



LIGHTEN UP

NEWSLETTER FROM PARAMOUNT INDUSTRIES

PARAMOUNT APPLICATION VIDEO SEGMENTS

Paramount will be introducing a new application video on the 1st of each month starting with the release of this newsletter. The purpose of these videos is to further acknowledge how each luminaire can be applied. We will be featuring nine videos in all. The first video entitled "Educational Lighting" is uploaded and ready to be viewed. Paramount now has a link on our website that will take you directly to the Paramount YouTube page. Be sure to check our page as each video is uploaded.

[CLICK ON THE LINK TO VIEW APPLICATION VIDEO](#)



SEND US YOUR APPLICATION PHOTOS TO BE FEATURED IN OUR VIDEO SEGMENTS AND WEBSITE

Nathan Benavides - Advertising Manager - nbenavides@paramountlighting.com



The Market Street Bridge has been undergoing renovations since January, 2010 and is said to be complete the last week of October, 2011. Paramount is proud to be a part of the renovation, featuring our J9 Series Luminaire, used to light the pedestrian walkway.

Market Street Bridge



The 106-year-old *Market Street Bridge* is a historic landmark spanning the Ohio river, connecting Steubenville, Ohio and Follansbee, West Virginia. After hearing reports of the bridge closing, city councils on both sides of the river got together and petitioned for the bridge to be repaired and beautified. Since then, the bridge has



Photos and content for this article courtesy of The Herald-Star (Steubenville, Ohio)

been undergoing construction on and off since January 2010. Due to the weather the bridge renovation is being done in 2 phases. Phase 1 consisted of repairs to the bridge's steel structure as well as painting a good portion of the bridge blue and gold, the colors of West Virginia University. Paramount is proud to be a part of the renovation process, with the assistance of our Ohio representative, Gordon Vink, Lighting Systems of Columbus and the architectural firm of Burgess and Niple, Columbus, Ohio. The Market Street Bridge will be featuring our J9 Series Luminaire, used to light the pedestrian walkway. The bridge is scheduled to be finished the last week of October.



Paramount

FROM THE BEGINNING

AN INTERVIEW WITH OUR FOUNDER



As a company continues to look toward the future, develop new products and focus on becoming bigger and better, they should not lose sense of where and how that company developed. A company's roots can tell a lot about the strength of a company and how it has developed over time. There are many questions of how tasks were completed or even how new ideas were developed. Paramount Industries has been in the lighting business since 1947. There is something to be said about a company's persistence, ability to change with the times and can make it through the hard times that have been upon us scattered throughout our 64 years in business.



Paramount's founder, B.R. Bailey (middle), along with a local GE Salesman (left) and Gene Pawley, GE representative (right), together stand on a luminaire showing the strength and durability of the Paramount luminaire.

A couple of us at Paramount had the idea to try to arrange a sit down interview with Paramount's founder, Mr. B.R. Bailey. We wanted to get his thoughts and possibly shed some light on the history that many of us are not aware of.

At the time of this, Mr. Bailey was at his winter residence in Florida. Mr. Bailey sat down and responded to the list of questions that we feel are unanswered among many of the employees here at Paramount, or even among others in the lighting industry today. At 91, Mr. Bailey is still as sharp as a razor and enlightens us on the history of our company. As you read the commentary below you get a sense that Mr. Bailey is very proud of Paramount's accomplishments and the long list of firsts for Paramount Industries.

And he should be!

Paramount: Good afternoon Mr. Bailey. It is a pleasure to have met you and to be sitting here with you today.

B.R. Bailey: It's great to be here.. At my age, anywhere for that matter!

Paramount: Paramount's first Craft Lite was created, fabricated and produced by you over 63 years ago in your family kitchen in January of 1947. What was your driving force behind all of this?

B.R. Bailey: After I got out of the service in 1945, I didn't have any specific plans, but told my Dad I was going to have my own business, even if it was to sell apples on the street corner. It broke his heart, for he wanted me to take over the family farm. We took off for Miami, where I got a job in a little plastics shop, making purse handles, lamp shades, etc. Later we returned north due to sickness in the family, with a desire to start a shop of my own.

Paramount: Often when you hear stories of how products were developed or even thought of years ago, you hear about how there was an issue with doing a simple task or even having the need to be able to complete that task in a more efficient way. Is this the same with you? Did you need a light for a specific application?

B.R. Bailey: Paramount did develop from a specific need. I was a flying instructor at Bishop Airport, and a student of mine had a business called Floodlight Service. They put up incandescent lights at service stations. Once a month they would put up a clean reflector and collect one dollar. We had a plastic



INTERVIEW Continued...

windshield in the office and after a flight he asked if I knew anything about its machining properties. My Miami experience played in. He had the idea of putting a fluorescent fixture on a service station hoist, so the operator could work hands free from holding a flash light. I left the airport and picked up a piece of Plexiglas from a dealer I had visited, went home, made a wooden form and a box to put on my cook stove to heat the Plexiglas in. Thus, the first Craft Lite. I attached it to a 40 watt strip lite and we called it a "Hoist Lite". We used that name for a couple of years and as many other uses appeared, we changed it to "Craft Lite", still used today.



B.R. Bailey's first Craft Lite or known at the time as a "Hoist Lite" was used on service station hoists and allowed the workers to work easily with both hands.

Paramount: Have you always had an interest with luminaires or other application lighting?

B.R. Bailey: In those days "Protected Lighting" was needed everywhere. Buick purchased the first 40 lights to put in their pits, so the workers could bump into them, drop tools, etc., without damage. We then developed fixtures for whatever need that anyone had, 2 lamp, 4 lamp, 6 ft., 8 ft., etc. We were small and could move much faster than larger companies. We set many trends in the lighting market.

Paramount: I find it intriguing and astonishing with the ideas that were thought of years ago and wonder how fabrication was done and products were created 63 years ago. We know that you did not have the equipment that we have access to currently, so how were you able to fabricate during that time?

B.R. Bailey: The first thing I did was to rent a large garage building down on McFarland Street in Flint. Then I designed a large oven to heat the plastic in. Flint Sheet Metal built it for me. We remodeled it a few times, but it lasted some 63 years, until Paramount recently purchased a new one. I then purchased a drill press, saw, planer, built benches; paint set up, and contacted a stamping plant to make dies and our metal stampings. Later we bought them out and made them part of Paramount.

This is part one of this series. Part two will be included in the July edition of Lighten Up.

PARAMOUNT INDUSTRIES

Featured in the February issue of **FoodEngineering** Magazine

The Case for

HIGH BENEFIT LIGHTING



According to FoodEngineering magazine, now is the time to replace your old, out-of-date and inefficient lighting in food plants and other manufacturing facilities. Financial incentives are more plentiful than ever when it comes to replacing your old T12 fluorescent lamps and magnetic ballasts. Replacing them with the energy-efficient solution such as T8 and T5 lamps and electronic ballasts is not only energy-efficient, but also better for the environment. Paramount offers all of those options and manufactures the luminaire specifically for your application.



Ralston Purina Kitchen - St. Louis, Missouri

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A Letter from Paramount...

Last week, I had the opportunity to visit Carolina Architectural Lighting in Greenville and Columbia, South Carolina. After my in-office presentation of lighting products, services and solutions that Paramount has to offer, I hit the road making sales calls to engineering firms in Greenville with Brent Medearis, Company Principal. The following day was spent doing more agency training and making sales calls in Columbia with Jamie Hubbard, Outside Sales. The staff at Paramount looks forward to future projects with Carolina Architectural Lighting. I found this agency to be extremely knowledgeable with Paramount products and really seemed to do their homework before I arrived. ***If you are interested in having me visit your agency for training and sales calls, please feel free to contact me.***

As I visit agencies as National Sales Manager of Paramount, it is my goal to train & motivate agents, while also providing the necessary sales tools to make selling Paramount luminaires a rewarding experience. Detailed brochures, application photos, and video presentations showcasing Paramount products are only a phone call away. Let us help you to showcase all the benefits of selling Paramount's long lasting quality.

Currently, the Sales Department is looking to expand our Customer Service department. I hope to be introducing the newest member of the Paramount team soon, which will only improve Paramount's customer service capabilities to our Agents and Customers. This year Paramount is creating additional training tools such as the Application Video Segments, as well as updating the territory maps on our website to feature applications photos for each state, which showcases our Agent's work. I am discovering many great lighting opportunities for Paramount throughout the United States and Internationally. I am seeing agents recommend Paramount for a variety of applications ranging from dry or damp locations, wet locations, hazardous location, explosion proof, NSF food processing, paint booth, and transit applications. For over 63 years, Paramount's goal is to provide quality lighting you can depend on. Your continued support is much appreciated... and as always, thank you for thinking of Paramount.

Sincerely,

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National Sales Manager
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In Memory of

Rafael A. Pagan
RAP Lighting Agency, Puerto Rico
April 27, 1942 - March 17, 2011

Rafael was an agent with Paramount for 28 years. Rafael's dedication and hard work will be greatly missed. Rafael will forever be a part of the Paramount family.

Rafael is survived by his wife Migdalia, along with 3 daughters and 5 grandchildren.

Migdalia resumes Rafael's business and continues to represent Paramount in Puerto Rico.



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