

## Aleddra Moving into New Office to Accommodate Growth

Aleddra LED lighting, well known for its patented **EasiRetrofit™** LED T8 tubes, had a very successful run in 2012, and as a result it out-grew its current office capacity. To better service the ever increasing market demand in the North America, the company will move into its new office in January 2013. Its new headquarters double the office space and quadruple the warehouse capacity. The office and warehouse are illuminated with LED Par 38 and linear T8 model #LLT-4-T8-C-S-W-120-277V-41K. In the warehouse the high bay fixture are equipped with sensors for even more energy saving.



Office Hallway



Warehouse

Aleddra will be adding more models of its popular **EasiRetrofit™** LED T8 tubes to the Lighting Design Lab's qualified LED products list for utility rebates. This will give contractors a cost effective single-ended LED T8 option for new construction and more choices with the **EasiRetrofit™** T8 for retrofit. Additionally, end users and contractors in New York City can now use the Aleddra T8 lamps with internal drivers with non-shunted tombstones in existing fixtures for rebates from Con Edison. The double-ended **EasiRetrofit™** tubes are the most popular T8 retrofit choice with existing fixtures because of their 50-70% saving on installation labor and cost. For complete linear fixture upgrade, Aleddra offers single-ended tubes that are ready for use with ETL-certified fixtures from its fixture partners on both east and west coasts.

In addition to the move and the expansion of existing product lines, Aleddra will introduce in the next couple months new products for commercial and industrial applications. These new products are expected to set the standard in their respective fixture classes, just like Aleddra's **EasiRetrofit™** tubes have done in the LED tube market. They will be announced in Aleddra's upcoming newsletter and showcased at *LEducation7*, March 20, New York, NY (<http://www.leducation.org/>), and *LightFair International*, April 23-25, Philadelphia, PA (<http://www.lightfair.com/lightfair/V40/>).

To kick off your new year resolution on energy efficient lighting, contact us at 425-430-4555 or email us at [sales@aleddra.com](mailto:sales@aleddra.com).



If you are tired of the boring shoelaces or if you like to wow your friend with something different, check out the LED shoelaces. They come in with different colors and display patterns. If blinking shoelaces are not your style, give them to your kids or your friends' kids.

More LED shoelaces images are available on **LED is Fun** page on .

*(Disclaimer: Aledra has no business affiliation with the manufacturer of the LED Shoelaces.)*

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