



(630) 627-1111

www.nightlightinc.net

Spring 2008



## FACTS of Light

### Every Kilowatt Counts

A typical house has 40 light bulbs that use about \$270 worth of electricity each year. The more we're willing to invest in energy-efficient lighting and take steps to use all of our lights wisely, the more we can save money and better our environment.

- **Turn off lights** when you leave a room, even for just a few minutes.
- **Use "task lighting"** to concentrate light in areas needed, rather than lighting an entire room.
- **Decorate your home with illumination in mind** – lighter colors reflect light.
- **Keep light fixtures clean** – a cleaner bulb is a brighter bulb.
- **Dimmer switches** are a great way to set the mood and save energy.
- **Use fewer bulbs** in multi-bulb fixtures; one high-watt bulb is more efficient than several of low wattage.
- **Use timers** on both interior and exterior lights to limit their usage.
- **Use new, long-lasting, compact fluorescent lights** in fixtures that are hard to reach, and burn longer than three hours per day.

## Mitch's Message

After surviving a tenacious Chicagoland winter, we all look forward to spring. Spring is the time of year when we think about new beginnings, positive changes and warmer weather. It's also the time when our Night Light team gets back into full swing and puts into action all of the plans made during the winter.

Our "Going Green" efforts continue as we look to new technology in lighting and substantial ways to save energy. Our team has also committed to a renewed focus on "Total Wellness" in our personal and professional lives. Watch for future newsletters as we share advice from experts on how we can all improve our physical, environmental, personal and financial wellness. Please enjoy reading the information we have gathered here for you. We hope that we can shed some "light" on practical ways of saving energy, saving money, enhancing our lives and the environment, and enjoying the outdoors even more.



Careful blending of accent lighting and path lighting creates an inviting sense of warmth and safety.

## A Testimony to the Work We Do

"My business is designing and building high-end landscapes for discerning clientele. It is integral to the success of my business that I work with highly skilled and responsible contractors. Night Light Landscape Illumination is such a firm.

"It has been my pleasure to work with Dean, Mitch, and the Night Light team for many years. They have demonstrated their prowess in the field of landscape lighting time and time again. Having Night Light as part of my team makes my job as a landscape architect simpler. They do what they do best, which allows me more time to do what I do best.

"I have complete trust in Night Light's ability to create interesting and functional lighting designs and seamless installation. Everything from beginning to end, including customer follow-up, is first-class. I routinely introduce Night Light to my clients as my single source for landscape illumination services, and I can with all confidence highly recommend Night Light Landscape Illumination to my friends and peers in the green industry.

"In my professional opinion, Night Light Landscape Illumination is 'the best' landscape illumination firm in the Chicago metropolitan area."

Yours truly,

**Creative Environments Group, LTD.**

Stephen W. Marzahl, ASLA  
Registered Landscape Architect



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## Vacationing at Home



As homeowners deal with today's uncertain economy, the current housing slump and a weak dollar, the term "vacationing at home" has been heard among interior designers, architects, landscape architects and other home design disciplines. More attention seems to be placed on spending

free time and enjoying families within the occupied space at home after a hard day's work. Ann Mack, director of trend spotting at JWT Advertising, feels that we'll be indulging in "staycations" this year, seeking solace in our own beautiful backyards. Ann also says, "We will be 'Living Large in the Yard' with backyards becoming even greater extensions of our living space. We'll also want our outdoor space to function as a home away from home."

Backyard swimming environments rival those of small resorts with spas, pools and waterfalls. Also common in today's backyard getaways are permanent features like stone seat walls, elegant patios and terraces, ponds and waterfalls, and multifunctional fireplaces. Outdoor kitchens and "cook centers" are soon to rival their indoor counterparts with investments in outdoor appliances and counter tops. Outdoor rooms can be defined with fine wood pergolas, gazebos and arbors.

Many of these outdoor enclaves include high-tech gadgets along with state-of-the-art audio/visual systems. Entertainment features, fiber optic and LED lighting systems, and controlled site and landscape illumination function to extend the enjoyment into the evening hours. "What makes the control of all of these elements possible is to begin with the end in mind by having a team of professionals involved early in a project," says John Baumeister, president of Baumeister Electronic Architects of Niles, IL and winner of the 2007 Home of the Year Award. During the planning phase, the professionals are able to visualize the layout of the components before the blueprints have been finalized, allowing them to concentrate on the complete package rather than several separate, disjointed parts.

Once these spaces are transformed along with detailed landscape elements, the elegant backyards become perfect spaces for recreational and business entertainment. "Vacationing at home" could be as simple or as elaborate as the budget allows. You decide if your vacation savings account this year will be spent overseas, across the miles or in your own backyard.





# Energy – Our Most Valuable Resource

In December 2007, President Bush signed into law a new energy bill that will not only accelerate research and development of new energy technologies, but will also bring an end to the familiar 100-watt incandescent bulb as we know it today.

New energy laws, tighter restrictions and advancing technology are changing the way we look at light sources. Each and every one of us encounters hundreds of different light sources during the course of each day (computers, lamps, phones, televisions, appliances, traffic signals, transportation, radios, toys, etc.). As these light sources change to become more efficient, it's good to know which ones consume more energy than others. Efficiency of light "bulbs" is measured in lumens-per-watt (lpw). A higher lpw number relates to a more efficient light source. The table below shows the comparison of our most common bulbs.

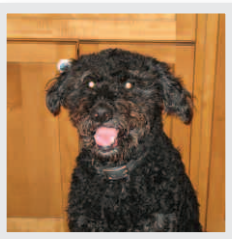
Incandescent standard .....	13-17 lpw	Mercury vapor .....	49-58 lpw
Incandescent halogen.....	18-20 lpw	Fluorescent compact spiral .....	62-69 lpw
First-generation LED .....	25-35 lpw	Metal halide.....	75-95 lpw
Fluorescent decorative .....	48-57 lpw	High-pressure sodium .....	100-110 lpw

Each of the different light sources listed above, along with many new next-generation products, have their particular place in the lighting industry. As the push toward energy efficiency continues, technological advances will further change the way we look at light.

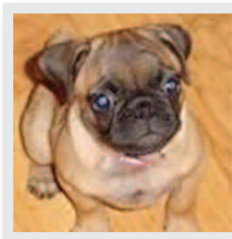
For more information on light sources, go to: [www.holophane.com/education/fund\\_pdf/7-8.pdf](http://www.holophane.com/education/fund_pdf/7-8.pdf)

## Match the Dogs to Their Owners!

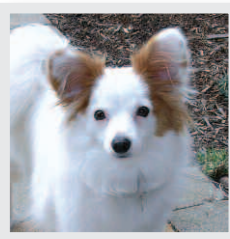
Many people comment on how funny it is that some dogs resemble their owners. We thought we would put this to the test.



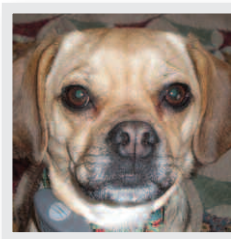
*Cody*



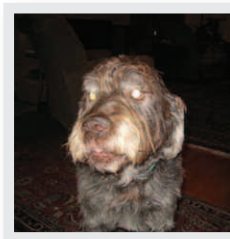
*Bella*



*Gizmo*



*Josey*



*Milo*



*Ed Reier,  
Systems Designer*



*Mitch Beiser,  
President*



*Chris Carey,  
Senior Designer*



*Sara Bles,  
Office Manager*



*Dean MacMorris,  
Vice President*

**Can you match our team members to the dogs they own? See the back page for the surprising results!**



148 Eisenhower Lane North  
Lombard, IL 60148

“Appreciation  
is a wonderful  
thing: it makes  
what is excellent  
in others  
belong to us  
as well.”

– Voltaire

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## An Ounce of Prevention...

Benjamin Franklin once said, “An ounce of prevention is worth a pound of cure.”

The definition of this popular expression means that it is better to take steps to avoid problems in the first place than to try and fix them once they arise. The Night Light team has taken old Ben’s wisdom to heart.

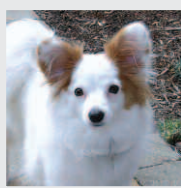
Too many products and services that are offered today boast high quality and longevity. Unfortunately, these claims too often end up as false, and we as consumers are left feeling betrayed. A true claim for quality and service can be difficult to find.

At Night Light, the claim for quality and service goes even further. With proper maintenance, our illumination systems are designed to last a lifetime. Remember Ben’s persistence about an ounce of prevention. Our preventative maintenance program guarantees that our illumination systems will last as long as minor, annual maintenance is performed. We have created an extended warranty program that allows our technicians to annually inspect, clean, adjust and repair the illumination system. These maintenance visits are completed at a fraction of replacement cost or major repair costs.

Our customers benefit by extending their full warranty each year. Any problems, including lamp burnout, are included and taken care of with a simple phone call or e-mail request. To learn more about our preventative maintenance program, call or e-mail our office today. Don’t wait! As Mr. Franklin also stressed, “Never leave that till tomorrow which you can do today!”



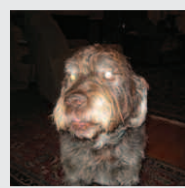
How  
many  
did you  
get right?



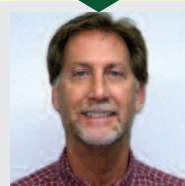
Gizmo



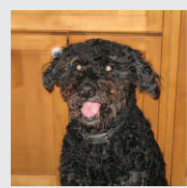
Ed Reier,  
Systems Designer



Milo



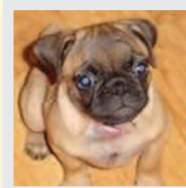
Mitch Beiser,  
President



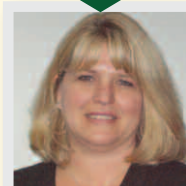
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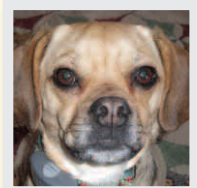
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