



Save The Date! January 10, 2011

Gammalux Systems will be hosting our first all-agency Webinar on January 10, 2011. Three login times will be available throughout the day for your convenience. The first 45 minute webcast will begin promptly at 11 a.m. EST/ 8 a.m. PST with the second webcast starting at 1 p.m. EST / 10 a.m. PST and the final webcast at 4 p.m. EST / 1 p.m. PST. Each webcast will be identical in agenda, so pick the one that works best with your schedule.

This interactive workshop will provide you with the opportunity to ask questions and really get up to date with the latest information available on the Gammalux products and services that can help you grow your business.

Details will follow in a separate e-mail to the agency principals. Be sure to make time for this important and valuable update. Exciting things are coming from Gammalux and you don't want to miss out!



WEBCAST TOPICS :

- ◆ A review of 2010 activities
- ◆ Gammy Awards
- ◆ Fixture Modifications
- ◆ Energy Efficiency Tips
- ◆ New Product Preview
- ◆ Much, much more



2010 Gammy Awards

Gammalux continues a long history of recognizing our top performing agencies with a new award...the Gammy. Gammy awards will be given to the top performers in each of these key areas:

- Best Application of Gammalux Products
- Best Supporting Performance (most consistently high monthly shipments)
- Best Order (largest dollar value P.O.)

Join the January 10th Webinar to see the winners!



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GAMMA RAYS

Joe Napoli, Vice President of Sales, Western Region

Joe started his career with Lightolier over 10 years ago. Working directly with specifiers, company sales representatives as well as independent agents, product designers and engineers, and everyone from the president of a 100 million dollar corporation to end users, Joe gained the experience and insight he needed to excel in the lighting business.

Joe was asked to join the Gammalux team early this year, but felt he needed to keep us waiting while he trained his replacements on the other side of the continent! For nearly six months, he kept hearing from his associates and field contacts about the high quality of the Gammalux products and processes. "Everything I heard for the last 6 months is true, and then some. I am so happy to finally be in the right place at the right time."

front of him (and some that he's just starting on his own). Joe is spearheading efforts to enhance the Gammalux line with new products and energy saving features. He's also developing projects with Armstrong and Hunter Douglas to introduce new fixtures that are compatible with the latest ceiling systems.

Joe has been happily married for 18 years, has two daughters, ages 14 and 12 and he's a Karaoke nut!



MEET

Although Joe's focus is on Specifications in the Western Region, he is ready to dive into any project put in

THE NEW

GUYS

José Adame, Design Engineer

José Adame came on board in July of this year as a Design Engineer.

Jose has been in the lighting industry since 1986 and has developed many lighting systems for companies like Focal Point and Lightolier. He has developed pendant, recessed, surface and wall mounted Architectural linear fluorescent systems, lay-in fluorescent troffers, track heads and even several task and portable lamps.

José has engineered many complicated zinc and aluminum castings, aluminum and plastic extrusions, plastic injection molds and countless sheet metal components throughout his career.

He holds a half dozen patents with several pending.

José utilizes sophisticated 3D modeling software like Autodesk Inventor, Mechanical Desktop, Autocad, Solid Works, and Revit to create virtual prototypes with Photopia being used to evaluate and modify fixture performance.

His knowledge of dimming, occupancy sensors and control devices is key in the development of complex

wiring scenarios and integrating all the latest energy saving tools into the array of Gammalux products.

Jose is an avid ham radio operator and enjoys camping and off-roading in his 4x4 on the weekends.



New additions to the Gammalux family!

We at Gammalux value our relationship with our Agent partners and we take pride in the training that we offer. We believe the only way to really understand the Gammalux process and benefits is to visit the factory, meet the people, and see first-hand how we produce the great fixtures that have made us successful. We know that once an agent comes to really understand what we do and how we do it, they'll be fully prepared to use us as a key component in a complete product offering for their customers.

On August 19th, 20th and 21st, Gammalux hosted visitors representing five new sales agencies:

- **Gary and Sharon Ayers** of Commonwealth Lighting Associates (Vinton, VA)
- **Chip Tompkins and Gene Seamster** of Virginia Lighting Associates (Richmond, VA)
- **Rusty Marcum** of Peake Lighting (W. VA)
- **Gary Uemoto** of PELSA (Honolulu, HI)
- **Jim Sharrett** (not shown) of Commonwealth Lighting Associates (Portsmouth, VA)

The group was flown to California from a span of 6 time zones, but everyone was ready for work on Friday morning, learning the Gammalux way of doing business, touring the factory, and meeting all the people who will help them to be successful with our product line. That evening, after a bit of relaxation at the hotel, Joe Napoli took everyone out for a mouth-watering visit to In-N-Out Burger, a Southern California favorite. Later, they enjoyed an outdoor shopping experience with live music around every corner and they even got to experience “The Joe Show” at a local Karaoke club!

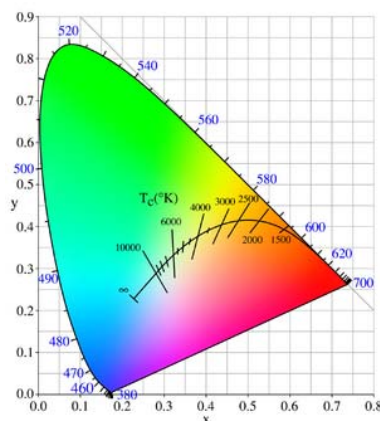
Everyone had a great time and came away with excitement to get back to their customers with the products and design assistance that Gammalux offers (with several projects already underway). To schedule your own visit, please contact us .



Did You Know?

When metals and other materials are heated to a precise temperature they emit a glowing light in a specific color (right).

Lighting professionals refer to lamps in terms of their Correlated Color Temperature (CCT). Fluorescent lamps are available with color codes such as 830, 835 or 841. Those codes correlate to the color of a solid body of grapheme or similar material when it is heated to a specific temperature (3000 kelvin, 3500 kelvin and 4100 kelvin respectively). Oddly, lamp colors on the red side (830k) are called “warm” even though they correlate to lower temperatures, but the colors on the blue side (841k) are called “cool” even though they correlate to higher temperatures!



Exposure to light and the colors of light can affect our mood, sleep cycles, productivity and feelings of general well-being. Often, building occupants are not exposed to the natural shifting of the colors of daylight throughout the day. This may have a negative impact on the body's natural physiological cycle (circadian rhythm). Some studies suggest that the gradual manipulation of the CCT of artificial light can be used to benefit the occupants of a space, giving them a connection to the natural light-color shifting process that occurs outside. This may help to maintain a natural and healthy circadian rhythm that allows a building occupant to feel more at ease in an artificially lit environment.