



AMERICAN LIGHTING
BRIGHT IDEAS • INNOVATIVE PRODUCTS

American Lighting Products Re-Vamp Toyota World Sign in Texas

Goal: Use high-output color changing lights that draw traffic and save energy

Expected annual operating cost savings: \$1,400

Estimated Reduction in Annual Running Costs: 75 percent less energy used*

When Fred Haas' Toyota World in Houston, Texas needed a new sign last December 2010, they turned to National Signs Ltd. to get the job done during the busy holiday season. With only two weeks to go until the job needed to be complete Hussein Ali, IT Manager at National Signs took over the project. The project needed to be done quickly and it was imperative that the towering, 40-foot sign catch the attention of potential customers and would draw traffic. In order to achieve that *wow* factor, Ali brought in Denver-based American Lighting.

The project goal was to create a sign for Toyota World that drew attention to the dealership by ensuring it was bright and well lit, despite the presence of a large amount of ambient light coming from the highway. Based on the long-term project needs National Signs selected American Lighting's Linear RGB LED Wall Washers.

The Wall Washers were chosen in part because of the product's unique color-change flexibility. The LEDs can be programmed to produce virtually any color, and can also be programmed to change colors over time or at specific times of the year, which helps to draw more attention to Fred Haas' Toyota World. In addition, the energy-saving, low maintenance, and long-lasting nature of LEDs made the choice of the wall washers compelling, especially due to the size of the sign. The 40-foot sign off of Haas' 1-45 highway location needed 56 fixtures of various lengths to illuminate the soaring column attached to the sign. After a simple installation, the sign was illuminated with colored beams of light from the Wall Washers, all controlled and easily programmed via a DMX controller directly working with each unit.

"The real challenge with this project was selecting the right lighting products, and making sure we would be able to do a simple, quick installation," said American Lighting Sales Manager, Dan Moe. "When it came to the finished product, all of the invested parties were more than satisfied with the timeliness and ease-of-use."

National Signs is a Houston-based specialty signage company that handles everything from design, to manufacturing and installation. By teaming-up with American Lighting, National Signs is able to offer lighting experts who are well-versed in energy efficient lighting technologies. With more than 20 years experience in the lighting industry, American Lighting offers customers a broad line of innovative and high quality lighting products.

"Overall, I was very impressed with the attention to detail, response time and quality of American Lighting's products and service," said Ali. "Without them, this project for Fred Haas Toyota World would not have been a success, and we would not likely have been able to deliver the product on time."

* Savings calculated using LED wall washers versus the use of traditional high pressure sodium flood lights