



FOR IMMEDIATE RELEASE

Contact: **Christie Humphrey, Marketing Director**
christie.humphrey@barronltg.com or 623.209.1531

TRACE*LITE Introduces Inspire...a High Performance, Compact LED Architectural Wallpack

Part of the new LEDLITE*logic* Series, Inspire delivers performance, style and affordability.

PHOENIX, Arizona (August 2011) Introducing Inspire, the latest design in TRACE*LITE's new LEDLITE*logic* wallpack lineup. Inspire offers high performance optics, wide uniform coverage and 50,000+ hours of rated lamp life in a compact housing that will compliment any project's design aesthetics. The Inspire incorporates contractor friendly features that allow for ease of installation including the EZ-LITE quick mounting system with built in level for easy, precise mounting every time.

Patrick London, outside specification sales for Cal-Lighting stated, "With so many large fixtures on the market, many of our customers like the thin profile of the Inspire. It's nice to see a sleek, unique design that delivers on performance."

TRACE*LITE has given special attention to the aesthetic lines of the Inspire providing a versatile design option. Constructed of die cast aluminum, the Inspire uses a UV resistant powder coated finish to protect against the elements and is UL listed for wet locations. The Inspire's low profile architectural design combined with a high performing light source makes it an attractive and smart choice. Available in 10, 20 or 30 watts, the Inspire presents a wide spectrum of applications including schools, office complexes, light commercial, apartments and recreational facilities.

"This fixture has a nice distribution and works for a variety of applications", added London. "I think it would be especially useful in the multi-family residential market."

Consuming half the energy than comparable compact fluorescent or HPS lamp sources, the Inspire maximizes performance while dramatically increasing energy savings. The compact design allows for the use of fewer materials and is recyclable, resulting in less overall waste. With maintenance relamping intervals of up to fifty times less than traditional lamp technologies, utilizing high lumen LEDs not only consumes less energy but also reduces landfill pollution by minimizing the fixture's impact on the environment.

"We wanted to create a product that was not only attractive and compact, but one that focused on energy efficiency, which is extremely important in today's economy. The Inspire maximizes light output, offers a whiter illumination and provides a wider more uniform light distribution compared to other fixtures in the market," stated Steve Walker, vice president of sales.

EXITRONIX
emergency lighting

TRACE*LITE
commercial & industrial lighting

specialtyLED
commercial & decorative lighting

1911 West Parkside Lane Phoenix, AZ 85087 • 888.533.3948 • 623.580.3948 • 623.587.4899 FAX • www.barronltg.com

Inspire utilizes TRACE*LITE's exclusive LEDLITE *logic* heat sinking technology to maximize LED longevity. Each LED is strategically positioned to optimize the Type III distribution and minimize glare and light pollution. With color temperatures of 4700K the whiter illumination makes the environment more vibrant and inviting to the naked eye. With a rated lamp life of up to 50,000+ hours at 70% lumen maintenance, the performance is undeniable. As an architectural wall mounted lighting fixture, Inspire provides a sustainable solution, lowers operating costs, eliminates relamping hassles and allows for increased design flexibility.

For more information, contact Jessica McCain, sales manager at 800.533.3948 or your local Barron Lighting Group sales representative.

A division of Barron Lighting Group, TRACE*LITE, is the manufacturer of indoor and outdoor lighting products utilizing LED, induction, fluorescent and HID lamp technologies. Barron Lighting Group offers a wide selection of emergency lighting, commercial and industrial lighting and specialty LED products. For a complete product offering please visit www.barronltg.com or one of our many distributor partners. Barron Lighting Group is headquartered at 1911 West Parkside Lane, Phoenix, Arizona 85027.

###