

April 2016 Newsletter

Equipment Distributors, Integrators, Educators –

We truly appreciate your business and are most thankful for this relationship. Below are topics that continue to arise each week and requires your full understanding.

- **Overdrive LED's are designed for poultry applications**

The lumens, beam angle, outer body area has no cooling fins, Kelvin colors, special dimming components, warranty, make our LED's unique. They are often compared to OMNI-directional (+/- 270 degree beam angle) LED's sold by the DIY stores.... Costco...Wal-Mart.... Home Depot... etc. These Omni-directional LED's place light on sidewalls and ceiling...with only a portion going to the floor. These are residential designed LED's and are nowhere close to 'apples to apples' in comparison. Typically, warranties are 3 years and generally only sold in 2700K (warm-white) colors.

Omni-directional is simply not a good application for poultry.

- **8 watt cold-cathode lamps have been discontinued**

The 6 watt LED's are a great replacement offering less watts, more light, more life, far greater warranty and low lumen depreciation (3-4% per year). The cold-cathodes have high lumen depreciation (15 – 18% yearly). So if you consider starting at 325 lumens and then have a 15% light loss...the floor light level really suffers. **If the grower is counting on his lighting to assist with 'premium pay' (generally 3 f.c. min.)... they may want to take a hard look at this!**

- For the past 4 – 5 years....there has been some marketing by certain manufacturers that modifying or shifting Kelvin colors can produce improved production numbers. Recent USDA testing proves otherwise. Call for more details. The majority of the industry is using 5000K for broilers and 2700 or 3000K for hen and breeder production.

- **Remember **** the 6 watt – 55 ma. LED's and the 6 watt – 75 ma**

LED's should not be operated on the same circuit. This may cause some flickering and poorer quality dimming.

- **Keep in mind our 10 watt Dimmable and Non Dim LED's**

The 10 watt Dimmable lamps match FC of a 100 watt incandescent and the 10 watt Non Dims make for a great CFL BROOD light replacement. *Don't forget we have a light software package to help layout and give our best recommendations for lighting scenarios.*

Overdrive will soon be advertising their NEW LED fixture model **14 w EH-80**. This is a 14 watt non-dim LED that produces 1400 lumens. Will be perfect for swine applications and we're finding excellent field results when used for brooding. These EH-80's can be seen on www.aglights.com. A dimmable version is also forthcoming. Many thanks and again we most appreciate your business and help.