



nerej

WLS Lighting Systems does it again; creates new energy division

August 25, 2009 - Retail

WLS, the industry's leading site lighting company, continues to innovate. WLS has created an energy division which focuses on developing cutting edge energy efficient products. WLS is on a mission to educate existing and potential clients that you can maintain and/or improve your lighting while dramatically reducing energy consumption.

WLS was founded in 1969 by Jim Pritchard and his son, Dean Pritchard, is the company's current president. With over 100 years of combined experience, the management team has experience and knowledge of all facets of lighting. Steve Vardeman, senior vice president of sales, has 16 years with the company. Randy Long serving as vice president of construction, has been with the company for seven years. As leader of the Energy Group, Dave Muckey serves as vice president of business development and national accounts and brings 20 years of experience as an energy management specialist. Tammy Bertrand is the company's director of operations.

Energy efficient lighting has become more important as retail owners and managers look for ways to reduce their operating budgets. Energy savings can be recognized through the selection of the light, as well as its usage. WLS conducts energy audits on existing centers to ensure the most economical method to upgrade the site lighting. The comprehensive survey verifies the following information to accurately determine the existing system's capabilities.

- * Pole heights, type, conditions and EPA capabilities
- * Circuit capabilities and condition
- * Control capabilities and condition
- * Fixture type, lamp type and wattage
- * Concrete base integrity and capabilities
- * Required municipal lighting criteria
- * Existing and proposed photometrics

WLS's Energy Group has developed the first true site lighting wireless controls system, netLiNK. Combining netLiNK wireless controls with an incredible new lamp technology, Natural White, developers can reduce their site lighting energy costs 50-75% with better lighting! The payback on a netLiNK-Natural White site lighting retrofit is typically within 24 months. It is also very feasible to finance your lighting upgrade with a positive cash flow from the energy savings.

Numerous Fortune 500 companies are considering this product. Combining NetLiNK wireless controls with Natural White provided one developer an ROI of 14 Months = (91%) return on investment with better lighting! In addition, the owner can finance netLiNK over 48 months and pocket \$1,429 per month while paying for the NetLiNK installation. In addition to improving his current lighting, this developer reduces his annual lighting maintenance costs permanently, and now has total control of which lights he turns on and off and when.

WLS has also introduced Natural White, a new lamp technology. The strategic partner that manufactures Natural White lamps is the only lamp and ballast manufacturer dedicated solely to metal halide technology. Natural White lamps burn much longer (20,000 hours versus 12,000-15,000 hours for 1000 watt probe or pulse start metal halide lamps), have the highest survival rate at rated life than any other metal halide lamp (70% vs. 50%), burn whiter (5000K almost the color of sunlight), and are incredibly more efficient (90% LLF)! As a result, this new lamp technology provides better lighting, a 25% reduction in energy consumption, and lower maintenance costs.

WLS's Energy Group offers many interior lighting products that are geared to reduce energy consumption. Interior lighting systems designed by the WLS team often qualify for rebates and tax credits. So not only do the energy management systems reduce energy consumption, they are also a great return on your investment.

Another exciting new innovation from WLS is the AX series Daylight Harvesting ballast for fluorescent lighting. This amazing ballast utilizes a compact photosensor to measure natural daylight filtering through windows and skylights. The ballast then reduces electric light, therefore reducing energy consumption. The WLS AX ballast does not reduce the brightness in the room, but replaces electric light with daylight to maintain uniform light levels. If you have daylight coming into your building with fluorescent lighting, you should consider utilizing Daylight Harvesting with the AX ballast to reduce your energy consumption.

NetLiNK wireless control systems, Natural White Lamp technology, and Daylight Harvesting are only a few of the innovative energy efficient products WLS has to offer. Visit wslighting.com for more information, including the L.E.S.S. section (Lighting & Energy Saving Solutions,) for more WLS energy efficient products.

Dean Pritchard, CDP is president of WLS Lighting Systems, Fort Worth, Tex.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540