



Press Release

HOLLYWOOD, Fla., APRIL 27, 2004 - Wiedenbach-Brown Co., Inc. a nationwide lighting and electrical solutions provider to high-profile retail accounts, presented a comprehensive look at the new ASHRAE/IESNA 90.1 Energy Standards at the PRSM (Professional Retail Store Maintenance) 2004, The Complete Retail Facility Management Conference, held in Hollywood, Florida.

DChristopher Brown, President of Wiedenbach-Brown; Dennis Todisco, Vice President of Sales; and David Scioli, National Account Executive, were invited by the PRSM Association to inform retailers about total cost of light, new energy standards, new products and technology.

David Scioli, an engineer with 35 years of experience in the lighting industry, covered all the standards and exemptions of the new ASHRAE/IESNA 90.1 regulations, including interior lighting controls mandatory provisions, space controls, exterior lighting controls, and lighting power allowances.

At the completion of the session, attendees were able to perform their own ASHRAE/IESNA 90.1 calculations and evaluate their companies' compliance. Examples of both the building-area method and the space-by-space method for lighting power allowances calculations were examined to assist attendees with determining their companies' power allowances.

Lighting power exemptions for various types of retail establishments were reviewed, identifying specific areas where interior lighting power allowance and wattage are not considered in the installed interior lighting power calculations. For example, supermarkets should not consider lighting that is integral to both open and glass-enclosed freezer cases or refrigerators.

Discussions on total cost of light reinforced how retailers can reduce their lighting energy consumption without reducing the quality of light in their stores. Dennis Todisco, a lighting industry veteran with expertise in lighting analysis, familiarized attendees with the total cost-of-light percentages (lamps; 4 percent, labor; 8 percent, and electricity; 88 percent), and lamp efficiency.

To learn more about these presentations, please contact Hernalee Walker at 914-712-4260.

About Wiedenbach-Brown

Wiedenbach-Brown is an expert provider of lighting and electrical solutions, serving clients since 1913. It has offices located throughout the United States, in Boston, Columbus, San Francisco, Seattle, Los Angeles, and headquarters in New Rochelle, New York. From its distribution centers in New Rochelle, New York and Los Angeles, California, it stocks and sells products from over 300 lighting and electrical manufacturers, serving as a vital link for clients. For more information, visit www.wblight.com

About the Professional Retail Store Maintenance Association

The Professional Retail Store Maintenance (PRSM) Association represents a group of individuals and their companies dedicated to advancing industry awareness of retail facilities maintenance for all industries, while promoting professional and ethical standards to service the customer with added value.