

Tully, Mark

From: Pinnacle Architectural Lighting <johurley@pinnacle-ltg.com>
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To: Tully, Mark
Subject: Pinnacle Newsletter - September 2013

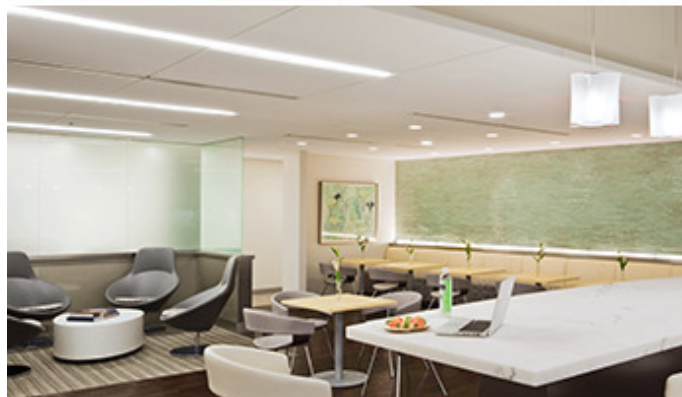
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PINNACLE
ARCHITECTURAL LIGHTING

September, 2013



New Products Available

LED Wall Wash & Wall Grazer

Pinnacle is excited to launch two new products this month. The Evolution continues with an LED Wall Wash and Wall Grazer.

The Edge EV Wall Wash is an LED product designed to create a seamless beam of light with exceptional optical control for uniform, shadow-free illumination from the ceiling to floor. With a standard and high output lumen package, the wall wash can be utilized in higher ceiling applications and allows closer ceiling to wall installation distance of 12"-18" rather than the traditional 18"-24". Even at a closer ceiling to wall installation, the Wall Wash achieves a 7:1 wall uniformity from ceiling to floor. The optical reflector system snaps into the 3" wide housing but the actual aperture opening is a mere 1" wide for minimal disruption to the ceiling.

The Edge EV Wall Grazer has an innovative optical reflector that directs the LED light through the 2" aperture opening. The fixture produces a consistent, uniform beam of light that grazes the face of the wall. Edge EV Wall Grazer is designed to highlight textured walls for ceiling to floor illumination creating dramatic feature walls within a space. The optical reflector system snaps into the 3" wide housing for a narrow architectural slot down the length of the wall. The product can be specified in both individual and continuous runs or you can add corners for perimeter room applications.



The combined sample kit for both the Wall Wash and Wall Grazer includes a recessed Wall Wash fixture, an EX Wall Wash fixture with a baffle, and a Wall Wash module with a lens. The sample kit also contains a Wall Grazer unit. An extension cord has been included in the kit for demo purposes.

The Pinnacle website will be updated the week of September 16th to include both of these products. They will each have their own page in the products section of the site and will be featured on the Home Page. All Specification and Price Sheets will be available online the week of September 16th.

New EDGE Brochure



There will no longer be an individual brochure for just Edge or Evolution, but one brochure that contains all of the information for Edge, Evolution, EX, Wall Wash, Wall Grazer, and Edge Techx. This brochure will go out with the Wall Wash and Wall Grazer sample kits.

Our Sales Managers will be travelling throughout the next couple of months to present these sample kits to as many of our reps as possible. For the reps who are unable to attend these meetings or that the Sales Managers will not be able to visit, there will be virtual meetings set up. Please keep an eye out for online invitations to these meetings.

Please get in touch with your Pinnacle Sales contact with any questions.

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