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Designed for Agricultural Applications

January 2019 Newsletter

Happy New Year! Hoping that 2019 proves to be a great sales year and the products below may help to ensure that success! LED technologies continue to advance and our field testing continues to show us that the Overdrive agricultural LED's are a grade above other LED's. (Longer warranties, longer life hours, directional globe – so that light is focused to the floor and many others). With IPPE - International Production & Processing Expo beginning Feb. 12th, it is the perfect time to exhibit new products and too update distributors on newly designed models. **All of the following will be displayed in our booth # 6252.** Hope to see you there.

- a.) The industry has been asking for more floor light. Integrators are finding that this extra light means improved bird performance. While more light is required for brooding, dimming programs still require extremely low foot-candles during grow-out! Overdrive has developed a **15 watt A19 shape – dimmable – Wet location listed – 3000 & 5000K LED**. This model is designed using the directional beam spread as our other directional models. **This means more light goes to the floor and NOT to the ceiling and walls! This model produces 1600 lumens producing an approximate 50% light increase over our 10 watt directional models. Field testing shows that these 15 watt models dim lower than the 10 watt models.**

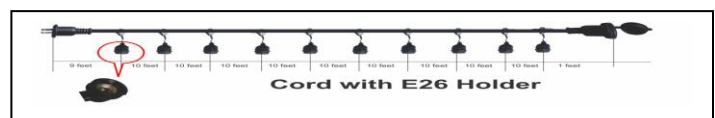


- b.) **The ODMR0205 (5 amp per channel) and the 0210 (10 amp per channel) dimmer** models are performing very well. These dimmers were designed to control the Overdrive dim LED's to low levels without flicker. **Although field testing is just beginning, these dimmers used with our NEW 15 watt models are dimming to floor light levels lower than our 10 watt models without any flicker.**



- c.) **The 20 watt H80 non-dim LED models**, designed for supplementing additional brood lighting, are a big success! They now have been in field conditions for approximately 6 months and show virtually no failures. **Think about this.....1/2 the watts of a 40 watt CFL or 40% of the watts of a 55 watt CFL...while producing more floor light and offering 5X the warranty. They are easier to clean than the spiral CFL's. This just can't be beat!!!!**

- d.) Lastly, **the 100' cord sets** are proving to be significantly cost effective and operationally rugged. These were designed where additional rows of lights were needed while eliminating the costs of wiring, sockets, conduit and keyless fixtures plus can be installed quickly. Six (6) – 100' sections can be coupled together for a 600' string. **This could be the answer for lighting upgrades to older houses!**



Stop by the booth and lets us show you the latest in LED lighting designed for the poultry industry.

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