



2009 ADEX Award Winner

NEWS RELEASE

For Immediate Release

Helping to Light the Way to Energy Efficiency *The Berkeley Lamp II is the only lamp developed by science*

JACKSON, MI – October 21, 2009 – For every percent of energy saved, businesses in America would add \$11 billion to their bottom line.ⁱ Meeting the ever increasing demand for energy in the United States cannot be met by just bringing more energy online. That is why the Department of Energy (DOE) has announced a new \$450 million “Retrofit Ramp-Up” program that provides incentives for opening new energy efficiency opportunities in communities. The hope is that tune-ups for buildings will be as common place as car tune-ups to ensure all structures are operating at maximum efficiency.ⁱⁱ Full Spectrum Solutions, Inc. has been providing energy saving lighting solutions since 1995 by leading the development of CFL technology and continues that tradition by developing the Berkeley Lamp II, the only lamp developed by science.

Abraham E. Haspel, Ph.D., President of Cogent Analysis Group, is quite familiar with energy efficiency based on his experience as the former Deputy Assistant Secretary for Energy Efficiency and Renewable Energy (EERE) at the DOE from 1999 to 2002. During his tenure at the EERE, he was aware of the Lawrence Berkeley National Laboratory with whose assistance the Berkeley Lamp II’s optics, performance, and reliability had been tested and ergonomically tuned for comfort. Upon his departure from EERE to become the Assistant Deputy Secretary of the Interior, Dr. Haspel was given the Berkeley Lamp by his staff to remember the path breaking contributions they were making in the area of energy efficiency.

“I am impressed not only by the versatile lighting and electrical supply services it provides, but also by the energy savings I receive,” states Dr. Haspel. “And on top of this, it is a stylish lamp that constantly receives compliments from office visitors. Now after seven years I have upgraded to the even better Berkeley II. With easy-to-control up and down lighting, a compact footprint, and elegant styling, this is the ‘green’ lamp to own.”

A common misconception among consumers is that quality is sacrificed for efficiency. With the Berkeley Lamp II, the quality is superior to traditional lamps while providing an easy method for generating energy savings. Featuring two independent, fully dimmable Energy Star[®] approved light bulbs, the Berkeley Lamp II has the ability to provide both task and ambient lighting. By utilizing BlueMax™ color technology, the Berkeley Lamp II produces high definition lighting with a choice of bulbs with 91 Color Rendering Index (CRI), 3500K (Sunset) or 5500K (Daylight).

“Too often lamps are pretty, but fail to provide functional light where needed,” says Dr. Haspel, “I own a few too many of the former, so when I found the Berkeley Lamp II that is both beautiful and functional, I was impressed.”

The Berkeley Lamp II is a product of Full Spectrum Solutions, Inc. For more information on The Berkeley Lamp II, visit www.berkeleylamp.com or phone 888-574-7014. For press inquiries, contact Lindsey Edwards at lindsey@fullspectrumolutions.com.

ⁱ <http://www.greentechmedia.com/articles/read/for-america-energy-efficiency-equals-jobs/>

ⁱⁱ http://apps1.eere.energy.gov/news/daily.cfm/hp_news_id=202