

# ***What are free lights for your customers worth to you?***

- ⇒ ***Good will***
- ⇒ ***Happy customers***
- ⇒ ***Repeat business***
- ⇒ ***Sales***

## ***Offer your customers free lighting,***

Bekolite's™ high bay *Comercialite* fixtures pay themselves back in two to three years. The savings of the *Comercialite* are two fold, an initial low cost and a lower yearly expense. Fewer fixtures are needed because of the advanced optics, which allow more light to be used directly. This along with the high energy savings from the ballast, turns into low monthly electric bills.

## ***Bekolite™ is an engineering firm,***

whose products for over sixty years have been luminaries and ballasts. Though these are made with unconventional materials, methods, and designs (the background patterns are details from our *Comercialite's* reflector), it allows us to provide the best possible products. Among these, and heart to many of our designs is our Hydroform press, one of the first 32" presses to be sold outside the USA over twenty-five years ago. In sum, we have a special emphasis in quality, efficiency, long life and customer satisfaction. Our customers include companies in Mexico like Gerber, Celanese, Mitutoyo, Threrme Ind., Chrysler, Ford, Pepsi-Cola, Coca-Cola, Vitro among a myriad of others. In public lighting we have sold to municipalities in Mexico, South and Central America, and the USA. Bekolite™ has for over half a century stand for the highest quality lighting products in Mexico, because of its quality and innovation.

## ***Trouble free, proven products***

is what our customer expect from us. This is no small feat given the conditions under which our products are expected to operate. Some have to survive voltage variations of  $\pm 15\%$ , extreme temperatures from industrial processes or even in dirty, dusty or humid environments. Bekolite™ has such demanding requirements that many international standards are met and often exceeded both in the selection of materials and designs.

The logo for Bekolite, featuring the word "Bekolite" in a stylized, outlined font with a drop shadow effect.



Our HID ballasts best exemplify this. The magnet wire is class 200° C, though the ballast temperature rises a mere 50–70°C. The material of the core is grain oriented silicon steel (used in power distribution transformers) which yields the lowest losses, but can only be used in C cores. Although C cores have to be calibrated individually by hand, this ensures that the ballast characteristics are properly suited for the lamp. All this provides lower losses, which translate into longer life.

This requires much work to be done by people, who are prone to errors, since they are only human. Due that our reputation isn't divine, it will not withstand much forgiveness from our customers, so we need to take steps to insure a return rate of less than 0.5%. This isn't achieved through divine intervention (though there is an image of the *Virgen de Guadalupe* over the ballast assembly line), but with an old proven method... checking each ballast individually several times. Once when it is calibrated, another before being encased in epoxy resin (for which the ballast has been named the rock ballast by the installers and maintenance people, alluring to its look and robustness), and a final testing is performed after the ballast has been placed in the fixture. The advantage of the epoxy, is that the ballast will withstand moisture, insects, provide a quieter operation and dissipates heat better, which insures that the ballast will be trouble free. This being only half the story, since we couldn't change a ballast 25 years later from mercury to sodium if the fixture hadn't withstood equally well, since the same thoroughness goes into making each luminary.

The optics are a result of the iteration of CAD with the verification of prototype units, all this under the supervision of experience gain from over half a century. The intricate patterns are a to provide an optimal light control, and which can only be achieved from a Hydroformed reflectors. The pure aluminum used has an inherit corrosion resistance, though notwithstanding it is anodized to protect the chemically brightened reflector and to provide a longer life. In fact all the aluminum hardware is anodized to provide it with this additional protection. To back this we offer a 5 year warranty on the metal parts and on the electrical gear.

## **Comparison of Bekolite™ ballasts and high bay to traditional fixtures Metal halide lamps**

Power (W)	Light output (lumens)	Bekolite Losses (W)	Traditional losses (W)	Savings (W)	Savings from one ballasts only (\$)	Number of Bekolite fixtures	Number of traditional fixtures	Savings \$ / year	Payback year
400	44,000	24	48	24	\$7.01	16	18	\$373.76	3.2
400	36,000	24	55	31	\$9.05	18	24	\$960.10	1.4
350	36,000	21	50	29	\$8.47	18	24	\$853.22	1.6
320	33,000	19	45	26	\$7.59	20	26	\$791.32	1.9
250	25,000	15	38	23	\$6.72	28	34	\$692.62	3.0
250	21,000	15	43	28	\$8.18	32	40	\$946.08	2.5
200	21,000	12	30	18	\$5.26	32	40	\$705.47	3.4