



National Sales Office:

800-657-0509 / Fax: 540-989-3057

www.aglights.com

November 2014 Poultry NEWSLETTER

LED technology is now dominating poultry lighting. All aspects of LED poultry lighting are proving positive and distributors, integrators and growers should know all the facts so that all can be educated. Investment in the Overdrive LED means *The Right Choice, at the Right Price!*

Several advantages of the Overdrive brand:

- a.) From the beginning, Overdrive designed their LED's with smooth outsides (no cooling fins) so that cleaning might be easier and debris would not clog the fins lowering the effectiveness of the heat sinks/fins.
- b.) Overdrive has continued to improve the lumen capabilities of all LED's and now offers the 6 watt in place of the 8 watt. More Lumens with all other characteristics the same.
- c.) The 6 & 10 watt LED's have a 5 year warranty when used in open air.
- d.) Overdrive prides itself in offering super competitive pricing. There is no reason for any grower to be paying \$ 20 or more per socket.

Due to the success of the Overdrive Lighting LED program, several dimmer companies are designing 'special' IGBT dimmer curves to best control and allow the Overdrive 6 & 10 watt LED's to dim to very low lumen levels without flicker and without using additional incandescent lamps in the dimming circuit. If a grower's dimmers are older than 5 years old and they are interested in switching to LED's you should contact the dimmer company and see what they would suggest and tell them what lamp your customer is looking to switch to. Some companies are making field update kits to correct older technologies.

For new construction –

Always check the lamp/dimmer combination with the dimmer manufacturer or us. The new IGBT dimming curves allows the 10 watt lamps a much lower end dimming than some of the older TRIAC dimmers. We are working with multiple dimmer companies to get together a list of questions or statements should there be a dimmer issue.

For Retrofit houses –

There is not a 1 scenario fits all status. Again discussion with the dimmer company should be you/your customer's best bet. There are many dimmers (in retrofit applications) that can be used with the Overdrive 6 and 10 watt LED's. A large part of this depends on how low the lights are being dimmed.

Please contact Erin Fariss or Forrest Tabor – we are always glad to hear from distributors and talk about lighting issues you may be facing and give you our ideas of what to look for or whom to talk to, to get the best performance out of the lamps. We have seen multiple dimmers control our 6 and 10 watt lamps to low end of dimming. Hopefully our expertise can assist you.



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Another point to address - statements by some competitors concerning how Kelvin color and their intensities affect **'feed conversions'**. Our office has received numerous calls asking what Kelvin color should be used and if modifying this Kelvin color will improve 'feed conversions'. I have asked all of our varied university field research associates and none are aware of any certified documentation that changing this Kelvin color promotes better 'feed conversion'. Some of your customers or growers may be considering purchasing LED's based on these claims. We advise that they look much further into these claims. If anyone receiving this email has information contrary to this...please forward to this office. We're not poultry scientists but believe there is some 'snake oil' being sold here!

It's not too early to start thinking about the IPPE show and mapping exhibitors you want to see.

Overdrive Lighting is in booth# C10019

January 27 – 29th, 2015 – Georgia World Congress Center, Atlanta, GA

If you have not heard about our new Non Dimmable LED's for brood light replacements, call today and let us tell you about them. Both 6 watt and 10 watt are available. This offers significant energy savings over a 23 watt

***while
year***

**The RIGHT Amount of floor light at
the RIGHT price backed by
the RIGHT warranty
= YOUR RIGHT CHOICE.**

***Spiral CFL –
honoring a 5
warranty.***

All of us at Overdrive are very thankful to be associated with the many excellent distributors helping to make our LED product line a success. We are also very blessed to have a great number of university ag researchers that have allowed us to be a part of their unbiased field testing. These university folks have teamed with countless integrators and growers to compare different LED models under varied grow-out conditions. Overdrive is a highly demanded brand and our 10 watt non-dimmable is beginning to show excellent results when used in broiler-brooding applications and for breeder applications.
