



energybank.

FOR IMMEDIATE RELEASE

## energybank is a Plant Engineering “Product of the Year 2015” Finalist

Manitowoc, Wisconsin – October 12, 2015

Plant Engineering named the energybank model T™ a finalist for its prestigious 2015 Product of the Year Award. energybank introduced its model T, a groundbreaking, high-output LED exterior fixture at the January 2015 National Auto Dealers Association (NADA) expo in San Francisco.

Designed and built in Manitowoc, Wisconsin, one 640W model T can replace two standard 1000W fixtures with up to 80% energy reduction while increasing the quality and quantity of light.

“We spent two years and made a huge financial investment in creating the best possible exterior lighting platform for outdoor automotive merchandising,” said energybank founder and CEO, Neal Verfuert. “With numerous patents applied for or pending, the model T is in a class of its own. Nothing else comes close.”

Patent-pending features such as naturally aspirated Forced Vector Cooling™ keep components cool and proprietary optics deliver superior, glare free illumination. Providing high levels of visual comfort and color accuracy, the model T is fully dark sky compliant.

“I am extremely pleased with how well the model T works,” said Ryan Kolosso of Kolosso Chrysler Jeep Dodge Ram of Appleton, Wisconsin. “The illumination is exceptional – especially compared to other types of fixtures we compared them with. Even our customers mention that the cars really “pop” from the lot.”

Neal Verfuert has been recognized with prior Product of the Year Awards from Plant Engineering in 2008 and 2009.

###

