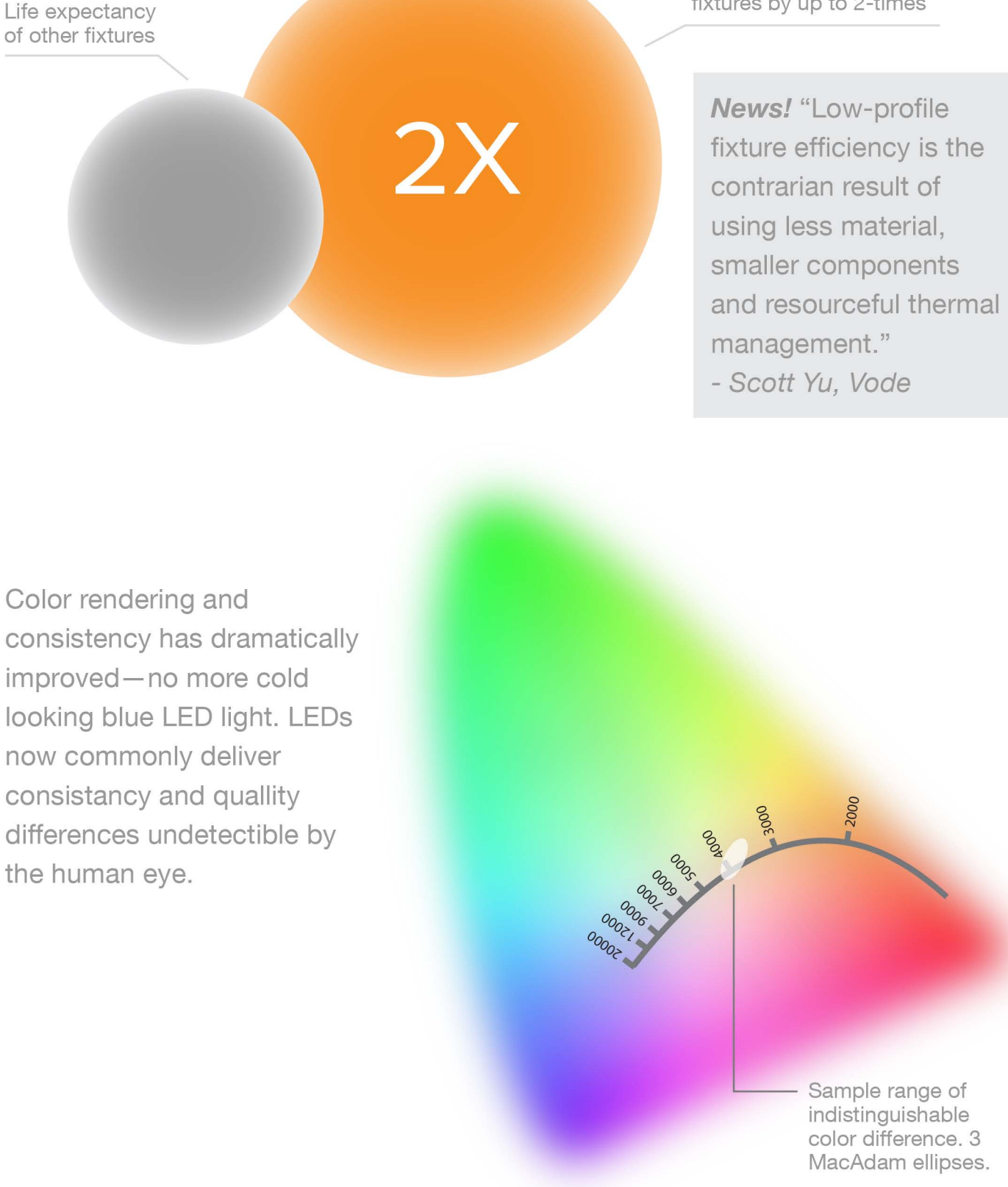


# Linear Lighting: Reborn and Revived

Linear lighting advocates have faced an uphill battle convincing designers and distributors to reexamine their perspectives on what the category represents. But with 41 U.S. states adopting new commercial energy codes between 2009 and 2015, private businesses and public institutions are weighing all options.

## Timely Advances

Economic uncertainty and environmental awareness have renewed everyone's interest in lighting efficiency.

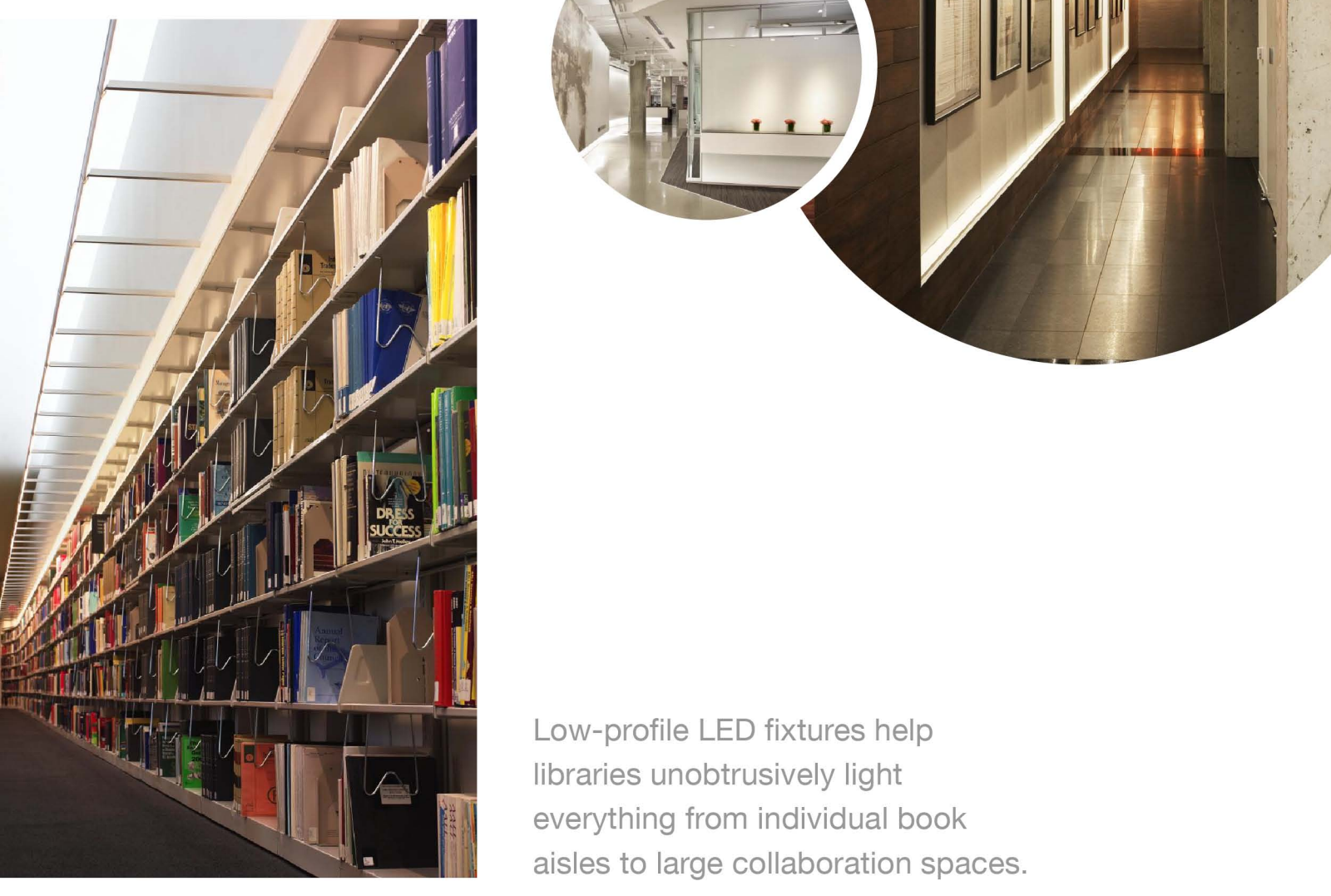


## Business Benefits



## Cultural Contributions

Linear lighting is the adaptive choice for museums and galleries, which illuminate a continually changing selection of art and content.



## Retail Rewards

Image and sales-conscious merchants can now use slim and trim linear lighting to accentuate products and display without distracting attention from them.



## It's More Environmentally Responsible

LED innovations have greatly reduced dependency on toxic elements in making LED lighting.

**Average Life Expectancy**  
Incandescent Bulbs: 1,200 hours  
CFLs: 10,000 hours  
LEDs: 50,000 hours

**Potential Harmful Impact**  
(Based on incandescent bulbs benchmark)  
Incandescent bulb = 0  
LED = 2-3 times higher  
CFL = 3-26 times higher

