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NEWS RELEASE

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Schaeffer Electric Finds Night Designs™ A Bright Business Venture

Firm's New Exterior Lighting Serves Growing Residential & Commercial Clients

ST. LOUIS – South St. Louis County-based **Schaeffer Electric Co., Inc.** has seen illuminating results with its new enterprise, **Night Designs™**. The exterior lighting group designs, installs and maintains exterior lighting for residential and commercial clients. Since launching the niche service three years ago, Schaeffer has seen its exterior lighting business increase steadily amid the declining housing market. Keys to its success have been greater energy efficiencies in exterior lighting plus a desire by homeowners to enhance the value and security of their homes.

Night Designs™ is led by **Ed Werner**, who has been engaged in exterior lighting of homes, businesses and landscaping for more than 20 years. He is a member of the **Illuminating Engineering Society of North America (IESNA)**. About 80 percent of work performed by Night Designs™ is in the residential sector. The firm also designs and installs lighting for commercial clients locally, including **California Pizza Kitchen**.

A former landscape designer himself, Werner and his team of installation specialists work with landscape architects, homebuilders, and home and business owners to design, install and maintain exterior lighting systems that enhance the value, safety and appeal of entryways, paths, drives, landscaping, gardens, art, architecture, patios and backyard retreats at any home.

“While we work with new home construction, we also upgrade existing homes with more efficient lighting,” said Werner. “While the housing market has slowed, our business remains steady largely because

many homeowners are opting to wait until the market improves and investing to improve their homes now. In general, quality lighting design and installation can bring a three-fold return on the investment while vastly improving personal enjoyment of a home.”

Illuminating Tips for Homeowners

Werner offers a number of tips for homeowners considering new or upgraded exterior lighting:

- Relying solely on motion detectors can give a false sense of security as it only activates lights as someone approaches within 10 feet of a home. By that time, a crime can be committed regardless of lighting. Using broader beams of light to gently illumine a larger sweep of space is a more effective deterrent.
- Lighting has become much more energy efficient. Newer outdoor fixtures can produce the same amount of light using half the power of older installments. For example, **Light Emitting Diodes (LED)** use nine watts to produce as much light as a 60 watt incandescent bulb. Long-life, energy-efficient **HID (High Intensity Discharge)** lamps can demand a higher initial investment than incandescent bulbs, but offer 75 percent energy savings and 10 times fewer bulb changes.
- Homeowners should consider combining aesthetics with security. The same soft, knee-level lighting used to highlight your house’s natural beauty also wards off burglars’ temptations by brightening potential access points and making the house look occupied.

Founded in 1935, Schaeffer Electric provides electrical, lighting, data and communication services in the commercial, industrial and residential markets, in addition to landscape lighting and lighting maintenance programs. For more information, visit www.schaefferelectric.com.

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