



# LIGHTEN UP

NEWSLETTER FROM PARAMOUNT INDUSTRIES



## PARAMOUNT INTRODUCES THE NEW M3/M5 SERIES

Paramount is excited to introduce a new **TOP OF THE LINE** High Bay series luminaire. This High Bay luminaire features deep ribs, railed edges, standard mounting slots and knockouts at the ends and top of the luminaire.

### FLUORESCENT HIGH BAY APPLICATIONS:

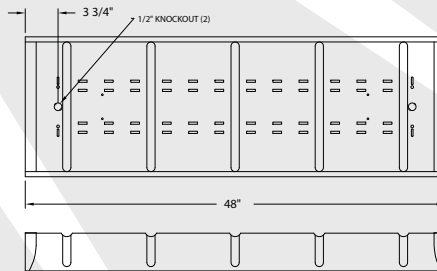
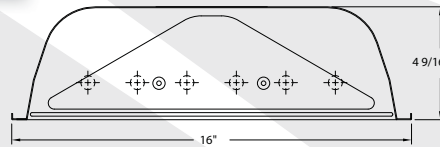
- UL/CUL Listed Dry Location
- Industrial & Commercial

### BENEFITS:

- High Efficiency Luminaire
- Energy savings over traditional HID
- Same rugged Paramount construction

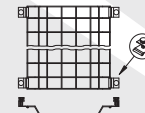
### FEATURES:

- Full 16" wide reflector
- 4 or 6 lamp configurations
- Premium electronic ballast standard
- Every luminaire tested with lamps to assure customer satisfaction
- 5 year limited warranty



**NEW**  
**High Bay**

WIRE GUARD -J8



See the complete spec. sheet under the **product finder** tab on the web site.

For more information contact Angie Smiley  
National Sales Manager - [asmiley@paramountlighting.com](mailto:asmiley@paramountlighting.com)

Each year Paramount Industries likes to acknowledge each of the top sales agencies and commend them for their accomplishments in the lighting industry. These top three agencies have jobs ranging from California, Washington and New York.



**1** Associated Lighting Reps.,  
Inc. Oakland, CA

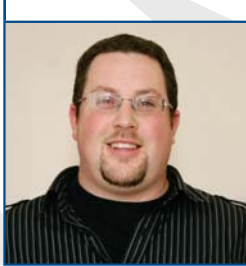
**2** Sea-Tac, Lighting &  
Controls, LLC Tukwila, WA

**3** Lite Tech,  
New York, NY

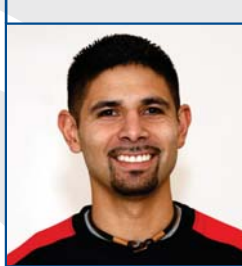


# New Employees at PARAMOUNT

**JASON THOMPSON**  
Designer



**NATHAN BENAVIDES**  
Advertising Manager



**MATT HANSON**  
Designer



Paramount Industries has brought in a few new faces to add to the already successful team. With constantly changing technology and having to keep up with the high end of our industry, we feel that we have added talented individuals to help us with that.

## SELECTING PARAMOUNT LUMINAIRES BY APPLICATION...

Future plans for a new and improved Paramount website are in the works. Our focus is to help customers find what they need quickly and efficiently. In addition to our current "application search" method, we're adding the capability to search by lighting application.

Paramount's new website design will be presented in a way so anyone visiting Paramount's website can find what they need easily. Most importantly, Paramount wants to extend training and assistance to educate visitors showing application ideas of where Paramount luminaires can be used. By doing this, Paramount hopes to gain new lighting opportunities.

*Paramount is always looking for photos of successful applications utilizing our quality luminaires!*

Please send photos to: Angie Smiley  
National Sales Manager, [asmiley@paramountlighting.com](mailto:asmiley@paramountlighting.com)

## NEW EQUIPMENT

Think back 10, 15, even 20 years ago. The lighting industry has gone through a major overhaul as far as technology and innovation is concerned. Those changes are sure to be far more significant in the next 15 to 20 years.

How we stay up on all the changes is the telling tale and the human variable in this situation. How luminaires are fabricated, products are produced and lenses are cast or extruded has all changed. With the coming of new technology, Paramount is striving to stay on top of the lighting industry. To do that, we have purchased a few new pieces of equipment that are due to be in operation later this month. This new equipment will allow us to fabricate new products, as well as produce products at a faster rate. Paramount has always stood behind each and every luminaire that we produce. The more confidence we have in our products, the more confidence you will have in us.

• **NEW corner former:**

This new flexible corner former produces excellent, consistent quality. This technique requires no welding and limited hand finishing work, allowing for a more consistent fabrication and better fit and finish.

**CORNERFORMER**



Continued on pg 3



## NEW EQUIPMENT Continued...

### • **NEW aluminum spot welder**

Paramount has consistently produced all of its products out of painted steel, stainless steel or aluminum. Because of joining limitations, the use of aluminum could change a design, drastically increase cost or not be feasible. With the addition of a new Mid-Frequency Inverter type spot welder, Paramount will be able to produce all current and future products out of aluminum. This new technology will produce strong, consistent welds on aluminum products and further expand Paramount's product offering to its customers.



### • **Plastic oven to form lenses**

Paramount is the only lighting manufacturer remaining that hand forms lenses. Hand forming allows us to use the highest quality materials, giving us industry leading strength and clarity over our competitors' extruded products. The purchase of a new plastics oven will allow Paramount to remain the leader in lens quality for many years to come.

### • **Plastic saw**

The addition of a new panel saw for cutting plastic will improve cut accuracy as well as operator safety and productivity.

### • **4 new electrostatic painting guns**

Four new self-generating electrostatic paint guns on our automatic paint line will take Paramount's high quality finish to another level. The new equipment will help Paramount's green initiative by improving transfer efficiency, resulting in reduced paint waste and energy usage.

## RECENT PROJECTS

UNIVERSITY OF IOWA HYGIENIC LAB



REAL ESTATE PROPERTIES,  
HOUSTON TEXAS



Over the years Paramount luminaires have been installed in a number of different locations. Paramount recently supplied luminaires for the The University of Iowa's new Hygienic Lab that was dedicated on May 5, 2010. Thank you to Lighting Solutions of Iowa for working with Paramount to make this a success.

Real Estate Properties in Houston, Texas is yet another application that we have supplied luminaires for this past year. Lighting Associates Inc. Houston, TX specified our C2 Series Craft Lites for this building facade lighting application.

After 63 years in the lighting industry, Paramount Industries Inc., continues to produce high quality lighting for specialized environments. With your assistance and dedication, we can continue on with what looks to be 63 more years of high quality service.

# THE PRESIDENT'S PAGE

Dear Lighting Representatives,

January 14, 2011

As you have read in this first issue of Lighten Up for 2011, there are a lot of exciting new additions here at Paramount. We are optimistic that 2011 will continue to see a re-emergence of our economy. We look forward to working with you, the men and women who represent us in the Marketplace, in future lighting opportunities.

The added personnel and equipment will allow us to better serve you with new and improved products. Our depth of knowledge and our breadth of special equipment and tooling stand ready to provide our customers with the highest quality and most efficient standard products and custom luminaires.

We hope our customer service, prompt delivery and higher commission earnings (16% average for 2010), provide you with a superior partner in business.

We at Paramount are willing and ready to help in any way to increase the market and profitability of our respective companies.

Sincerely Yours,  
 Craig Bailey  
 President  
 Paramount Industries, Inc.

## IMPORTANT PRODUCT NOTICE

### Craft Lite Lens Option #4 Change

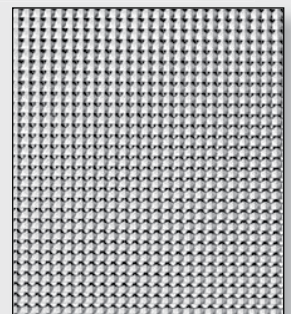
#### *New #4 Lens Option (Craft Lites)*

\* *.140 50% DR Extruded Prismatic Acrylic Pattern 20*

To All Sales Agents and Customers:

***Lens Change: Craft Lite Lens Option #4  
 (Pattern 4 Cell Cast Prismatic Acrylic is no longer available)***

Due to lens suppliers discontinuing the .125 Pattern 4 Cell Cast Prismatic Acrylic lens material, Paramount will now be offering an extruded .140 (P20) lens material. This new lens material is specially formulated for Paramount Industries Inc. with 50% DR, an impact modifier, making the lens material more flexible and less likely to shatter than 100% acrylic.



***All Craft Lite catalog pages have been updated on Paramount's website to reflect this change.***

If further lens specifications are required for Paramount's new #4 lens option, please contact our Sales Department for additional information. Thank you!



**LIGHTEN UP**  
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