

# DESIGN

THE ULTIMATE RESOURCE FOR ARCHITECTS AND DESIGNERS *SPRING ISSUE 2009*



POWERFUL  
**DESIGN**  
PROJECTS

1431 7th Street #205  
Santa Monica, CA 90401  
Change Service Requested

## INCREASE SALES WITH “INDOOR SUNSHINE”

The bright glare spotlighting cars or motorcycles in showrooms often shine directly into the eyes of customers, blocking their ability to see the true colors of the merchandise and, to be honest, shortens the time spent inside the showroom. No one wants a headache while shopping for a big ticket item. The experience should be exciting and the merchandise should be enticing.

Enter the new “indoor sunshine” Everlast Induction fixtures. Eric Gershon,



general manager of Hot Rod Harley-Davidson in Muskegon, MI, knows firsthand about the boost his bikes get from fantastic lighting. “We wanted the Harleys in the showroom to look as great as they do on the open road on a summer day,” Gershon said. “Our contractor suggested Everlast fixtures because of their ability to provide ‘high-noon’ sunlight indoors. The entire staff agrees that the new lighting really enhances the eye appeal of every aspect of these gorgeous machines.”

Everlast induction fixtures provide light with a more natural, high color rendition and, unlike traditional HID fixtures, illuminate immediately when turned on. Plus, the intensity can be dimmed, poten-

tially conserving energy. Also, by using a process called electromagnetic induction, Everlast fixtures use up to 60 percent less energy than standard lighting and have an unmatched lifespan of up to one hundred thousand hours.

The cost of energy is always a consideration for the Harley-Davidson dealership. “Between our showroom, parking lot, and outdoor areas, we light several hundred thousand square yards of real estate,” Gershon said. “Do we notice that with Everlast we saving nearly 60 percent on our electricity bill? We certainly do. When you combine that with the reduced maintenance costs of the Everlast fixtures, our facility lighting costs are running leaner than most of our bikes.”

Founder and CEO of Full Spectrum Solutions Mike Nevins said companies that need to light large areas at night require a simpler and cost-effective source of lighting which also makes their product look better than before.

“Businesses like Hot Rod Harley have been waiting for competitively priced facility lighting which is able to dramatically reduce maintenance costs and increase energy efficiency,” Nevins said. “They discover that Everlast is truly the solution that can do it all. Everlast overcomes barriers such as high cost, electromagnetic interference, and brightness depreciation over time, all of which are common to older style induction lighting.”

To bring the innovative Full Spectrum Solutions technology to market, the company has partnered with top lighting labs including the University of California Lighting Research Center at UC Davis and the Illuminating Engineering Society.

The company also sponsors a research program to establish and operate the University of Michigan Taubman College of Architecture’s Enhanced Spectrum Laboratory, whose mission is to advance efficient lighting technologies.

[www.fullspectrum solutions.com](http://www.fullspectrum solutions.com).