

# Shedding Some Light...

Pathway Lighting's Newsletter – November / December 2020

## welcome to our newsletter

This issue will focus on a few topics: our new printing technology, product news, and fun facts about one of our staff. We also held a special event.

## what's up at Pathway

Changes, changes, changes! Glad Stopa, Accounts Receivables, has retired after eight plus years; Anita Hallbauer is her successor.

Larry DeFrancesco, EVP and former COO, has also retired after seven years. Larry turned over his COO baton to Jeremy Mularski in the spring of 2019 in preparation of this transition.

We wish both retirees much-deserved rest.



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## Products with Thrive

### Bridgelux Thrive -- high-fidelity, human-centric lighting technology

We humans have evolved for millions of years under the sun's natural daylight. It affects our circadian rhythm, our mood, and how productive we are. We understand the value of bringing daylight simulation into our environments, though this technology has not always been possible. Until now. Bridgelux has engineered a product to provide the closest match to natural light and it's named Thrive™.

Pathway Lighting has chosen to utilize the Thrive series of tailored daylight spectrum LED chips in its products. The light that Thrive produces is the result of proprietary chip, phosphor, and packaging technologies developed exclusively by Bridgelux. It is the combination of these three elements, optimized to interoperate effectively, which produces the natural spectral characteristics. This spectrum has been shown to have positive health benefits and a general enhancement of worker productivity, as well as attitude.

Bridgelux Thrive can be found in Pathway Lighting's [Caliber Plus Architectural](#) product lines, which include:

- ✓ Recessed
- ✓ Cylinder
- ✓ Pendants
- ✓ HighBay/LowBay

*We are currently updating our spec sheets for both the Industriale Series and HL Series to reflect the addition of Thrive.* [Video](#)



## features & benefits

- ✓ Can be used to decorate any of our fixtures.
- ✓ Hydrographics products are highly durable in the elements.
- ✓ Processing orders are now weeks faster than outsourced.
- ✓ Woodgrain, carbon fiber, camouflage, and other graphics are available.
- ✓ Custom films can be ordered, or your own design can be created.
- ✓ Contact our Sales team for additional information.

## Hydrographics Special Effects Printing

Hydrographics, or water transfer printing, is the method of adhering printed designs on to three-dimensional surfaces. Hydrographic printing can be used on glass, metal, hard woods, plastic, ceramics, and/or other non-porous materials. It is an extensive process, and the results are spectacular – the designs just pop with visual appeal.

Pathway Lighting had invested in a hydrographics system when our vendor shipments were interrupted during the Covid-19 pandemic. Our **LumiCube** special woodgrain-finished orders were coming in, but with supply chains broken, we desperately needed to utilize hydrographic printing for this product line. Instead of waiting and hoping for normalcy (and disappointing our customers), we chose to bring the whole process in-house, saving us a considerable amount of time and stress!

### The Timber Series



W1 Weathered Nantucket



W2 Mahogany



W3 Peppercorn



W4 Honey Pine



W5 Aged Oak

# LumiCube

The Metallic Series – Metallic plated only available for LumiCube sleeves



Polished Chrome  
Plated Metal



Polished Black Chromate  
Plated Metal



Satin Nickel  
Plated Metal



Polished Brass  
Plated Metal

## Pie Will Fly Day

November 3rd was indeed a stressful day, but we decided to have a little fun with our own Pathway Lighting ELECTION. The staff voted who would be the Pie President and Pie Vice President, from a group of nine courageous candidates. (Yes, they volunteered!) Votes were tabulated and the results were announced two days later at the official “Pie Will Fly” inauguration ceremony. Merriment ensued, and we all enjoyed a little stress relief. Perhaps we’ll make this an annual event! The 2020 winners:

**Pie President** – David Bradley, Purchasing Manager (R)

**Pie Vice President** – Nick Ross, Inside Sales Manager (L)





## Get to Know – Erin Duthie

Erin has worn many hats since she joined Pathway Lighting in 2012. The staff knows that if you need an answer, Erin can always point you in the right direction because she knows it all! She is our resident party girl, usually planning her next excursion to some tropical destination with her friends. Here are some fun facts about Erin:

**What is your favorite season?** Definitely autumn – I love the fall foliage and football!

**Funny vacation story:** One late night on a cruise, my friends and I made a pit stop to get pizza (our nightly sobering-up attempt.) Walking back to our cabin with pizza in hand, I turned the corner, but the pizza did not. “Floor pizza” wasn’t an option. We weren’t sure whether to laugh or cry because we had just waited 20 minutes for it!

**Biggest non-serious fear:** Birds! I don’t really like ANY flying things. LOL

**Favorite quote:** “Ohana’ means family, and family means nobody gets left behind or forgotten.” – *Lilo and Stitch*



**What’s an unusual food you’ve tried?** Cow tongue; surprisingly not terrible.

**Nickname growing up?** “Er-Bear”. A few of my cousins STILL use it.

**Have you traveled out of the country?** I’ve been to England, Wales, Scotland, France, and Italy and I really want to go to Ireland next. I’ve also been on a few cruises with friends, and I’ve disembarked at Aruba, Curacao, Dominican Republic, Grand Turk, and Puerto Rico. Does that count? (Yes!)

**I would most like to learn:** I’d love to learn to play the piano.

**The scariest moment of my travels was:** While on a snorkeling excursion, the guide pointed out a barracuda in the water. While it seemed cool at the time, it’s a bit terrifying when I think of it now because I was in the water with it!

**After work activities:** I have been taking kick-boxing classes for about two years and I’ve gotten pretty good at it. (Watch out!)



**What’s one thing no one knows about you?** I’m practically addicted to ice cream and I eat it year-round. No favorite flavors, I love them all.

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