

October 27, 2020

Good Afternoon Overdrive distributors.

Many topics to discuss. First, as always, we most appreciate your loyalty and we strive to supply the absolute highest quality engineered products. We have on-going field testing for all products as we have been doing for 25 years. We have been most fortunate to make lasting relationships with numerous university associates that continually educate us on what is good and what requires changing. We believe that these relationships are why the Overdrive name is the premier brand for poultry lighting. Thanks you for being a part!

The topics below are of key importance but several need your absolute attention! We wanted to review the Mississippi State University lighting article written by Dr. Tom Tabler with any of you that had questions. This article just ‘nails’ what has happened with our lamps that have been returned as ‘defectives’ and that we now know actually may have NOT been defective but simply overworked and destroyed by a leading edge dimmer current spikes. There is on-going field testing as you read this information. If you are unsure if your current dimmer is not an approved dimmer to properly control our LED lamps....just call to discuss. We want your lighting products to perform flawlessly and the lamp-dimmer compatibility is at the route of proper lamp performance!

- **[Current Pricing](#)** – If you need a new price sheet or feel your present listing is not up to date let us email our latest.
- **[Updated warranty](#)**. Since the MSU article has been published there have been questions or confusion covering our directional beam warranty. **There is a full 5 year warranty when an APPROVED TRAILING EDGE DIMMER is used.** Overdrive’s 0205 and 0210 are both trailing edge models. We have attached, again, the MSU article in case you have not had a chance to read it.
- **[Newest Family of Products](#)** – A gasket is now supplied with our 6 and 10 watt Dim and non Dim LED directional beam angled lamps. This gasket protects the keyless socket from moisture. The lamp electronics were not changed.
- **[New EH80 fixtures both in Dim and Non Dim models](#)**. Great replacements for jelly jar type fixtures. These Dim and Non Dim models offer 2 quick connects to adapt to the field. You can either hardwire (New Construction) or Retrofit using Overdrive’s adapter kit and the E26 screw-in quick connect. **When you look at our lumens and beam angle and PRICE – you’ll find our models BEAT the COMPETITION HANDS DOWN!**
- **[20 watt H80](#)** – this higher wattage (non-dimmable LED) has taken off in sales. This is proving to be a perfect replacement for 40 and 55 watt CFL’s used as brood light replacements. These are available in Warm White 3000K and DayLight 5000K colors. Remember these offer SIGNIFICANCE electrical savings and have a 5 year warranty as compared to the 1 year warranty for the CFL’s.
- **[What’s the difference between a directional beam LED and an Omni LED](#)** - **The Overdrive designed directional beam angled LED is an exclusive Overdrive product.** This beam angle allows no light to be lost on the sides or ceiling of the barn like you do with Omni lamps. Typically light loss can average 30% or more with Omni’s. The Directional models allows all lumens to be directed to the floor, maximizing FC levels. Attached is a foot-candle chart showing the comparison between light readings from an Omni vs directional beam angled LED. **Overdrive uses also a switching IC chip which allows lowest and full dimming potential in the Overdrive lamps. To get to the lowest level of dimming – it is smart for you to match your lamp and dimmer. Most Omni lamps will not dim into the single digits. Our switching IC chip allows for absolute lowest possible dimming, while offering the highest Foot-candles possible – still offering you the lowest wattage consumed at each socket. Overdrive 10 watt LED actually offer more FC than 15 watt Omni’s – you can see this on the 2020 FC direct vs Omni attachment.**