



FALL  
2007



**nightlight**<sup>inc</sup>  
LANDSCAPE ILLUMINATION

(630) 627-1111 • [www.nightlightinc.net](http://www.nightlightinc.net)

### The Facts of Light

Light pollution is best described as artificial light that is allowed to illuminate, or pollute, areas not intended to be lit.

**Intrusive light** is overly bright or poorly directed lights shining onto a neighboring property. Examples include bright security flood lights and street lights that aren't properly shielded.

**Poor lighting** produces glare that occurs when the intensity of a light source interferes with a person's ability to view an area or object. Glare can actually conceal rather than reveal. It can detract from the architectural appearance of a building and even hide attractive features.

**"Skyglow"** is the orange glow seen over towns and roads from upward light. It's becoming more and more difficult to find areas where our view of the night sky is unaffected by illumination. The light from distant stars can take hundreds and even thousands of years to reach our eyes, so it's a pity to lose it on the last moment of its journey!



## Mitch's Message



Today's news stories are filled with messages regarding our precious environment. Without conscious efforts to minimize waste, prevent pollution, improve air quality and adopt "Green" standards, the generations that follow us will most definitely wonder just what we were thinking. Our team at Night Light has begun identifying ways to be more environmentally responsible in our daily operations.

Avoiding light pollution is a primary consideration given to all Night Light illumination designs. As outlined on this page, light pollution is light in areas not intended to be lit. Communities are becoming more aware of light pollution and setting restrictions to prevent it. Our designers use only the appropriate number and type of fixtures needed to illuminate the landscape elements. Fixtures are positioned properly and fitted with shields to prevent intrusive light. We even strive to help customers resolve existing poor lighting conditions on their properties.

This fall, a select group of our employees will begin formulating our "Going Green" plan. We'll identify specific guidelines and research "Green" credentials to keep Night Light as the leader in our industry. We've already taken positive steps with recycling of old fixtures and unused materials. Our new crew vehicles were chosen for their fuel efficiency, safety and longevity. All members of our team are encouraged to improve their awareness of the environment and become more environmentally responsible.

*Keep watching for updates on our efforts to "Go Green."*

*From Our Customers...*

"I just wanted to take a moment to let you know that I just had your lighting installed in my landscape, and I am very pleased with the result. Chris Carey, our designer, did a great job listening and preparing a plan to give us the results we were looking for. Josh and his crew were not only knowledgeable, but very professional and neat. The end result is beautiful night lighting that my family will enjoy for years to come. Thank you."

*Connie in Oak Brook, IL*





*From Our Customers...*

"The lighting looks fabulous...a warm, soft glow illuminating the landscape. Perfection at its best!"

*Melanie in Frankfort, IL*



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**[www.nightlightinc.net](http://www.nightlightinc.net)**

**Gone Surfin' Lately?**

Nightlightinc.net has received a much-needed face lift! The newly designed website has an updated photo gallery, company capabilities and product features, significant accomplishments and customer case studies. You'll also find current company contact information and service request procedures. Visit the new site online today!

**[www.nightlightinc.net](http://www.nightlightinc.net)**



## Proud Partnership

Night Light is proud to highlight one of its newest raving fans. The Pulte Home/Del Webb Corporation, one of the nation's premier new home builders, has been partnering with Night Light since early this spring. In a time when builders are cutting back due to a slower housing market, Pulte Homes has stepped up to improve the nighttime appearance of their community entrances and common areas.



Five of Pulte's newest communities have seen new or improved illumination, which gives residents and future homeowners a sense of pride and security. Jason Polakow, land development manager for Pulte Homes and Del Webb, appreciates the relationship with Night Light. "At Pulte Homes, we take great pride in building partnerships with all trades. Night Light's communication and response have been great. Their proactive approach has proven beneficial and cost-effective for Pulte Homes," says Polakow.

The first order of business was to review existing entrances which were improperly lit. Polakow states, "We had beautiful monuments, waterfalls and ponds that could not be enjoyed at night, and residents of these communities were wondering why. Night Light was able to effectively redesign the illumination by using some of our existing fixtures and adding the correct new fixtures to accomplish this goal."

Entrances, clubhouses and parks should be properly illuminated, not only for marketing appeal, but even more so for safety and overall aesthetics. Too often, the design of landscape illumination, as it relates to community entrances, falls short of outstanding. When trying to make an impact, signs and trees are traditionally "blasted" with high-wattage flood lights. This results in a lot of light without a lot of thought and a high likelihood of light pollution. The Pulte people wanted to do better. "We want the first impression of our communities at night to portray a feeling of quality and detail, a testament of how we build our homes. Our Night Light designer, Ed Reier, helped us raise the bar and differentiate ourselves from other communities," says Polakow.

Simple design elements like proper wattage of lamps, correct placement of fixtures, and using different types of light based upon the object(s) being illuminated, are all considered for each project designed. Although a sign or monument needs to be lit to identify a community, the Night Light approach takes into consideration the entire entrance, including the surrounding landscape and architectural features.

At Del Webb, residents are not only part of a development, but they've chosen to be part of a lifestyle. Most have chosen the Del Webb community for their final home purchase and take great pride in their accomplishments. This appealing adult lifestyle is evident in the beautiful homes, landscape and community programs of Del Webb. The addition of Night Light illumination complements this lifestyle into the evening hours by tastefully highlighting the community centers, sports courts and swimming pools.



For more information on Pulte Homes or Del Webb communities, visit [www.pulte.com](http://www.pulte.com) or [www.delwebb.com](http://www.delwebb.com).

# Make Maintenance a Priority



## *From Our Customers...*

"We didn't realize that our lighting system needed minor annual maintenance. We thought the lighting looked fine. The free evaluation that was done in February showed us how much better the system looked with a little care, just like the day it was installed. Thank you Night Light!"

*David in Bannockburn, IL*

Do you remember your mother telling you "nothing is free"? There's always a catch to those claims for free merchandise or free service, but Night Light has successfully proven this statement wrong.

Last winter, Night Light targeted a group of our customers that unfortunately hadn't taken advantage of our preventative maintenance program over the past years. This program was designed to get in touch with customers who we had no direct contact with for two or more years. Night Light offered a FREE system evaluation, no strings attached.

A representative would set up a time to review the operation of any Night Light system that hadn't been inspected regularly. A general inspection was performed to visually check all fixtures and controls. If problems were detected, these were presented to the customer with optional resolutions. If no problems were found, this was communicated to the customer and documented in the customer's file. All of this was at no cost to the customer.

The motivation behind this program was to ensure that the systems are operating as well as they were on the day they were installed. The timing of this program was geared to the time of year when installations come to a halt due to the frozen ground. Additionally, any problems identified could be resolved at a reduced wintertime cost, only if the customer was in full agreement.

Over 85 customers took advantage of this great offer, and free evaluations were performed up until the month of April. The overwhelming positive response from this program was so great that plans are being made to extend the offer again this winter. Look for details in the mail or on our website.

The best way to ensure that your Night Light system operates at its best, and to extend the original unconditional warranty, is to become a preventative maintenance customer. If you would like additional information on our maintenance program, please contact our office or go to our website at [www.nightlightinc.net](http://www.nightlightinc.net).





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## Moving Forward Again

What a year it's been so far at Night Light, Inc! With three installation crews and one service crew busy every day of the week, many changes and additions have taken place in the organization.

As mentioned in the last issue, Night Light has moved to a bigger, more efficient office and warehouse facility. Only 100 yards from the previous warehouse, our new home provides 1,000 square feet of office space that is used for administrative tasks and meetings. In addition, we have 3,000 square feet of indoor storage. This is used to house a full inventory of spare parts, tools and fixtures. It also allows for indoor parking of four crew vehicles, protecting them from the elements and extending their life expectancy.

New administrative personnel have been added to improve customer service and overall operations. New general manager, Ken Bajda, is busy reorganizing processes and systems such as scheduling, inventory, job costing and crew performance. New office manager, Sara Bles, and her assistant, Bethany Kendrick, fill their days with all of the accounting needs, job processing and marketing support. When you phone the office, you'll be greeted and serviced by one of these great professionals.

There's a new look on the busy streets of Chicagoland. Night Light has replaced two of our crew vehicles with two new Mercedes-built Dodge Sprinter vans. These vehicles were chosen to increase safety in the organization while increasing efficiency and reducing costs. Each customized vehicle can transport a crew of five workers in the passenger area. In the cargo area, separated from the passengers by a bulkhead, these vans are equipped with a full inventory of parts, fixtures, lamps, tools and supplies for just about any installation or service request. This feature reduces the number of return visits to customers' properties. Along with comfort, safety and reliability, these vehicles are powered by Mercedes turbocharged diesel engines. Greater durability, better fuel economy and improved recent clean air technology helped make the diesel decision easy.

What does all this mean to Night Light customers? It results in increased communications and customer service through accurate correspondence and returned phone calls. It means professional, trained crews that are prepared and properly equipped to do the job right. It translates to keeping costs under control to avoid unnecessary price increases for our valued customers.



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