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FOR IMMEDIATE RELEASE

REACHING NEW CUSTOMERS: TARGETING PARKING GARAGES FOR ENERGY-SAVING RETROFITS

Universal Lighting Technologies Offers a Comprehensive Range of Cost-Effective Technologies for Reducing Monthly Utility Bills in Under-Tapped Market Segment

NASHVILLE, Tenn. (October 11, 2011) – Universal Lighting Technologies has launched a new marketing initiative to open up new sales opportunities in a large but under-served market segment found in every mid-sized to major city throughout North America. More specifically, the lighting manufacturer is reaching out to parking garage owners and management companies with energy-intelligent strategies for reducing monthly operating expenses by slashing utility bills.

Energy costs are a significant drain on monthly revenue in aboveground and underground parking structures. Right now, standard operating procedure is to leave every light fixture at full power at all times. Out of the 3,000+ parking garages in the U.S. and Canada, only a very small percentage are currently taking advantage of “smart” control systems. Thus, a simple lighting retrofit can substantially reduce energy consumption, as well as enhancing the sense of safety and security for parking customers. Universal Lighting Technologies has the right systems and technologies for each area of a parking garage in order to achieve maximum savings throughout the building.

“With power rates continuing to rise, it pays to be proactive when making energy-saving decisions for profitability and sustainability,” said Chris Holstein, vice president of marketing for Universal Lighting Technologies. “We approach each garage floor by floor and section by section to develop a mix of technologies that work together to produce the greatest savings per square foot. Our goal is a retrofit project that pays for itself as quickly as possible and then continues to put money back in the facility owner’s pocket month after month.”

When installed as part of a comprehensive retrofit project, new lighting technologies often use less than half the energy of the systems they replace. In addition, garage owners and management companies have come to recognize that quality lighting can make a parking structure feel safer and more inviting to customers, which can draw in more business.

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Right now, high intensity discharge (HID) fixtures are typically used throughout the covered parking floors, which make up the majority of square footage in a typical garage. By upgrading to fluorescent T8 lamps and DEMANDflex™ ballasts from Universal Lighting Technologies, the fixtures will require less energy and less maintenance. Plus, DEMANDflex ballasts feature “tuning” technology, which allows the installer to adjust the power level (ballast factor) of the ballast during installation to the specific needs of the application. This helps to eliminate the common problem of over-lighting.

Since these areas are open to a great deal of sunlight, there is naturally an opportunity to install photocells for daylight harvesting. Light levels can be reduced by 50 percent or more—or simply be shut off—when sufficient sunlight is available. Automated time-of-day scheduling can also save energy. DCL® Control Systems from Universal Lighting Technologies are designed to work with DEMANDflex ballasts to provide daylight harvesting and automated scheduling capabilities without the need for additional control wiring.

The entry and exit points in a parking garage require special consideration to minimize visual contrast between the interior and exterior of the building (otherwise the driver may become disoriented by what is known as “tunnel effect”). This is generally accomplished by keep the lighting fixtures brighter than the rest of building during the day and dimmer than the rest of the building at night. The lighting systems used in these areas are typically the same as those throughout the rest of the covered parking floors—i.e., HID. DEMANDflex ballasts with DCL Control Systems are again an ideal solution to reduce energy consumption, but they must be programmed separately from the rest of the covered parking area in order to accommodate visibility and safety.

The upper deck of a parking garage is typically uncovered and exposed to the elements. Again, HID systems are the norm in these areas and for other exterior lighting around the structure. Upgrading to LED or electronic HID (eHID) systems from Universal Lighting Technologies can provide a significant reduction in energy use. Plus, both LED and eHID systems allow for daylighting capabilities, in most cases with a simple “on/off” control. Improved exterior illumination not only has the potential to reduce monthly power bills, but it also makes the parking facility more attractive while enhancing safety and security.

When it comes to both interior and exterior signage, parking garages are usually filled with relics from whichever decade they were built. Today’s LED light engines from Signa Sign Solutions provide much better visibility and reliability in unidirectional signage, along with

reduced energy consumption. For bi-directional signage, electronic fluorescent solutions typically cut energy costs as well. Automated time-of-day scheduling can toggle the signs on and off at appropriate hours to minimize energy use.

In stairwells, bi-level fluorescent lighting systems can save energy when attached to occupancy sensors. Light levels can be maintained at 30 to 50 percent for security purposes until the occupancy sensor detects movement, at which point the fixture will jump to full power.

For more information on Universal Lighting Technologies and parking garage solutions, call 1-800-BALLAST or visit the website at www.unvlt.com.

For more than six decades, Universal Lighting Technologies, Inc., has been bringing power and precision to the world's most innovative lighting. Headquartered in Nashville, Tenn., with operations and distribution worldwide, the products of Universal Lighting Technologies are marketed under the Universal® and Triad® brand names. A subsidiary of Panasonic Electric Works Co., Ltd., and a member of the Panasonic Group, Universal Lighting Technologies is focused on designing, manufacturing, and distributing the industry's finest lighting ballasts and controls. Universal Lighting Technologies — *Energy Intelligence in Lighting.*

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