



(630) 627-1111

www.nightlightinc.net

Fall 2009

"For Those Who Appreciate the Difference"

FACTS of Light

L.E.D. or Light Emitting Diode

This new L.E.D. light technology is the next wave that is revolutionizing the world of interior and exterior lighting. Consider the pros and cons of L.E.D. landscape illumination:

Pros:

- Reduces energy consumption by nearly 80%
- Lamp life is typically 5-10 times longer than traditional lamps
- Maintenance costs are lower
- A much "greener" option
- The 120-volt fixtures are significantly smaller in size
- Wider range of light color choices
- Night Light has developed a 120-volt system that is superior to every product on the market

Cons:

- Quality equipment is more expensive
- The light intensity level of low-voltage (12-volt) L.E.D. landscape lighting technology is very weak
- There are limited suppliers of product, resulting in minimal selection for the consumer
- Pitfalls in quality exist for the novice consumer
- Quality standards are not available industry-wide

Although we're on the cutting edge of the latest technology, the industry as a whole is content with providing less than top-quality products to the average consumer.

Mitch's Message

When faced with a challenge, how do we react? Very often our attitudes play a major part in our ability to move forward and succeed. The attitude we have as a nation will be a critical factor to our economy rebounding. The attitude we have toward our jobs might determine that promotion we're striving for. The attitude we show to our families can make a big difference in our relationships.

In this issue, we continue to share with you our efforts to remain on the leading edge of landscape illumination technology. Our new L.E.D. system capitalizes on the newest technology to provide an exciting new product line and an energy-saving solution. Our attitude toward our customers and business partners continues in a positive and progressive direction. Now more than ever, we value the relationships we've built and continue to develop. It's through these trusting, professional relationships that we've continued to be successful and provide uncompromising illumination products and services.

Does your attitude reflect a positive, progressive outlook? Read and reflect on the following passage written by Charles Swindoll. We hope it will be helpful to you as you begin each day.

"The longer I live, the more I realize the impact of attitude on life. Attitude, to me, is more important than facts. It is more important than the past, than education, than money, than circumstances, than what other people think or say or do. It is more important than appearance, giftedness or skill. It will make or break a company, a church, a home. The remarkable thing is, we have a choice every day regarding the attitude we will embrace for that day. We cannot change our past, we cannot change the fact that people will act in a certain way. We cannot change the inevitable. The only thing we can do is play on the one string we have, and that is our attitude. I am convinced that life is 10% what happens to me and 90% how I react to it. And so it is with you. We are in charge of our attitudes."



It's Finally Here!

What, you say? Well, it's L.E.D. (Light Emitting Diode) lighting for the landscape. After many years of struggling to develop an effective L.E.D. landscape illumination system, we have finally mastered it. Some may ask, "What's the big deal?" Well, the big deal is that landscape illumination can now be "green."

In past years we've been pushed to use C.F.L. (Compact Fluorescent Lighting). These lamps have had many problems and are especially ill-suited for outdoor landscape illumination. They haven't been dependable, they're a hazardous waste problem, and they aren't conducive to good lighting design. Their only redeeming factor is energy savings. L.E.D. lighting is twice as efficient as C.F.L.

L.E.D LIGHTING IS THE FUTURE!

This is why Mitch Beiser, president of Night Light, Inc., has been diligently striving to develop an efficient, state-of-the-art L.E.D. landscape illumination system that is cost-effective. That became a reality in July of this year. As many of you know, Night Light has always been a leader in landscape illumination technology with our exclusive system that has served our clients and us very well for the past 25 years. However, the time has come to improve on it. Our new and greatly improved product line allows us to be extremely "green."

There are many advantages for the consumer:

- The equipment itself is much smaller due to lamps that are a fraction of the size of incandescent and H.I.D. lamps.
- Most L.E.D. lamps have a lamp life of 5-10 times longer than traditional lamps, so lamp replacement isn't needed as often.
- The line-voltage L.E.D. fixtures are much brighter than their weak low-voltage counterparts.
- Energy consumption can be reduced by as much as 80%.
- Maintenance costs are typically lower.
- L.E.D. landscape illumination allows individuals, companies and municipalities to be more "green."

There are also disadvantages to be aware of:

- The equipment is more costly due to the new technology and minimal production.
- The L.E.D. market is young, and there are many pitfalls in understanding and acquiring a consistently quality product.
- There are no standard specifications in the L.E.D. market, mainly because the technology is changing so fast.
- There are limited suppliers of the more advanced, higher-quality equipment, and therefore fewer fixture design choices.
- Currently, low-voltage L.E.D. systems have very low light output.



If the goal is to become more "green," more sustainable and more energy-efficient, then L.E.D. landscape illumination is the right thing to do. Its benefits are far reaching for architects, interior designers, landscape architects, designers and contractors who can specify the more efficient systems on new development projects. Stop and think how many property managers and building

owners could upgrade, rehab or retrofit their existing systems to take advantage of the tremendous energy savings and much lower maintenance costs. Homeowners can now take advantage of this breakthrough technology for their site and landscape illumination. As more and more L.E.D. systems are used, the cost and availability will improve (much like the original calculator).

As stated earlier, a real bright spot for the consumer is the

opportunity to upgrade most existing 120-volt systems that are in good working order with L.E.D. Low-voltage systems, on the other hand, may not be quite as well-suited for retrofitting at this early stage. All of the parts and equipment for the existing systems will be available for years to come, so it won't be necessary to convert to the latest technology in the near future. As the pendulum swings further toward all L.E.D., many of the old-technology bulbs will be discontinued due to reduced demand.

Night Light will make every effort to continue pursuing a high-quality, less-costly, low-voltage option for the future. Our goal is to be on the cutting edge of any appropriate advances that are developed, and we refuse to offer an under-powered, inferior system that is weak in light output and troublesome for the end user.

See your Night Light illumination designer for a demonstration and consultation on this new leading-edge technology.



It's Because of You!

Night Light's success has been built on its loyal customers and referral partners. Our mission has always been to work closely with those who appreciate the difference by transforming their landscapes into a soft ambiance of understated elegance during the evening hours, while striving to produce raving fans through a team effort.

Even though 2009 has shaped up to be a very interesting year, we feel blessed that we've stayed true to our core belief over the years: If we work with those who truly appreciate what we do, and in return provide them with the level of service they deserve, together both will benefit. Night Light makes it a point to survey each of our clients to ensure a high level of service throughout our organization. After these surveys are returned, each is reviewed and evaluated. Although we don't receive every survey back, the surveys that we have received have given us over 95% excellent marks.

In his book, "The Ultimate Question" (TUQ), Fred Reichheld states that the ultimate test of a corporation is whether or not you receive your business by way of referrals and to what degree. We have always developed the majority of our business this way. Mr. Reichheld recommends that you ask your customers if they would recommend you to a friend. So, when we mail each of our clients a survey, we ask the question, "On a scale of 0-10, what is the likelihood that you would recommend Night Light to someone you know?" We've tallied the many surveys, and our score is 9.5 or 95%. A score of 10 means "extremely likely" to recommend. The obvious goal is to create promoters, and the service we provide for our direct clients and referral partners is crucial to the steady growth of our company.

It comes down to loyalty. This is a strong and value-laden concept, usually applied to family, friends and country as outlined in TUQ. Mr. Reichheld says that people may be loyal to a company they buy from, but they may not describe what they feel in those terms. He goes on to say that if they really love doing business with a particular provider of goods and services, however, then the most natural thing for them to do is to recommend that company to someone they care about. He also says that two conditions must be satisfied before customers make a personal referral. They must first believe that the company offers superior value in terms that an economist would understand: price, features, quality, functionality, ease of use, and all of the other practical factors. But they must also feel good about their relationship with the company. They must believe that the company knows and understands them, values them, listens to them, and shares their principles. On the first dimension, a company is engaging the customer's mind. On the second, it's engaging the customer's heart. Only when both sides of the equation are fulfilled will a customer enthusiastically recommend a company to a friend. The customer must believe that the friend will get good value, but he or she must also believe that the company will treat the friend right.

As we continue to adjust in 2009, our mission becomes even more important. Since nearly 85% of our business is from referrals, all of us at Night Light are committed to providing you with the exceptional level of service you expect and deserve. In times of difficulty, it's easy for some to detour from those things that have made them successful. Night Light intends to continue being a leading force in the landscape illumination industry, and it will take constant effort to do that. ***We want to thank all of our direct clients and referral partners for their role in our success.*** We value you and look forward to the opportunity to keep working closely with you.



Motivational Quote

"There is virtually nothing on earth that brings as much personal satisfaction and gratification as being able to empower another human being to become more efficient, effective and successful because of the goods, products and services you have to offer."

– Zig Ziglar

A Testimony to the Work We Do

"I appreciate your willingness to work with my clients and me as a trusted advisor for their landscape lighting. As a quality custom homebuilder it is important to have a team of professionals I can rely on to make sure my valuable clients get the service they need. Meeting us while we are still under construction to establish our power needs saves time and money at the end of the job. As always, I look forward to the final result when your lights turn our home into a real thing of beauty at night."

– Jane Levy, Levy Custom Homes



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Partnership Spotlight

JAMES MARTIN ASSOCIATES

It's during tough economic times, like now, that we realize the significance of our professional partnerships. Although 2009 will be remembered for the many challenges we've all encountered, it's been an opportunistic year for Night Light as it relates to reconnecting with new and existing partners. These professional partnerships are the result of developing teams of professionals, built on trust, respect and unrelenting customer service.

Night Light's partnerships include hundreds of landscape professionals with diverse specialties.

They include landscape architects; contractors; golf course superintendents; arborists; and hardscape, irrigation, pool and industry suppliers.

In 2009, Night Light was fortunate to begin working closely with James Martin Associates, a Chicagoland award-winning landscape design, construction and maintenance contractor. James Martin Associates' commitment to beautiful landscapes, hard work, quality, teamwork and community positions them as one of the premier landscape contractors in our area.

The Martin Associates team understands the importance of incorporating professional

illumination into the overall landscape development process. Heidi Sibert, landscape architect for James Martin Associates, explains, "Along with irrigation, drainage and hardscapes, professional outdoor illumination is an integral part of the entire design process. It is critical that proper lighting design is considered early so that provisions can be made for electric availability and sleeves under walks and drives." Her

team understands the need to work with a professional illumination company to coordinate all of the design requirements, and to create

an outdoor environment at night that complements the beautiful landscape.

The partnership between James Martin Associates and Night Light has resulted in numerous illumination projects this year. Martin Associates clients in Northfield, Wilmette, Glencoe, Libertyville and Lake Forest have benefited from this professional approach. "Working with Ed Reier and the Night Light team has been nothing but positive," says Sibert. "Their responsiveness and attention to detail runs parallel to the James Martin Associates mission."

**If you're interested
in finding out
more about how
a partnership with
Night Light can
benefit you and
your customers, call
the Night Light
office today at
630.627.1111.**