

PAUL'S NOTES

Every year we are working on design and technology issues to advance both the artistic appeal as well as the technological proficiency of our products.

I believe that this year we finally reached a milestone that we can define as a benchmark. Our goal was to achieve the best light quality possible, a maximum of glare free light for the aging eye, energy savings, as well as cutting edge design and workmanship. Of course, these achievements did not come easily during these challenging times. We will unveil our latest benchmark during the Market in Dallas: **The Bernie Turbo Series.**

This series combines the latest and best in lighting technology (Osram Energy Saver IRC – 12 Volt - 65 Watt bulb),

Innovation (Holtkötter Dimm System P1 with integrated, dimmable transformer including soft on/delayed off),

Design (a completely new reflector design), and last but not least,

Performance (1700 lumens, 26 lumens per Watt) into one package.

We would enjoy meeting and visiting with you during the Dallas Show to see our latest benchmark.

Yours,
Paul W. Eusterbrock
President
Holtkötter International, Inc



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Pendant No. 5261/1 "Note" in Satin Nickel



During the next two lighting markets in Dallas (June of 2009 and January of 2010) Holtkötter will introduce a greatly expanded pendant series. The initial release will be monopendants, while a follow-up release will be flexible pendant chandeliers that have been very successful in Europe.

One interesting feature of the pendants is the use of Energy Saver Low Voltage IRC bulbs from Osram in Germany that not only produces more and better light, but also saves about 35% of energy consumption.

Until fairly recently, the residential lighting industry was not heavily regulated. Manufacturers and retailers only had to worry about safety regulations that were governed either by the National Electric Code or by the standards set by Underwriters Laboratories. This is about to change profoundly through state and mainly federal appliance efficiency standards. In addition to regulating light bulbs through the Energy Independence and Security Act of 2007, a new energy bill is now being debated in Congress, that would, among other things, also regulate portable lamps.

Through my current position as Chair of the American Lighting Association, we have been following and influencing the discussions not only at the present time, but also previously in very serious discussions with the California Energy Commission that resulted in a set of regulations that are used as the blueprint for the current proposed Federal regulation.

These efforts resulted in five paths being provided for portable lighting in the future: a CFL in the box (if the lamp has an Edison socket); Energy Star compliant portable lamp; portable lamp with a GU 24 socket; LED lamps with certain light quality and efficiency criteria; and halogen lamps up to 100 Watts including a dimmer or a hi/low switch. These provisions were the result of many serious phone



Paul and his daughter Sophia with Congressman Pete Sessions (R-TX) in the Sam Rayburn Room of the US Capitol.

Congressman Sessions has adopted the causes of and supported the lighting industry like no one else in Washington, D.C.

conference calls between the Alliance to Save Energy and an ALA task force that resulted in the proposed language of the Senate and House Bills. Part of that effort also included a mission of the American Lighting Association to Washington

to meet with both Senators and Congressmen and women to support this bill. In particular, an invitation by the Chairman of the Senate Energy Committee to attend the committee hearings on this bill and to give the President of the ALA, Richard D. Upton, an opportunity to testify in front of the committee to explain and support the proposed bill. Without all this effort, incandescent and halogen lamps would, in all likelihood, be outlawed in the near future. Also, all portable lamps would be required to have a power limiting device, limiting the power usage to not more than 35 Watts.

Philosophically, I am skeptical of too much government regulation, but our efforts to balance energy concerns as well as the quality of light and consumer choice concerns resulted in a solution that preserves choices for the consumer and provides less stringent regulation.

In particular we have to thank Richard Upton for his skillful navigation of the political body in the Nation's Capitol.



Members of the ALA mission to Washington, D.C. included (from left to right): Lars Bostrum, Tom Ike, Ron Milam, Terry McGowan, Paul W. Eusterbrock, Clark Linstone, Jack Fleischer, Nathan Frampton, and Dick Upton

MARKETS January and June in Dallas

With the economy the way it is and has been, Holtkötter, like many manufacturers, was unsure as to the outcome of the Dallas Market this past January. We completely redesigned the lower half of our showroom to make it much more open, highlighting many of our new product introductions on newly constructed wall and clouds. We frosted all of our windows and etched graphics of products within them. We moved virtually every fixture in the showroom, keeping with the trends of today as well as tomorrow. We made the showroom more "meeting-friendly" by replacing much of the furniture. Additionally, we had someone standing at the

front door to scan badges so that we could do a better job at following up with our distributors that attended.

The result? We had one of our best shows ever in terms of attendance, interest over our new product introductions, and reception to our newly renovated showroom.



The products introduced covered a wide spectrum of items. Our most popular introductions were a new 75W Halogen wall sconce (8520/1), a 400W incandescent fabric shaded pendant (5145/4), and our beautifully designed LED Acrylic linear pendant (9621/15). Among other introductions were a few different glass semi-flushes, a couple of new P1-dimming technology table and floor lamps, and an increased selection of fixtures available in chrome. Our design team and engineers didn't disappoint as we continue to be one of the industry leaders in the Market through our innovation, technology and design. You can see all of our January product introductions at www.holtkoetter.com under the "What's New" tab or ask your sales representative for a hard-copy brochure.

We are again unsure of exactly what to expect this upcoming June Market, but we are hopeful that the response to our showroom and new product introductions will be as positive as in January. We again have a handful of new introductions, each of which is ahead of its time with respects to design and engineering. For example, we will be introducing the "Turbo" by Holtkötter, a task lamp with extremely high light output, high efficiency, and a beautiful sleek design. We have a series of many unique new pendants as well.

If you are attending this year's June Market please stop by our showroom to see all of the exciting new things we've done!

If you have any questions on our Market product introductions or other Marketing efforts, feel free to contact Thomas Lillie, Holtkötter National Sales Manager, at tlillie@holtkoetter.com or your local sales representative.



Thomas Koehler has the primary responsibility of engineering Holtkötter's lighting products in the United States. He travels to Holtkötter Germany several times a year in order to work on the design and finishing of each new lighting product that we present to you.

This past December, Thomas was in Germany for the special project of designing and creating a new reflector for our 6440/1 lamp. Beyond designing the reflector, he needed to measure, draw, and create a bill of materials for all the tooling belonging with the new reflector. Thomas produces many of the tools himself by working with saws, presses, and a variety of milling, drilling, and grinding machines. This detailed and multi-step approach is what is necessary to achieve Holtkötter's high standards of product quality.

This past February, while in Germany, Thomas focused on a variety of things related to the 6420/1, 8520/1, 6391/1, and 5145/4 of our new January Market Introductions. With the 6420/1 floor lamp, he built in a stop to prevent cord twisting, put in a different weight to the lamp's base, and added our innovative *P1 Dimming System. On our beautiful new 8520/1 wall sconce, Thomas needed to exchange the European outlet box cover for one that would flawlessly cover the standard American outlet box. For the 6391/1 table lamp, he spent time researching options for a cord that would allow the addition of our *P1 Dimming System. Thomas' work with the 5145/4 fabric shaded pendant resulted in a sample for preliminary viewing.

From the beginning steps of idea generation, technical drawings, and researching materials to the finishing steps of creating new parts lists, archiving the plans, and putting it all together, Thomas uses his engineering expertise to ensure that Holtkötter Lighting products continue to be exceptional.

We have engaged Treefort, a web design and services company, to update Holtkötter's web site, www.holtkoetter.com. Our current site has served us well, but we have decided to expand the functionality of the site to reach an ever-increasing audience. Besides presenting a whole new look to the site, it has an expanded product section with an integrated store locator that will drive traffic to the nearest Authorized Holtkötter Distributor. In order to improve customer service, it also allows customers to order small parts and bulbs. This allows us to assist showrooms with support services directly from our web site. Our pricing will be at full markup, so we are not competing with showrooms offering the same services. Look for the new site around September 2009!

To Contact Treefort:
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PEOPLE New Personnel



Santana Smith



Wendy Adrian

We are pleased to announce Santana Smith has taken over responsibilities in our shipping department. Santana has worked in Customer Service since joining Holtkötter in August 2000. He arranges the shipping of orders for UPS and LTL, manages the warehouse inventory, and coordinates shipping requirements with our production department.

Join us in welcoming Wendy Adrian in Customer Service. Wendy is working part-time mornings, replacing Santana Smith as a Customer Service Rep. Wendy is the primary contact for email communications to customerservice@holtkoetter.com and online reporting to customers.