

Manitowoc's energybank saw continued growth, expansion in 2017

For USA TODAY NETWORK-Wisconsin

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The entrepreneurial spirit is alive and well in Manitowoc, a Wisconsin city with a prime location along the shore of Lake Michigan. Eighteen new startups have been established in the county since 2014.



(Photo: Josh Clark/USA TODAY NETWORK-Wisconsin)

2017 was a year of continued growth and expansion for energybank.

With a mission of LED Done Right, energybank designs, develops and manufactures high-performance, high-output LED light fixtures for commercial and industrial general applications.

energybank is focused on three core competencies to maximize performance: thermal management, optical optimization and application engineering with the goal of delivering the most amount of quality light to the work surface for the least amount of energy input.



energybank's OmegaLight system. (Photo: Courtesy of energybank)

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Our customers continue to validate our value proposition of LED Done Right, from product engineering, performance, look and feel, right down to the packaging and ease of installation:

- "I am impressed by the packaging engineering. Ease of product handling and easy disposal with no extra waste. That reduces my labor costs and means I save labor dollars." — Reseller
- "We have 196 fixtures. We did the energybank LED install ourselves in-house simply because of the ease of install. It took probably only a minute to switch out a fixture. It takes more time to go up and down in our man basket than it does to change each light. The quick connects are super compatible with the fluorescents we had and the quick toggle hanging system works beautifully." — Dan, plant manager
- "This product is great. It's an awesome LED. Easy to hang. On a scale of 1 to 10 with 10 being the easiest, this is a 10. It is definitely better than any other product I've used out there. It's awesome. I love the features of the energybank LED." — Nick, electrician/installer
- "In the old building, we were working under fluorescent lighting. In the new building, we are working under energybank LED lights. They are less strain on our eyes and it is easier to work in the environment for eight hours or more." — Katelyn, billing department



energybank ThinLine lighting. (Photo: Courtesy of energybank)

In addition to hearty customer validation, energybank continues to receive third-party validation for its innovative designs and high-performance fixtures that deliver superior quality light while maximizing energy efficiency:

- *Architectural Products* magazine Product Innovation Award for the ThinLine Architectural (troffer solution), which previously won Plant Engineering Product of the Year;
- Platts Global Energy Solutions Breakthrough Solution of the Year finalist; and
- energybank launched a new product suite, the OmegaLight high bay, quickly recognized as Plant Engineering Product of the Year Finalist (results to be announced end of April 2018).



energybank's "model T" lighting. *(Photo: Courtesy of energybank)*

energybank founder & CEO

energybank was founded in 2012 by Neal R. Veruferth, a serial entrepreneur and inventor whose innovations continue to rank him as one of the Top 500 Inventors in the nation with 69 patents, 93 applications filed, and 962 citations in the areas of lighting, controls and daylighting technology.