



"Your Total Lighting Solution"

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Q: Why should I choose to work with US Lamp, Inc. for my lighting project?

A: Although we have many answers to this question, we would like to emphasize a few points on our expertise.

First, we are strictly a LIGHTING company. We specialize only in lighting products and lighting technologies, which separates us from a typical electrical distributor. Our employees are regularly updated and trained in the latest lighting technologies and well versed in the most efficient products on the market. What we don't specialize in is forklifts or fasteners.

Second, our President, Randy Johnson, is an LC (Lighting Certified) and a State licensed Designer of Engineering Systems. At this point in time, no other lighting distributor in the state of WI holds both of these credentials. These designations recognize industry experts with knowledge typically found at architectural and engineering design firms. US Lamp, Inc. provides high performance solutions because of our competence.

Third, US Lamp, Inc. personnel are hired regularly to provide training for electric utilities throughout the State and speak at industry functions on lighting technology. These have included WPS, Alliant, and Xcel Energy. Randy Johnson also teaches the Lighting segment of the Building Operators Certification class offered by the Energy Center of WI. Because of our close ties to these providers, we are current on all rebates and incentives you are eligible for through them. If a utility does not have their own program, they typically participate in a program called Focus on Energy. US Lamp, Inc. is a "Top 5" Preferred Program Ally (out of 1500 trade ally companies) with Focus on Energy and consults on their rebate programs, regularly.

As of January 1st, 2006, the federal government is providing a tax deduction of up to \$0.60/sq. ft. for lighting efficiency upgrades installed in 2006 and 2007. There are a few guidelines that you need to follow in order to qualify, but one of the key guidelines is that your space needs to be designed to meet the Illuminating Engineering Society of North America's (IESNA) recommendations. If your space does not, the tax deduction cannot be taken since the solution will not be certified. US Lamp, Inc.'s standard practice is to design to IES recommended light levels and no space we are asked to design is done otherwise. With our lighting design software, we can verify light levels and energy savings from several thousand fixtures even before they are installed in a space. With these tools and our LC designation, you can be assured that your solution will meet the Federal tax deduction requirements.

Now that rebates and incentives for lighting upgrades are readily available, the market is starting to see a number of startup companies that are ill advising customers. As a customer, you should be careful of "one-for-one" solutions and companies that claim "we also do lighting." In both of these situations, as a customer, you need to ask "do these solutions meet IES levels?" and "can you show me photometric calculations to verify performance?" If the answer is "no" to either of these, you may be risking productivity losses, injury, and potential lawsuits by having inappropriate lighting levels. If the answer is "yes," you have chosen a vendor that should be considered.

US Lamp, Inc. looks forward to the opportunity to "Earn Your Business by providing superior solutions!"

