



An artist's rendering of the soon-to-be completed W.A.C. Lighting facility in China.

W.A.C. BUILDS NEW FACTORY

Garden City, N.Y.-based W.A.C. Lighting is constructing an extensive manufacturing and distribution center in Dong Guan, China. Opening in June, the ISO 9001-certified structure will span more than 750,000 square feet and employ a staff of 2,500 at full capacity. (The company's current building measures 250,000 square feet.)

The new state-of-the-art facility will enable W.A.C. craftsmen to create precision components utilizing a broad range of processes: die-casting, plastic extrusion, injection molding, CNC lathe and metal punching, moldmaking, spinning, lead-free SMT electronic production, and automated powdercoating.

The Lighting Application, Showroom & Training Center – encompassing 20,000+ square feet – will display and demonstrate the complete product line. A similarly sized product testing area will offer a full range of tests to meet stringent quality standards for endurance, durability, reliability, temperature, electrical componentry, lamp and luminaire performance, photometrics, and mechanical safety.

The company's worldwide headquarters will remain in New York.

SAN DIEGO LIGHTING SHOWROOM CHANGES NAME

After 17 years of operation in the same spot, Highlights San Diego has created a new identity: **Urban Lighting**. Three years after Tim Jackson purchased the store he had managed for the past 14 years, the retail establishment has been reborn with updated merchandise, an extensive Web site (urbanlighting.net), and a new image.

Urban Lighting has more than doubled its collection of cutting-edge and unusual lighting designs. More than 100 lines are now offered, including Holtkötter International, Hubbardton Forge, Spark Lighting, Wilmette Lighting, Sundayland, Artemide, Resolute, Terzani, and Luceplan.

"Our name change allows fresh new positioning for [us]; the industry has been very supportive of our direction," Jackson states. "As we have grown over the past few years, our [vendors] have grown along with us."

In addition, Urban Lighting will undergo a major remodel and renovation of its Gaslamp Quarter location at 301 Fourth Avenue. The expansion will allow the firm to debut the only Artemide showroom in San Diego. For more information, e-mail Tim Jackson at tjackson@urbanlighting.net, or call (619) 232-6064.



PHILIPS GETS ONBOARD THE STOP GLOBAL WARMING BUS

Philips Lighting, headquartered in Somerset, N.J., partnered with the Stop Global Warming College Tour to support a national call-to-action campaign. The two-week promotion, which began April 9th at Southern Methodist University in Dallas, urged students to become part of the movement to stop global warming and demand solutions from themselves, their schools, and their country.

The event rolled through Texas, Louisiana, Alabama, Florida, Tennessee, Virginia, and culminated in Washington, D.C. in a bus using bio-diesel fuel.

"History proves that college students have the ability to be the driving force in large-scale social change and now – more than ever – is the time for students across the country to become global warming activists," says Laurie David, founder of stopglobalwarming.org and author of *Stop Global Warming: The Solution is You!*

At each tour stop, 90-minute presentations were given, including remarks by David, a short performance by Grammy Award-winning singer-songwriter Sheryl Crow, clips from *An Inconvenient Truth* as well as from top comedians, and a dialogue with students.

"The more I learn about global warming, the more I know that we all have to do something to be a part of the solution. I am thrilled Laurie and I had the opportunity to go on the road and combine our efforts to educate the next generation on how they can make a difference," adds Sheryl Crow.

As part of the Philips Lighting "Simply Switch and Save" campaign, the manufacturer provided students who attended the tour with a free compact fluorescent bulb in an effort to motivate them to switch to more energy-efficient lighting options.

"Sustainability is an integral part of Philips' activities and we believe in adopting environmentally friendly practices such as the Stop Global Warming College Tour," says Paul Simonetti, director/brand communications at Philips. "By asking consumers to switch at least one traditional light bulb with a more energy-efficient one, together we can make a difference in the overall reduction of harmful greenhouse gas emissions and help make the world a more sustainable place to live."