

UNIQUE LIGHTING SYSTEMS

Innovative Lighting Solutions That Last A Lifetime™



Where's Unique?

Lourdes Medical Center Pasco, WA

Lourdes Medical Center located in Pasco WA, is a medical facility that has served the community for over 70 years. In 1920 the facility started out as a simple Catholic hospital called "Our Lady of Lourdes," which was run by the Sisters of St. Joseph of Carondelet. Over the years at various times, various additions have been made to the Lourdes Medical Center complex. These additions have created a special style of architecture that is unique all to its self. From an artistic outdoor lighting perspective, some of these unique architectural characteristics pose specific challenges, however, with a little bit of passion and creativity. **Ned Hastings of Night Lighting FX** was able to turn some of Lourdes Medical Center's architectural challenges into evening architectural assets.

The first challenge was to figure out what kind of theme or rhythm to create for the facility. Ned decided to try accenting the brick walls with narrow beams of light. To do this he used **Par 36 GE VNSP** lamps in **Unique's Apollo** and **Big Bang** fixtures. The **Apollo** fixtures were used in the flower beds that bordered the brick walls. The **Big Bang** fixtures were used where ever a mounting bracket was needed such as on the lower roof levels that are connected to the main walls, and where ever cement bordered the main walls. He used the **Stratosphere Bracket** when installing the **Big Bang's**. Ned came up with an ingenious idea that enabled him to easily get the exact position of the beam he wanted. He mounted each **Big Bang** fixture to a 2" thick 12" square masonry block. The masonry block was then placed on top a mound of pea gravel. By placing the masonry block on the mound of pea gravel, Ned was then able to angle the fixture and narrow the beam to the smallest degree. This resulted in getting the most precise narrow beam that looks uniform and perfect.

Another architectural challenge was the gray concrete wall that connected two different brick sections together.

On paper this was a nightmare to figure out, however, by experimenting with a **Unique Demo Kit** in the flower bed just below and to the side of the gray wall, Ned discovered he could project a neat shadow of a Weeping Cyprus that was present in the flower bed. This was done by using **Unique's Pulsar** along with a **12 degree MR16 35 watt lamp** and **supplied linear lens**. The majority of the hot light was aimed slightly at the back of the tree so as not to create an obnoxious hot illumination effect that would be visible from the primary viewing angle. By using a bright narrow beam with **linear lens**, Ned was able to project a strong precise image on the wall with out washing out the other shadows that were created by other accenting effects. Other accent lighting was added to the Weeping Cyprus to help balance out the hot illumination so that the tree looked evenly lit - The tree may be a little bright but Ned feels it is worth it to get the intriguing shadow effect that mysteriously connects the brick sections together.

Fire escapes by their very nature are difficult architectural challenges to incorporate in an artistic lighting portrait. They need to have plenty of light to safely create an emergency exit yet aesthetically they have a lot to be desired. Ned used a moonlighting effect with **Unique's Lunar** fixture and the **included blue lens**. This created enough light to allow for a safe emergency exit. However, from a distance the blue moonlighting blends in with the darkness so as not to draw attention to the fire escape, especially when the corners of the building are accented with narrow beams of light.

When asking Paul Scott (Director Facilities Management) of Lourdes Medical Center why he wanted to use low voltage lighting for his facility he answered. "The initial attraction of using low voltage lighting for our facility is the aesthetic value. I really like the efficient use of light - the ability to accent every space and corner evenly. The end result has been increased safety and security. Since we have had low voltage lighting, we haven't had one vandalism incident. I haven't had any calls in the middle of the night from the police station regarding vandalism, I really like that."

To view more photos of the Lourdes Medical Center lighting project click the big photo at the top of the article and you will be taken to the "**Where's Unique?**" page.

To participate in the "**Where's Unique?**" program just click the link below and fill out the Photo Release Application and write at the top "**Where's Unique?**". You will automatically be entered into the **Photo Of The Month** contest! Start taking those photos!!

[Submit your entry for "Where's Unique?"](#)



NEW Product Release!

The Hubble

Unique Lighting Systems is proud to introduce another industry first, a removable stem light adapter for your BBQ's and outdoor kitchen counter tops. The revolutionary **Hubble Adapter** is a plug in light base that offers a flush mounting system for hard surface applications that require flexible lighting solutions.

The Hubble Adapter flush mount receptacle can be installed into any upright and horizontal hard surface. The plug in adapter fits onto any **Unique Lighting** stemmed path or area light. Once fitted with **The Hubble Adapter** the fixture simply plugs into the recessed receptacle for instant light. The user can easily remove the fixture from the receptacle and snap the **Hubble Adapter's** lid shut keeping the socket water tight and leaving the surface clean and uncluttered.

The Hubble Adapter is available for purchase at any **Unique Lighting Systems** distributor.

List Price: \$98.58

[The Hubble Adapter](#)



UNIQUE PHOTO OF THE MONTH PROGRAM

Unique Lighting is now accepting entries for its "**Photo of the Month**" competition! The contest is Free and is open to all lighting professionals.

Gain National Exposure!

A photograph in a manufacturer's catalog and/or other marketing materials creates national exposure for a contractor's business. When learning about our photography contest, you'll realize not only can you win valuable prizes, but their photos will reach countless customers who will view their design and installation of a beautiful landscape lighting project.

Need More Reasons to Participate?

- Monthly Winners will receive "**The Visual Artist Award**" and **Unique Odyssey Six Pack of their choice**. Six Packs are equipped with five of the same fixtures and a complementary Hub.
- One grand prize winner will receive "**The Golden Palette Award**" which includes prime exposure on the back cover of our yearly catalog. (Over 60,000 catalogs distributed yearly.)

[Sign up for the contest today!!](#)



Want To Make More MONEY? Improving Your Presentation - Close Rates in a Price Oriented Market By Mike Myers

Today, Lighting contractors are frequently faced with price as a major challenge when competing for potential projects. Home owners will often offer an objection to whatever price you quote, simply to see how you respond. You need to discover and create new advantages, other than price, that will set you apart.



#1 Pre qualify the Customer. Save your self a lot of time by pre qualifying the customer. You need to be on the same page. They are looking at spending \$200.00 and your lighting systems start at \$3000.00. Walk away from customers looking for the lowest bid. They are usually the biggest headaches and they can always find someone to do it just a little lower.

#2 Identify customers needs and wants. Try to sell a potential customer what they want to buy, not what you want to sell. Your business is to please the customer by offering them the products and / or services that they want. Ask your potential customer what they are looking to illuminate. This gives them a sense of ownership and being involved in the project.

#3 Sell benefits, not simply features. Features are great. They tell what a product does. But, what a customer wants to know is what a product does for them. Those are benefits. Sell your products and services as benefits. Demonstrate to the customer how, why, and what you offer can be beneficial to them. Demo the project, this will show the exact value they will receive. For a residential lighting system, point out the benefits of increased property value, adding security to the property and the systems reliability. (Less long term operating cost). Also, be sure to explain how and why getting things from you is better than from someone else. In other words, show them the benefits of you.

#4 Fine tune your sales techniques. Make sure your presentation covers the things that the homeowner feels are important... and are often times over looked. Many contractors overlook things that are considered "basic" to a sales presentation. Did your competition cover dedicated circuits? Did they offer references? Did they go over the benefits of the power management system? Did they explain their services well? Most of these items are over looked by as many as 48% of contractors.

#5 Turning in the numbers. Get the quote for the job in their hand as quickly as possible. I have contractor that have turned the trucks in to rolling offices. They print and quote jobs the same night they demo them.

#6 Follow up! It's amazing how many sales people- in all fields- never touch base with a potential customer after the formal presentation. Granted, customers do not want to be pestered by an overly aggressive sales person. But, customers have also shown that they prefer not to be forgotten after a presentation. Find out when they will make a decision and call them before that time. A follow up call or thank you note will express your gratitude for the time they gave you for the presentation. A small time investment, the call will demonstrate your interest in providing your services. And, since many of your competitors will fail to this simple act, it may be icing on the cake that will win you the project. Important factors for homeowners to make their decision ·How soon the contractor could start the work ·References offered ·Contractors professionalism ·Showed the benefits of the light system they would be installing.

Mike Myers is Mid West Sales Manager for Unqie Lighting Systems. Mike is also a 27 year veteran of the green industry. Contact Mike at 513-678-8475

[The Landscape Lighting Resource Manual](#)

DID YOU KNOW?



Did You Know?

Did you know you can order the **Unique Lighting Windsor** with a **3" Stem** ? The **Unique Windsor** is available with an optional 3" stem allowing for a lower profile for lighting up those smaller plants and casting shadows. To order use part number **WINDSOR3-COP25-20-NC**

Did you know the **Unique Multi Matic** series of transformers are available in an optional **Weathered Brass** can? You can now order any **Multi Matic** series transformer with a **Weathered Brass** can allowing you in visible situations to blend the power centers in with the surrounding landscapes and warmer color tones. Just like our brass fixtures the **Weathered Brass** finish blends in naturally with the surrounding landscape giving you a natural look in the day and a hidden presence in the evening.

Did you know that **Unique Lighting** will be performing educational courses designed strictly for Architects and Landscape Designers? Drew Tedford of **Unique Lighting** (AZ outside Sales Representative) will be performing a **Studio Light** course focusing on Portfolio images& Conceptual Plans, Unique Lighting Design Support, Understanding Construction Documents for Lighting, and Specifications & Quality Control. This class will be performed in Phoenix, AZ with other classes being planned for other states in the future. To download the PDF flyer for this event go to **Uniquelighting.com** and click on Education, **Unique University**, and you will see the link to D-Load the PDF in the lower left corner.

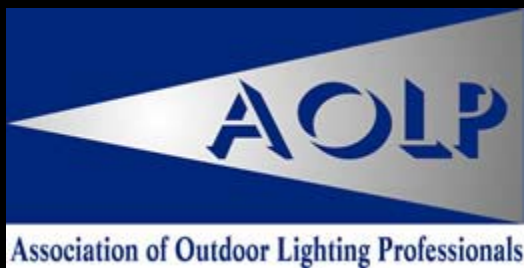
Did you know that **Unique Lighting** has developed 2 new lights for your outdoor kitchen's and structures. The new **Envoy** and **Enterprise** are available for purchase and

are great addition to any outdoor covered bar or bbq area. There are many other applications for these lights as well. Contact Joey D. for more information regarding these and many other new products designed for your outdoor living spaces!

Did you know Unique Lighting is currently promoting a program for contractors called "**The Next Level Program**". This program is designed for you installers out there who are currently selling and installing landscape lighting but are struggling in taking your lighting business to the "**Next Level**". If you are interested in hearing more about this you can contact Joey D. in our Inside Sales Department or contact your local **Unique Lighting** sales rep. You can locate a list of contacts at our website www.uniquelighting.com.

Did you know you can view all the past **Unique Lighting** email Newsletter's on our website? Go to www.uniquelighting.com and click company information, scroll down to Newsletter Archive and enjoy!

[Unique Lighting Contact List](#)



AOLP Association of Outdoor Lighting Professionals

Unique Lighting Systems joined the **AOLP** (formally known as the LVLIA) as a manufacturers member in early 2007. We saw the **AOLP** as a reputable group of lighting professionals who together are working to grow and better the landscape lighting industry, we wanted to be apart of this so we stepped up and now are doing

our part to help grow this organization and our industry!

We want to encourage all of our partners in business including our contractor customers, design customers, and distributing partners to join us along with the other professionals in the **AOLP** in growing the landscape lighting industry. It is very easy to join the **AOLP**, just go to the website and begin the registration process.

[AOLP Website](#)



Installation Tips & Tricks By Nate Mullen Owner and Founder of Unique Lighting Systems

Why Demo's Work(excerpt from
The Landscape Lighting Resource
Manual Chapter 9-22)

Demo's create the portrait that sells the homeowner. The visual experience produced is unparalleled. A demo will do what blueprints, your sales pitch and advertising materials attempt to do -- stir emotions. You must keep in mind that most individuals do not make purchases for rational reasons. The emotional rewards are what lead people to make the purchase. Your goal the night of the demo is to stir emotions and create a need or desire.

A homeowner will contact you -- the lighting professional -- not because they want great outdoor lighting, but because they just need lighting. What do I mean? We need food but what we want is a gourmet meal. We need a car but what we want is a BMW or Mercedes. We need a watch but what we want is a Rolex. Do you get the picture? The customer



needs lighting but you show them what they want -- a lighting portrait of their home.

The goal of the demo is to get clients to experience and visualize the emotional rewards produced by the lighting portrait you have just created. Your lighting demo should trigger emotional rewards which I call ***Factors in Visibility***. These factors are interrelated:

- Entertainment
- Romance
- Safety
- Security
- Value
- Visual Appeal
- Emotion

It is the emotional rewards produced that will get your client to say, "I want this lighting portrait. This is terrific, beyond anything I could imagine. I'm going to call my neighbor over to see this."

*For more information on **Demo Kits** and other sales tools in regards to Landscape Lighting please pick up your copy of **The Landscape Lighting Resource Manual** at www.uniquelighting.com go to Education and click on Resource Manual.*

[Read some other FAQ](#)

To learn more about Unique Lighting products and services please visit our website at www.uniquelighting.com

To a Brighter Future,

Unique Lighting Systems

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