



**PR**

Press Release

### **LOCAL DINERS GO GREEN WITH A BRAND NEW, ENERGY-EFFICIENT LIGHTING TECHNOLOGY**

(Lyndhurst, NJ; East Rutherford, NJ) The Lyndhurst Diner was the scene last Thursday for the launch of a new, energy-efficient and mercury-free lighting technology called DynamicLux™. Both the Lyndhurst and Candlewyck Diners replaced all of their incandescent bulbs, inside and out, with 25,000 Hour, Dimmable retrofits which easily screw right into the lamp sockets without the need for costly fixture upgrades. The lighting is neither the well-known compact fluorescent (CFL), nor LED. It uses Cold-Cathode lighting in a new patented technology made available in the United States through NuLite Technologies, a Lyndhurst based company.

“This technology represents the future of lighting,” said NuLite vice-president and spokesperson, Brian Haggerty. “Not only does it last far longer than Compact Fluorescents, but it is safe for the environment, far more cost effective than LED, can be dimmed, and is capable of unlimited on and off switching- a flaw which plaques the current Compact Fluorescents.” Haggerty who established NuLite Technologies with partner and fellow Lyndhurst resident Gerald Coppola, says that as we approach 2012, which is the year the Thomas Edison bulb begins to be phased-out in the U.S. because of its high energy usage, people are looking for a cost-effective and reliable alternative to Edison’s incandescent bulb. DynamicLux™ patented technology offers a full line of retrofit light bulbs and will be introducing its all new T8 Dimmable Retrofit to replace the 1.9 billion current fluorescent tubes which exist in the U.S. “It’s dimmable and lasts longer!” says Haggerty. “Imagine being able to dim your overhead fluorescent lights in your office, schools, hospitals, etc. and being able to save more energy.”

At the lighting launch held at the Lyndhurst Diner on January 14, NuLite unveiled a sample of the T8 to a packed audience who were the first to see the new technology in a T8 tube. But NuLite is not only about offering the public a wonderful retrofit to replace energy-consuming Edison bulbs and traditional Fluorescents- they are about the future. “We are talking about giving people control over their lighting,” says Haggerty as he demonstrates one of the greatest abilities available through DynamicLux™- that being the ability to change the color-temperature of your lighting- in addition to its dimming capabilities. “Imagine a world where you can make your light go from daylight white to a warm, rich evening color- all at the touch of a button. So much of our well being is contingent upon light. This technology gives us the ability to mimic the sun’s natural cycles.”

While that may be a bright future, NuLite is poised to establish the markets in the United States and introduce the nation to a new, longer-lasting, energy-efficient lighting which is affordable and cuts down on the

tremendous maintenance costs of changing out bad Incandescent light bulbs which last around 1,000 hours. With an entire new line of retrofit bulbs becoming available in the country, NuLite wants everyone to see the wonderful quality of the light for themselves and is anxious to receive more orders and testimonials as the months progress.

DynamicLux™ uses Cold Cathode lighting as its base. Cold Cathode lights have traditionally been used to backlight LCD and computer screens, display panels and signage and is known for its long-life, durability and flashing capabilities. The technology is owned and patented by Top Brilliant Technology of Hong Kong. NuLite serves as the Authorized United States Agent for TBT.

For more information:

[www.nulitetechnologies.com](http://www.nulitetechnologies.com)

Contact:

Brian C. Haggerty

[BHaggerty@NuLiteTechnologies.com](mailto:BHaggerty@NuLiteTechnologies.com)

201-310-9691