



(630) 627-1111

www.nightlightinc.net

Spring 2009

"For Those Who Appreciate the Difference"

FACTS of Light

- Drama can be created with moonlight shadows filtered through the trees onto landscape and hardscape areas.
- Moonlight is used to set a romantic mood in an outdoor landscape.
- Fixtures are usually mounted in nearby trees.
- Can be 12-volt or 120-volt. The difference is in the intensity and the size of the trees.
- The preferred moonlight is cool light with a slight bluish tint to imitate true moonlight.
- Strategic placement of fixtures is key to eliminating glare for those enjoying the moonlit space.
- Shadows through trees are the most enjoyable, but arbors and pergolas also create enjoyable shadow patterns.
- The fixtures should be placed as high in the trees as possible while still maintaining the proper effect.
- The moonlight can take the place of path lighting and obnoxious house lights.
- The fixtures are out of harm's way.
- Care must be taken when installing the fixtures to avoid damage to the tree roots and branches.

Mitch's Message

2009 will be an interesting year. The global economic situation can't be avoided as we read the newspapers, switch on the radio and assess our own investment portfolios. Many seem to describe this year using words like "slow, struggling and challenging." There's no denying that consumer spending has "downshifted," and economists predict that our dollar will continue to decline and the recession will last through 2009.

But let's consider some other "interesting" thoughts. This slowdown in our economy will be seen as an opportunity for us optimistic types. Business owners having to make some very difficult "downsizing" decisions must take this opportunity to thoroughly re-examine their business plans. Is your business headed in the right direction, based on sound principles and core values? It's a great time to change direction and make some needed adjustments. After all, you can't change a tire going 100 miles per hour.

Maybe it's time to find new applications for your product or new markets for your service. Did you know that Play-Doh was originally developed to remove coal residue from walls, but was re-imagined as a children's sculpting material when the original market died out? It's also a great time to reconnect with past clients and business partners. In today's competitive economy, it's easier and less costly to keep an existing client than to find a new one.

During this year, take time to reflect on your personal relationships as well as your business ones. Personal financial challenges can wreak havoc on family harmony. Remember, it's family and friends who are the hidden treasures that can only appreciate with time.

Yes, this will be an "interesting" year. Albert Einstein said, "In the middle of difficulty lies opportunity." Our actions are based on choices, so what choices will you make this year?



Photo by: Norb Hansen

Going Green

"Going Green" is in the spotlight these days in our homes, where we work and how we do things. The common denominator of Going Green is "change." Some simple changes of habit can save energy and resources. Night Light has embraced making changes in our organization to comply with moving to a greener environment while continuing to maintain our level of service to you.

We're taking our newsletter and making it electronic. That's right - our future editions will be accessible online via e-mail and on our website.

To continue to get your newsletter, we need your e-mail address.



Please contact Sara at 630.627.1111 or send her an e-mail at sara@nightlightinc.net. This information will allow us to better communicate with you in a more environmentally friendly way.

Quote

"Life is too short to spend your precious time trying to convince a person who wants to live in gloom and doom otherwise. Give 'lifting that person' your best shot, but don't hang around long enough for his or her bad attitude to pull you down. Instead, surround yourself with optimistic people."

- Zig Ziglar

Let Lighting Set the Mood

Have you ever noticed how lighting creates a mood? Candlelight for a romantic dinner, bright sunshine on a beautiful spring day, a full-moon night, a fire in the outdoor fireplace...all of these create a mindset or a "look" for a space or room.

The lighting in and around your landscape should create a mood as well - soft areas of light from pathlights; crisp uplights on trees and shrubs; washes of light on the façade; accent lights on lawn art or sculptures; and soft moonlights painting shadows on patios, pool decks or walkways. All of these happen with good lighting design. The goal is to create the right mood rather than making it look like daytime at nighttime.



A good lighting design will accent the key features in the landscape and draw your eye to these elements. Uplights provide sharp accents for the key elements in the landscape. Color and contrast are important as well. Plant materials look more natural accented with a cooler light, and man-made objects look better with warm light. Because these colors are opposites, they'll provide contrast to the landscape. Warm pools of light from pathlights along a walkway invite you to move through the space. The darkness between the pathlights adds contrast. For safety, pathlights should also signal a change in direction or elevation. A soft moonlight will provide ambient light and bring all of the lighting into an understated elegance.

A balance of light levels (brightness) and placements of fixtures are important aspects of creating a mood. Your goal should be to create a balanced look or feel in the landscape. All of these aspects combined make your "outdoor room" a comfortable place to relax or entertain. To complete the "look," add candles to your table or torches around the patio and enjoy!

PROJECT SPOTLIGHT: *Reaffirming Priorities*

With the passing of time, our lives encounter numerous changes. Our families grow, our careers advance, and our finances are “challenged.” As we regularly adjust our lifestyles to meet these changes, our priorities change as well.

A long-time Night Light customer located in Deerfield became aware of these changes over time. This Deerfield property’s mature landscape has seen many changes, and recently, so have the owners’ priorities for outdoor illumination. The original outdoor lighting system was installed over 20 years ago. At that time the landscape was new with smaller trees, and the primary focus in the rear yard was the in-ground swimming pool. An initial “discovery meeting” identified the owners’ illumination needs, and a lighting system was designed and installed that carefully addressed every need. Over the years, regular maintenance and normal repairs were completed routinely.

But over the course of 20 years, things age, our lifestyles shift, landscapes change and mature, and outdoor fixtures and electric systems deteriorate from the elements.

This past year, it was agreed that the time was right to re-evaluate the illumination objectives for this property and this family. An initial night visit was scheduled to accurately review the effectiveness of the original lighting system. Our “rediscovery” process helped the owners review their new priorities. The kids are no longer living at home, and the pool has been replaced with a beautiful fire pit area. The old shed that was once the winter home of patio furniture, lawn equipment and used flower pots has been given a facelift and a new purpose as a back yard sitting area for an evening respite. Lawn art and statuary have been removed or replaced. The couple’s illumination priorities shifted from outdoor entertaining to more security, along with the desire for stunning outdoor views from inside the home. The shifting of these priorities would require some changes to the illumination system.

A plan was developed to utilize as much of the existing system as possible. Electric feeds and controls were inspected and replaced as needed. The larger, more mature trees allowed us to install more breathtaking moonlight effects, which also double as the much-needed security element. Existing fixtures were moved or refocused to compensate for the change in outdoor entertaining priorities. Fixture size and location were adjusted to improve the illumination of the matured landscape elements. Each fixture was inspected and tested for its integrity and efficiency. After 20 years, some fixtures warranted replacement as newer technology has increased output efficiencies. These adjustments resulted in an improved outdoor experience after dark, and the owners are elated with the results.

When was the last time you took a good look at your outdoor illumination? Are there dark areas that are unsafe? Has the landscape matured to a point where existing illumination is less effective? Are there additional phases of your illumination plan that you haven’t yet implemented? Have your lifestyle changes shifted your illumination priorities?

It doesn’t matter if your existing lighting system is two years old or 20, or maybe you haven’t yet thought about installing a professional illumination system. Now is a great time to reinvest in your property and get the most enjoyment from your outdoor environment after dark.

A Testimony to the Work We Do

“When I purchased my home three years ago, there was an existing landscape lighting system in place from the previous owner. It appeared to be a very high-quality system, but there were some dark areas in the yard that required more light. I determined that the system was installed by Night Light, Inc. I called Night Light, and they promptly put me in touch with one of their designers, Ed Reier. Ed came out and took care of everything and helped me understand how the system worked. Not only were there lights that needed repair, but Ed suggested some adjustments that were needed due to the maturing landscape. The repair crew was very helpful and didn’t even disrupt my yard. Having Night Light out to reassess the system was a wise investment with a huge improvement. Thanks Night Light!”

- John Zalokar • St Charles, IL



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Is Your Landscape Illumination Not What it Used to Be?

ARE YOU EXPERIENCING...

- Dark areas?
- Lack of safety and security?
- Changed landscape?
- Exposed wiring?
- Blocked fixtures?
- Lights out?
- Dim lights?
- Broken fixtures?
- Control issues?
- Fixtures overgrown by maturing landscape?

If you're experiencing any of these problems, **we can help you** with a **FREE** comprehensive nighttime lighting system evaluation. You'll get resolutions to all of these questions and more. This free evaluation will allow you to consider the needed repairs as well as reinstatement of your system warranty through our Preventative Maintenance Program. We're offering this evaluation at **no cost** and **no obligation** to you. *Oh yeah, by the way...* many of our clients have decided to invest in their own personal enjoyment, such as...

- Stay-cations (vacationing at home)
- Additional property enhancements (e.g. pool, addition, patio, etc.)
- Additional landscaping
- Special occasions
 - Weddings and anniversaries
 - Graduations and birthdays
 - Bar mitzvahs

**DON'T HESITATE! TAKE ADVANTAGE OF THIS GREAT OFFER
AND CALL SARA NOW AT 630.627.1111.**

Coming Soon...

Night Light System Owner's Manuals are in production and will be available in fall 2009. The manuals are designed with YOU in mind and will be available electronically or in paperback (limited quantity). We've included illustrations along with instructions to easily manage the "How To's" in using and troubleshooting your system. To reserve your Owner's Manual today, call Sara at 630.627.1111 or send her an e-mail at sara@nightlightinc.net. Include "Owner's Manual" in the subject line, indicate if you prefer an electronic or paper version, and provide her with your mailing information.