite in just 3-10 days.

The Value Line

Comprising of 10 interior and exterior products, Amerlux's Value Line includes linear lighting, down lights, track lighting, street lights and step lights.

The Value Line portfolio delivers the same specification-grade engineering and high-end aesthetics that built Amerlux's brand, but in standard sizes and at a lower price point than the made-to-measure products in Amerlux's Quality Line.

Value Line products come with blazing fast delivery—they can be on your jobsite in 3-10 days to quickly advance any new construction or retrofit project.

Elevate your designs today with Amerlux's family of architectural-grade lighting products.



Linear lighting: *Quick-Line Linea 1.5"*

Designed specifically to address the challenges design-build contractors and architects encounter with linear lighting, *Quick-Line* offers rapid delivery, value pricing and spec-grade quality in a single off-the-shelf package.

Quick-Line Linea 1.5" is an architectural-grade linear pendant fixture with direct and indirect light distribution options. Featuring clean and minimalist styling, it features a 1.5" aperture and comes with a high-performance lens.

Here's how *Quick-Line* makes your life easier:

Effortless installation

Link it, latch it, cap it and done!

It really is that straightforward. Sold in standard-sized, middle-of-run segments, *Quick-Line* pieces **link** together with simple **latches** and alignment pins that assure the runs stay straight. When you finish the run, the final step is to put end **caps** on either end.

With *Quick-Line*, you never have to open the fixture for any part of the installation. *Quick-Line* ships with the lenses and LED boards installed and all fixtures are pre-wired with either 6- or 9-wire harnesses, so there is no need for jobsite assembly. There's an easy electrical coupler at the end of every section, so connecting controls and power is effortless.



Designed especially for you. See how Amerlux's Value Line products can make your jobs so much easier. Schedule your free consultation today: **(973) 310-7787**

Spec-grade materials

Quick-Line is a specification-grade fixture constructed from extruded aluminum instead of steel. This quality ensures architecturally straight lines of light. It's common for steel luminaires to bend at the joints, but *Quick-Line*'s lightweight aluminum build and strong alignment pins prevent this potential issue. Thus, you save time since you can take "straighten bent fixtures" off your punch list.

No light leaks

Light leaks in lensed fixtures are nearly inevitable due to the lens shrinking. *Quick-Line* anticipates this problem and comes with a solution in the box: There are patent pending light block shields at each joint and on the end caps. These shields are spring-loaded and apply a slight amount of pressure on the lens, automatically filling the space created should the lens shrink.

Standard sizing and competitive pricing

Quick-Line is spec-grade for commodity prices. Offered in standard sizes only (four feet, six feet and eight feet), this linear lighting solution has the same high level of engineering backed into its design, as all Amerlux's other spec-grade products do. There's no need to sacrifice quality for cost with *Quick-Line*.



Simple order process

The ease of the order process matches the ease of installation: count the number of standard lengths (4', 6' or 8') sections, add power supply feeds and suspension points, finish with end cap kit (one per run) and choose the 6- or 9- wire option. Quick-Line ships in 72 hours, so you can layout your design on Monday, give it to the contractor on Tuesday and have the product at the jobsite on Friday.

Specs:

- Ships in 72 hours (with a clean order)
- 1.5" aperture
- Direct and direct/indirect distributions
- Low power 8W/ft, high power 14 W/ft
- Up to 6,477 Lm; 1,619 Lm/ft delivered
- Color Temp: 3000K or 3500K
- CRI: 83 typ.
- Lens/Distribution: Performance lens (direct); batwing (indirect)
- Run sections come in 4 feet, 6 feet and 8 feet.
- Matte white trim finish
- Electronic constant current LED driver, 120v or 277v
- Dimming options: 0-10V, 1 percent

Downlights: Hornet HP Dim-To-Warm

Tiny. Focused. Controlled. Hornet HP 3.5" downlights are true to their family heritage, delivering ultra-crisp whites, expansive color temperatures, top efficiencies, and outstanding dimming options. Hornet HP downlights deliver beautiful light and are designed for retail, commercial, hotel and residential applications.

Outstanding color rendering

Good color rendering is essential, especially in retail contexts, where vibrant colors help move merchandise and motivate purchases. With Hornet HP downlights, clothing looks striking and food looks vivid and rich. Hornet HP downlights deliver exceptional color rendering (95+ CRI) to ensure your spaces are seen in the best light.

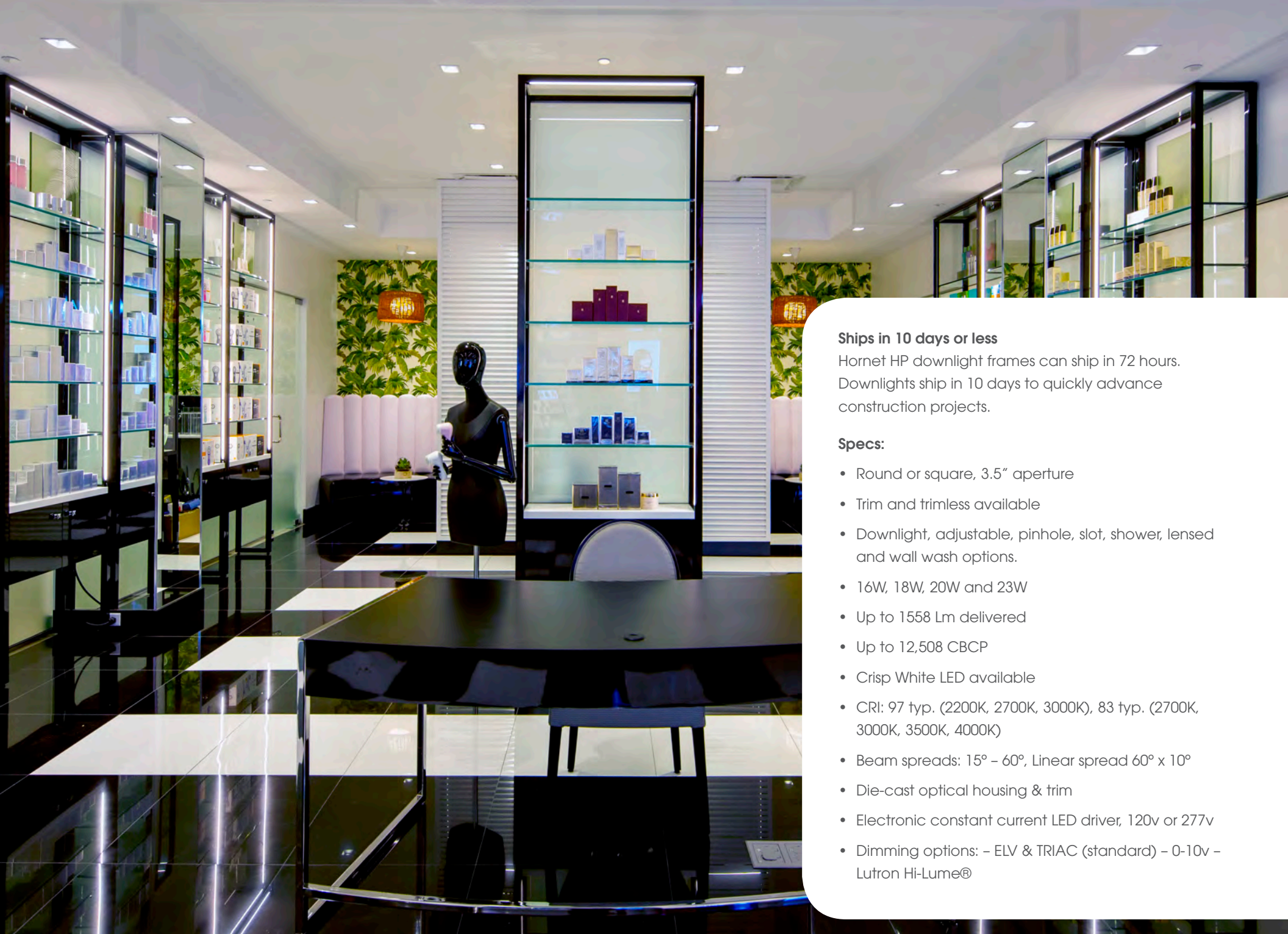
Comfortably warm light

Add ambience to any space with the Dim-To-Warm option simulating the familiar warm glow of dimmed incandescent lamps. Dim-To-Warm lowers the Kelvin temperature as you dim the light, making a space feel warmer and inviting.

Versatile application and shapes

Hornet HP downlights are versatile and come in both square or round options, trim and trimless. Applications include downlight, adjustable, pinhole, slot, shower, lensed and wall wash.





Ships in 10 days or less

Hornet HP downlight frames can ship in 72 hours. Downlights ship in 10 days to quickly advance construction projects.

Specs:

- Round or square, 3.5" aperture
- Trim and trimless available
- Downlight, adjustable, pinhole, slot, shower, lensed and wall wash options.
- 16W, 18W, 20W and 23W
- Up to 1558 Lm delivered
- Up to 12,508 CBCP
- Crisp White LED available
- CRI: 97 typ. (2200K, 2700K, 3000K), 83 typ. (2700K, 3000K, 3500K, 4000K)
- Beam spreads: 15° – 60°, Linear spread 60° x 10°
- Die-cast optical housing & trim
- Electronic constant current LED driver, 120v or 277v
- Dimming options: – ELV & TRIAC (standard) – 0-10v – Lutron Hi-Lume®



Downlights: Essenza



The Essenza family of downlights is a simple, out-of-the-box lighting system designed to deliver the features required in hotel and residential high-rise projects, as well as retail and commercial applications. Essenza's shallow

frame (only 3.5" plenum depth) is universal to accept round or square trims, making for easy installation.

Value pricing

Essenza downlights are the ultimate lighting solution for budget-conscious designers. The Essenza family of downlights provides significant design flexibility and energy efficiency in a value-priced package.

Shallow depth

Essenza downlights require only 3.5" plenum space, providing an ideal solution for projects with thin ceiling spaces, like high rise apartments and hotels.

Easy installation

Essenza downlights fit in either a square or round hole and accept both round and square trims, making for a very contractor-friendly installation.

Good color quality

Colors appear bold and vivid under Essenza downlights—which boast a CRI of 97—ensuring your spaces are seen in the best light.

Ships in 10 days or less

Essenza downlight frames can ship in 72 hours. Downlights ship in 10 days to quickly advance construction projects.

Specs:

- Round or square, 3.5" aperture
- Trim and trimless available
- Downlight, adjustable, lensed shower options.
- 12W and 18W
- Up to 875 Lm delivered
- Color Temp: 2700K or 3000K
- CRI: 97 typ.
- Beam spreads: 15° – 60°
- Die-cast optical housing and trim
- Matte white trim finish
- Electronic constant current LED driver, 120v or 277v
- Dimming options: ELV & TRIAC (standard)

Spec-grade lighting, commodity pricing and the fastest delivery in the industry. Discover Amerlux's Value Line and schedule your free consultation today: **(973) 310-7787**



Track heads: Essenza

The Essenza Track Head is an LED track lighting system designed for accent and display lighting for retail, supermarket, commercial, hospitality and urban apartment applications. Featuring a clean and minimalist design, Essenza Track Heads don't draw attention to itself, instead focusing the spotlight on your displays.

Value pricing

Ideal for budget conscious designers and architects, Essenza Track Heads deliver excellent light quality in an off-the-shelf package, quick shipping and value pricing.

Simple, out-of-the-box solution

The Essenza Track Head system delivers all the essentials you need in for accent or display lighting—easy installation, quick delivery times, three different beam spreads to choose from and solid die-cast fixture in an off-the-shelf package.

Excellent color rendering

Your merchandise displays will look bold and vibrant with the Essenza Track Head's excellent color rendering (CRI 80).

Ships in 10 days

Essenza track heads ship in 10 days to quickly advance construction projects.

Specs:

- Ceiling mounted, Juno compatible or Global single circuit track
- 10W
- Color Temp: 3000K
- CRI: 80 typ.
- Beam spreads: 24°, 40° and 60°
- Die-cast optical housing and trim
- Matte white finish
- Electronic constant current LED driver, 120v
- Dimming options: ELV & TRIAC (standard)



Track heads: SPEQ

SPEQ is a modern-styled and highly-efficient LED track lighting solution that delivers premium lighting on target with outstanding color quality and performance.

Designed with the needs of art galleries, museums, auction houses and retailers in mind, SPEQ lets the interior design and not the lighting take center stage. SPEQ uses high-end optical designs to ensure your space is lit perfectly and efficiently. The integral driver is fully featured with low-end dimming and full 2.5 KV surge protection.

Outstanding color rendering

With its 90+ CRI and Class A chip, SPEQ delivers crisp whites and exceptional color rendering. In SPEQ's light, artwork seems to jump off the walls and clothing has bold and striking colors.

High quality beam without glare

SPEQ's beam spreads range from narrow spot to wide flood and everything in between. It performs well from a few feet away to as much as 40 feet away from the display it's illuminating.

Clean accents

The fixture has no visible heat sink or venting, and its snoot is perfectly matched to provide excellent glare control while maintaining the clean fixture lines. SPEQ balances clean, minimal aesthetic design with industry leading optical performance while putting the focus on the displays or artwork on exhibit, rather than on the light fixtures.

Three models available

For maximum versatility in all situations, SPEQ comes in Small, Medium and Large sizes, at 15W, 26W and 48W respectively.

Long lifespan

The LEDs in SPEQ maintain a minimum of 50,000 to 70,000 hours of reliable service before any possible lumen degradation. Especially important in high-ceiling applications, the long life of SPEQ track heads significantly reduces maintenance costs and inconveniences.

Energy efficient

SPEQ's LEDs are extremely energy efficient and offer substantial power savings. When the Queens Museum in New York City upgraded to SPEQ track lighting in one of their galleries, energy use for the space dropped by 90 percent.

Ships in 10 days

SPEQ track heads ship in 10 days to quickly advance construction projects.

Specs:

- Small (15W), Medium (26W) and Large (48W)
- 1,310 Lm — 3,977 Lm
- CBCP: 9,393 — 46,856
- Color Temp: 2200K, 2700K, 3000K, 3500K and 4000K
- CRI: 90+ typ. and 83 typ.
- Beam spreads: 15°, 25°, 36° and 60°
- Mounting options: track (1, 2 or 3 circuit options), busway, canopy and C-clamp
- White, black, and silver texture powder coat paint finishes
- Accessories: snoot, hexcell louver and cross blade
- Dimming: TRIAC & ELV (120V/277V) - 5 percent Dim



Avista (Retrofit or New Post-Top Fixtures)

Avista is an advanced LED light engine for retrofitting post-top luminaires. It is also the flagship light engine for many of Amerlux's exterior luminaires. Unique, with a completely sealed LED optical chamber, Avista offers cutting-edge optics and extraordinary output. Simple to install with adjustable height levels, Avista allows you to position the light where you want it for maximum performance. A super-efficient, economical energy-saver, Avista takes exterior LED lighting to the next level.

Retrofit in just 15 minutes

Retrofitting to Avista couldn't be any easier with an almost tool-less installation process that takes just 15 minutes. Such quick install times provide reduced labor costs, in addition to the substantial savings the energy-efficient LED will provide.

Save money with LEDs and elevate your designs with Amerlux's Value Line. Schedule your free consultation with a lighting specialist today: **(973) 310-7787**

Optimal street light

Avista is designed to deliver beautiful light with great color rendering and clarity. Avista's light element is shaped like a horizontal disc, rather than a sphere like most light bulbs, so the light goes straight down to the ground and isn't flung into the sky as wasted wattage and light pollution.



Maintain current aesthetics by retrofitting

Avista saves you money and allows you to maintain your current aesthetics by keeping existing light poles and fixtures and only replacing the light source inside the fixture. This is especially important in cases involving historic areas with vintage light fixtures and poles in use.

Enjoy huge power and maintenance savings

Avista delivers enormous energy and maintenance savings. When Los Angeles upgraded to Avista light engines, the city cut power usage by 60 percent. Additionally, Avista was built to provide 50,000 – 100,000 hours of maintenance-free operation, meaning a maintenance crew should not need to repair Avista LEDs for a minimum of 10 years (assuming the light is used for 12 hours a day). This affords substantial maintenance savings on top of the energy savings.

Eligible for federal monies

The American Recovery and Reinvestment Act of 2009 includes \$13 billion worth of tax credits for companies to improve energy efficiency and additional \$4.5 billion for federal agencies to do the same. Avista meets the new 4.0 standards of the DesignLights Consortium (DLC), which also qualifies the product for rebates to shorten the ROI payback period.

Reduces crime and accident rates

Avista LEDs offer outstanding light quality, which not only makes people feel safe, it illuminates the streets and sidewalks better, making them safer.

A recent study by the University of Chicago Crime Lab New York found that LED lighting cut nighttime index crimes by 39 percent.² The report included serious offenses like murder, robbery, aggravated assault, as well as various property crimes.

² University of Chicago Crime Lab New York, (October 2017), *The Impact of Street Lighting on Crime in New York City Public Housing*. Retrieved from <https://urbanlabs.uchicago.edu/projects/crime-lights-study>

Based on the crime reductions, the research team estimated the lighting upgrades increased the economic value of the communities by \$700,000 each. These estimates do not include energy and maintenance savings, or the long-term effects of crime abatement on a community's economic vitality. Considering only the crime reduction benefits and not any energy savings, the researchers projected the lighting upgrades would be cost-effective in a mere six years.

Ships in 10 days

Avista light engines ship in 10 days to quickly advance construction projects.

Specs:

- 28W, 38W and 68W
- Color Temperature: 2,700K, 3,000K and 4,000K
- Up to 7,500 Lm
- IP66-rated sealed optics
- Dimming: 0-10V
- Automatic AC incoming voltage sensing 120V-277V
- Anodized aluminum heat sink
- Easy install, using one of several mounting configurations
- Adjustable height (8" - 12" for standard, 12" - 16" for tall)
- Integrated 7-pin receptacle option available
- Distributions: Symmetric (SY), Asymmetric (AS) and Street Optic (SO)



Pedestrian lighting: Coach Style Lantern (New or Retrofit)

The Coach Style Lantern (CSL) is a high-performance, utility grade LED luminaire with a traditional styling allowing it to compliment well-established or historical settings. The CSL lantern has versatile mounting options, is wireless control compatible and incorporates features that promote long service life and easy maintenance. Utilizing a modular LED approach, the CSL is scalable in output and it's also flexible with four standard light distributions and several custom distributions available. CSL is available as a post-top fixture, or as an arm-mounted fixture.

Tool-less maintenance and installation

Designed with contractors in mind, the Coach Style Lantern weighs only 16 lbs. and workers can easily hold it in one hand and install it with the other, while standing on a ladder. The LED drivers and electronics are housed in the top of the fixture, under a hinged roof secured with tool-less fasteners.

Long lifespan

The LEDs in the Coach Style Lantern deliver an outstanding lifespan and maintains more than 90 percent of its initial lumen output for more than 100,000 hours. That means if they were turned on for 12 hours a day, the Coach Style Lantern LEDs could illuminate walkways and streets with perfect quality light for more than a decade.

Energy efficient

Coach Style Lantern LEDs are highly efficient and

provide significant energy savings over conventional light sources. The market-leading optical performance in the lantern also allows for greater spacing between fixtures and fewer fixtures to illuminate a space, delivering further energy savings.

Reduces crime and accident rates

Coach Style Lantern LEDs offer outstanding light quality, which not only makes people feel safe, it illuminates the streets and sidewalks better, making them safer. A recent study by the University of Chicago Crime Lab New York found that LED lighting cut nighttime index crimes by 39 percent. The report included serious offenses like murder, robbery, aggravated assault, as well as various property crimes.

Specs:

- Up to 121 LPW
- Color Temperature: 3,000K and 4,000K
- Up to 9,630 Lm
- IP66-rated sealed optics
- Automatic AC incoming voltage sensing 120V-277V
- Easy install, using post-top or arm mounting
- Integrated 3-pin and 7-pin receptacle option available
- Series wired 20kV/10kA surge protector
- DLC listed Distributions: Type II (T2), Type III (T3), Type IV (T4), Type V (T5) and Custom (TC)
- Ships in 4 – 6 weeks



Step lights: Passo

Passo step lights provide landscape architects, lighting designers and facility managers with an aesthetic detail that adds beauty while providing safety and security features indoors and outdoors. The luminaire is designed for steps, staircases and in walls to light walkways and add aesthetics to building facades. A wide variety of faceplate styles, materials and finishes make the Passo family a great choice for any project.

Weather-proof

The number one cause of exterior step light failure is water intrusion. Passo step lights boast an IP 66-sealed LED optical chamber that eliminates water infiltration.

New construction or retrofit

Passo works in both new construction or retrofit projects. Passo models made for new construction

projects feature an injection-molded PVC housing with integral machined brass anchor blocks that complement the sealed properties of the LED module and driver, ensuring protection against corrosive environments. Retrofit models come in 8-inch and 12-inch rectangular shapes and are specifically designed to easily replace the costly, high-maintenance step lights that have already been installed.

Wide selections available

The Passo product family offers a wide selection of sizes, faceplates, color temperatures, and light output to meet the specifications of any project. Options include square, round and rectangular shapes and faceplates with louvers or tempered soft glow lenses. Finishes include solid colors, brushed steel or painted cast aluminum. Each luminaire is available in a choice of two output levels to tailor the desired illuminance for the project.

Ships in 10 days

Passo step lights ship in 10 days to quickly advance construction projects.

Specs:

- 3W and 4W
- Color Temperature: 2,700K, 3,000K and 4,000K
- IP66-rated sealed optics
- Dimming: 0-10V
- Automatic AC incoming voltage sensing 120V-277V
- Fully potted driver
- 2.5kv surge protection
- Wide variety of shapes, faceplates, and finishes available



Accent Lighting: Acion

Acion lights are the perfect for landscape and architecture accent lighting. The fixture employs LED technology with adjustable beam spreads, solid die-cast aluminum construction and a varied selection of finishes. Additionally, Acion lights feature tamper-resistant locking, so your lights will stay pointed where you aim them.

Weather-proof

Weather-related failures and water intrusion is a major problem for exterior accent lighting, which is why Acion lights have an IP67-sealed LED chamber and are ETL-listed as suitable for wet locations. The

flush lens also prevents water pooling on upward-facing applications.

Wide selections available

The Acion product family offers three different models: a small and a large 120V model and a small, low-voltage model for maximum design flexibility. Acion is available as a wall-mount fixture, or ground-level installation with spikes and stakes. Glare shields and hexcell louvers are optional optical accessories.

Ships in 10 days

Acion accent lights ship in 10 days to quickly advance construction projects.

Specs:

- 10W and 17W
- Lumen output: 1,360 (large), 710 (small) and 655 (small, low-voltage)
- Color Temperature: 2,700K, 3,000K and 3,500K
- IP67-rated sealed optics
- Dimming: ELV dimming at 120V
- Automatic AC incoming voltage sensing 120V-277V or 12V AC input
- ETL listed, suitable for wet locations
- Mounting accessories: ground spike, ground stake, junction box, junction mount, wall mount.
- Ships in 10 days



Flood Lighting: Varieta

Ideal for exterior signage, wall-washing and landscape layouts, Varieta floodlights provide LED solutions in a die-cast aluminum fixture. Varieta is available in black, bronze, green and white finishes to blend with any environment. The fixture is offered in single or multiple arrays, and your choice of finishes, color temperatures and mounting options.

Weather-resistant

Varieta floodlights feature IP67-sealed optics and are ETL-listed as suitable for wet locations, ensuring optimal performance in most kinds of weather.

Three mounting options

Varieta is available with a pole mount, wall mount, or ground stake for maximum versatility.

Ships in 10 days

Varieta floodlights ship in 10 days to quickly advance construction projects.

Specs:

- 24W and 51W
- Color Temperature: 3,000K, 4,000K and 5000K
- Dimming: 0-10V (standard is non-dimming)
- Automatic AC incoming voltage sensing 120V-277V
- IP67-rated sealed optics
- Ambient operating range: -22° to 104° F
- Available in single and multiple array models
- Ships in 10 days



Get Started Today!

There are no custom-sizing or made-to-measure headaches to deal with in Amerlux's Value Line of fine lighting products. All Value Line products are sold in standard sizes and are delivered in 3-10 days to your jobsite, so your projects can keep moving and stay on schedule.

Amerlux's LEDs deliver outstanding light quality for more than 50,000 hours without depreciation. This long operating life slashes energy costs for years, as well as trimming maintenance costs, something your customers will appreciate for years to come.

Make sure your projects are seen in the best light and enjoy Amerlux's finely engineered solutions at competitive design-build price points.

Schedule your FREE consultation with a lighting specialist today and call **(973) 310-7787** or visit **Amerlux.com**.



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