

# LANDSCAPE LIGHTING

## LANDSCAPE LIGHTING 1-ON-1

The best way to learn how to get into the landscape lighting business is by doing it. The best way to do it is to have a knowledgeable, experienced installer help you with your first project. Our Territory Sales Managers all have design, sales and installation experience and are available to help you with your first project from start to finish.

The demand for lighting continues to grow with the popularity of landscape development and outdoor living. If you are not currently offering lighting to your customers, let us help you add this profitable niche to your services. Your company profit will improve and your customers will love the results.



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### DESIGN CONCEPTS: VARY EFFECTS FOR GREATEST SUCCESS



Many landscape lighting designs include fixtures to light on-site buildings (residences, office buildings, etc.). The balance between pathway lighting, landscape material lighting, sculptural features and building lighting is important to the success of the project – in the eye of the beholder. Too many systems employ the same fixtures and lamps on every building, regardless of the opportunity to vary the building lighting techniques to create more interest and achieve greater success on each project.

For example, when using well lights to uplight corners and walls, consider using a variety of lamps to create different patterns and illumination levels. For instance, you may decide to illuminate corners with a narrow beam lamp with more

footcandles of illumination and flat wall areas with a wide beam lamp with less footcandles. This will create a combination of brighter and dimmer light patterns that is less monotonous than a series of lights that all use the same lamp.

Or, you may decide to use narrow beam lamps on the corners to create a brighter “V” shape pattern and floodlights on the flat wall spaces to create more of a “glow”, as opposed to a distinct light pattern. Again, this variety of lighting techniques is more interesting to view than the “one size fits all” approach.

A third possibility is to vary the beam spread of the lamps on the corners; some narrow and some wide; some brighter and some dimmer. Combine this with some floods and you have now varied the lighting patterns and illumination levels even further.

Always remember that the focal point of the building – the feature the owner wants noticed first – should be illuminated at the highest level. This draws the viewer’s eye to that feature first, and then the rest of the lighting scene is viewed, creating a viewing experience that is interesting and pleasant. There are even more options when it comes to lighting buildings, so experiment with fixtures and lamps and create a series of lighting options that keeps the business enjoyable for yourself, successful for your reputation as a lighting expert and satisfying to your clients.

