



NEWS RELEASE

Latest ActiveLED® Release of LED Mini-Flood and Spot Lights Drives New Thinking Behind Lifetime Costs

Ringdale® Shows Customers How to Slash Yearly Maintenance Costs by 75% and Gain Energy Savings of 85% for a Faster, Longer Lasting Financial Savings

GEORGETOWN, Texas—May 13, 2013—[Ringdale®](#), Inc., innovator in the application of solid-state technology and manufacturer of [ActiveLED®](#) brand of commercial LED lighting fixtures, today announced the availability of the [ActiveLED Mini-Flood and Spot Light \(MFSL\) series](#), an 18- or 24-watt commercial-grade fixture delivering a powerful 104-lumens-per-fixture-watt. The new LED fixture replaces traditional mini flood and spot light fixtures (PAR, HID* and Halogen) and addresses the increasing demand for cost effective, longer lasting, energy-efficient lighting. The MFSL fixtures carry the industry's lowest lifetime cost by a 75-85% reduction in yearly maintenance costs, 85-90% energy savings, and the only 10-year "No Light Loss Warranty."

"The financial savings an operations or facility manager can realize using ActiveLED Mini-Flood and Spot Light goes beyond reducing energy costs. Current lighting solutions are temporary lasting with an average life of three months to a year, depending on use and environmental conditions. Buyers that only calculate the initial purchase price and energy savings has only accounted for a third of the total cost," said Klaus Bollmann, President of Ringdale Inc. "Lifetime cost must also take into account the cost of bulbs and replacement parts over the projected life of that fixture. Usually those costs are not rolled into the ROI before or after and are hidden in operational budgets."

Saving examples calculate purchase price and maintenance over a 5-year period. The Mini-Spot Light costs a 1/3 less than a conventional PAR-30 solution, 1/4th of a traditional HID solution, and 1/3rd of a Halogen fixture. With an average payback of 2.5 years, the MFSL continues to save the buyer 85% on energy costs during an additional warranty-backed 7.5 years—years without the maintenance and replacement costs. Only ActiveLED offers the 10-year No Light Loss guarantee for continuous, uncompromised illumination for 90,000 hours.

The ActiveLED Mini-Flood and Spot Light (MFSL) is made in the USA and available in six illumination patterns: traditional or narrow beam, side or forward throw, billboard, and spot making it a go-to fixture for a broad range of applications, including building facades, landscape features, walkways, parks, monuments and signs. The

robust, all weather design, varying light covers, and custom options also appeal to residential buyers to illuminate driveways, trees and shrubs, garage exteriors, patios, playground, and yards.

The ActiveLED Mini-Flood and Spot Light (MFSL) is available through Ringdale's direct sales force or through Ringdale's [network of resellers](#). Caberra Systems is a Ringdale partner and authorized distributor of ActiveLED products. Caberra can be reached at 970-506-0525, www.caberrasystems.com.

* PAR, parabolic aluminized reflector light; HID, high-intensity discharge lamp.

About Ringdale

Ringdale, established 1986, focuses on helping organizations incorporate green savings into their business environments. Ringdale provides ActiveLED[®] luminaries with patented, solid-state lighting control and thermal management technology. Ringdale, Inc. is based in the United States with offices in the United Kingdom, France, Germany, Japan and Singapore and is part of the Network Technology PLC Group of Companies.

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