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model T™ Revolutionizes Exterior LED Lighting

Manitowoc, WI – September 15, 2015

energybank has released an innovative, new exterior LED lighting product designed for automotive merchandising applications that reduces energy costs by up to 80% while delivering high-quality illumination. “This is one of the most exciting new developments I’ve been involved with,” stated Neal Verfuether, energybank founder and CEO. “Customers can now get the best performance from LED technology and get the maximum life expectancy using our patent-pending Forced Vector Cooling™ process combined with our other proprietary thermal management advances.”

Two years of research, development and rigorous testing have allowed energybank to deliver the model T™ exterior fixture featuring world-class components from Osram and Nichia. Unlike anything else on the market, the model T is designed and built in the USA for high functionality, high quality and aesthetic integration. A single, sleek model T fixture per pole, consuming 640 watts, replaces two (2) 1000 watt metal halides to achieve significant energy savings. With custom optimized optics for superior visual comfort and enhanced curb appeal, the fixture is International Dark-Sky Association compliant to reduce light pollution.

Naturally aspirated Forced Vector Cooling™ is a unique patent-pending feature of the model T. Cool air is drawn up through a thermal chimney, passed over components to keep them cool and exhausted as warm air to maximize component longevity and performance. energybank’s advanced thermal management strategically located light engines to reduce thermal load with a proprietary thermal bridge that further optimizes thermal transfer from the light engines.

In addition to the exceptional performance of the model T, it is designed for ease of installation with a universal Pinnacle Mounting™ system. Fast and secure, Pinnacle Mounting eliminates the need for extensions, adapters and other apparatus to mount. The sleek form factor of the model T combined with patent-pending Pinnacle Mounting equals a minimal EPA rating for reduced stress on poles.

AstroDim scheduling, Turbo Boost controls, custom colors and logos are additional features available with the model T that make it unlike any other exterior fixture available.



Kolosso Automotive of Appleton installed the model T fixture at their car dealership. Ryan Kolosso had the following feedback, “As good as the lights are, I’m also impressed by how much the costs have been lowered compared to the old lights we used at the previous facility. 70% less energy is now giving us more than a 300% increase in illumination on the car hood. My father and I couldn’t be happier with the model T LED fixtures from energybank.”

model T fixtures have many patent-pending features including proprietary optics that virtually eliminate glare while putting superior illumination on the vehicles. Neal Verfueth, CEO & Founder of energybank, commented “John and Ryan Kolosso truly understand the effect of superior illumination for their marketing efforts. When you analyze the cost per impression on all of the potential customers that either drive past or onto their lot, it’s easily one of the most effective marketing spends in their budget.”



The energybank model T fixture is included on the DLC Qualified Products List.





energybank is a Manitowoc, Wisconsin-based company specializing in the advancement of solid state lighting and controls. energybank has unique capabilities in the lighting and controls industry with its proprietary: thermal management, optical optimization and application engineering. 18 patent applications have been submitted to protect its intellectual property with more pending.

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