



## LIGHTEN UP

NEWSLETTER FROM PARAMOUNT INDUSTRIES

Paramount is excited to introduce the new and updated look to the outside of our building. The new sign consists of a 2' x 8' full color digital sign beneath a double sided, 4' x 8' LED edge lit sign featuring the Paramount logo. We would like to thank everyone that assisted with this project. This is sure to be the talk of the town!



COME AND JOIN US AT OUR BOOTH.  
WE LOOK FORWARD TO SEEING **YOU**  
AT LIGHTSHOW WEST.



# PARAMOUNT

INVADES L.A. FOR LIGHTSHOW WEST OCT. 26 & 27

PARAMOUNT INDUSTRIES, INC.

# Paramount

## FROM THE BEGINNING

### AN INTERVIEW WITH OUR FOUNDER



**INTERVIEW** Continued from the April edition of *Lighten Up...*

Part 2 of a 2 part series

In the previous edition of *Lighten Up*, Mr. Bailey leaves us with memories of the first Craft Lite, the first "Hoist Lite" mounted to the under side of service station hoists, the first project Paramount did for Buick and finally a short history of how Paramount developed into where we are now. The second part of this series introduces us to more of the history of Paramount and sheds light on many of the milestones for Paramount over the last 64 years. As you read the second part of this interview think about where your company came from. If you have been around for as long as we have, I'm sure that you encountered some of the same obstacles that Mr. Bailey did.

**Paramount:** What did you use for materials? (Lamps, reflectors, ballasts, lenses, housing, etc...)

**B.R. Bailey:** From day one we used only zinc coated steel, which was a plus from other manufacturers. We used only Rohm & Hass Plexiglas. It was superior to other plastics. Paramount started out building quality, and although many others copied us, and built cheaper fixtures, we have survived for 63 years by only building quality.

**Paramount:** Where did the company progress from your family kitchen and where did Paramount move to in the years to come?

**B.R. Bailey:** I started my shop as Flint Plastic Products in the fore mentioned garage, making and assembling the fixtures for Flood Light Service. I also made other products such as plastic mail boxes, test tube racks, and decorative ladders for Florists, etc. After a year or so the lighting fixture showed great promise, so I sold out to Floodlight, and we formed Paramount.

In 1952 we moved everything to the location of the stamping shop on Ballenger Rd. We built on new offices, assembling facilities, warehouses, and a new paint building. (It is now a large hospital and doctor facility, no resemblance to a factory building!)

In 1960 we purchased the building in Croswell to enter the Industrial fixture market (our present location today). We operated it as a division, known as Croswell Manufacturing, Co. We remodeled and built on to that facility, and in 1975 we consolidated all operations there.

**Paramount:** Most of our lighting is made out of either stainless steel or aluminum. Did you have access to the same materials during that time?

**B.R. Bailey:** We did, starting in the 50's, we did some jobs in stainless steel and aluminum extrusions. (The Bankhead Tunnel) But, our main business was zinc coated steel. We gradually made SS and aluminum available in all fixtures.

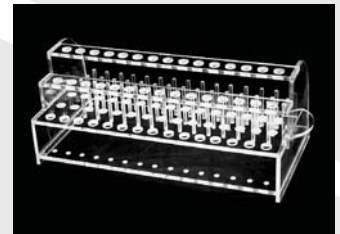
**Paramount:** The vehicles that were made back then seem to be structurally more durable and able to withstand far more than the vehicles of today. Do you believe that this is the same for luminaires, in particular, the Paramount product?

**B.R. Bailey:** In 1947 we started with a double channel fixture, making it a very rugged and high quality fixture. We tried one time to make a cheaper version to meet competition, but soon realized that high quality was our forte! Paramount has always been under sold. Many copied our products. But our reputation for quality is what has kept us going.

**Paramount:** If you could, elaborate on some of the key milestones that Paramount has come across during your time with Paramount.

**B.R. Bailey:** Everyone has always thought Paramount was a much larger company because we always had new products at the IES convention. And we owed much to General Electric Co., when G.E. designed their "Power Groove" lamp. They invited all manufacturers to Nela Park to introduce it. They had a mock up fixture, and said "Nothing on the market could accommodate that lamp, go home and design new ones." No one did. Except us!

Nothing happened until AC specified that lamp for a new factory on Averal Street. Long story short, but we got the job. G.E. personnel came to the plant several times to offer suggestions. Then they took a sample fixture and toured the country to show their lamps. During that time, they were having an International Lighting show in New York; I thought we needed a little exposure, so I took a booth in that show. All of the U.S. manufacturers decided to boycott that show, on account of the local 3 union in New York. On a visit to Nela Park they said "We hear you have a booth in that show, would you like to introduce our new lamp?" Which we did, to the world. Other highlights were jobs such as the Bankhead tunnel under Mobile Bay. Fixtures were designed by the tunnel engineers and were a monstrosity. They required large thick extruded housings which could be done only on the two extrusion presses owned by the government, and operated by Alcoa and Reynolds. Our competitors had reserved all the time available, and thought they had the job locked up. I contacted Kaiser, who was having the government build them a press. It had not been officially accepted yet, but we got the order and our job was first to be run on their press.



(Above) A test tube rack made by Mr. Bailey while working at Flint Plastic Products.



**INTERVIEW** Continued...

It was a large order, and required the extruded lens set in a frame involving cast aluminum bows at the ends. We shipped on time in box cars.

Another big milestone was the extension to the Chicago Elevated out to O'Hare airport. A New York consultant designed some 10 fixtures that no one had ever built, requiring UL approval, with heat tests, etc. The consultants and representatives from the City of Chicago (who was paying for it), reps from the Transit Authority, (who was building it), and a couple from Jane Burns Office (Major of Chicago), would all come to Crosswell for progress reports. Some fixtures were unusual, such as a 37 foot long extruded up light fixture, which would be a challenge for any manufacturer to build! We shipped them all on time.

**Paramount:** Do you think that you made a difference in the lighting industry?

**B.R. Bailey:** We set many trends in the lighting industry. We were: First to adapt a plastic lens to enclose and gasket a fluorescent lamp. First to install a fluorescent fixture on a service station island. First to build a fluorescent fixture to get 1000 ft. candles. First (and only) to build a fixture to incorporate an air conditioning unit for comfort working underneath. First (and only) to build a fluorescent fixture to put in the floor and run lift trucks over. First to put melamine lamp holders in a fluorescent fixture (At request of GM). We were instrumental in getting UL to approve it for G.E. We designed and introduced many fixtures, such as the auto assembly lines, etc. Many others attempted to copy. First (and only) to build a fixture with an extruded aluminum body 1/4" thick and 15" wide. First to build a fixture for FAA radar control, that had adjustable louvers, and egg crate louvers painted black. First (and only) to build a fixture 37' long out of continuously extruded aluminum. First (and only) to build fixtures 10' square. (For Buicks World Headquarters) First to build Parabolic reflectors. (At the request of G.E.) We were instrumental in getting the ballast manufacturers to build a long life ballast, resulting from a trip to G.E.'s factory and our work with GM.

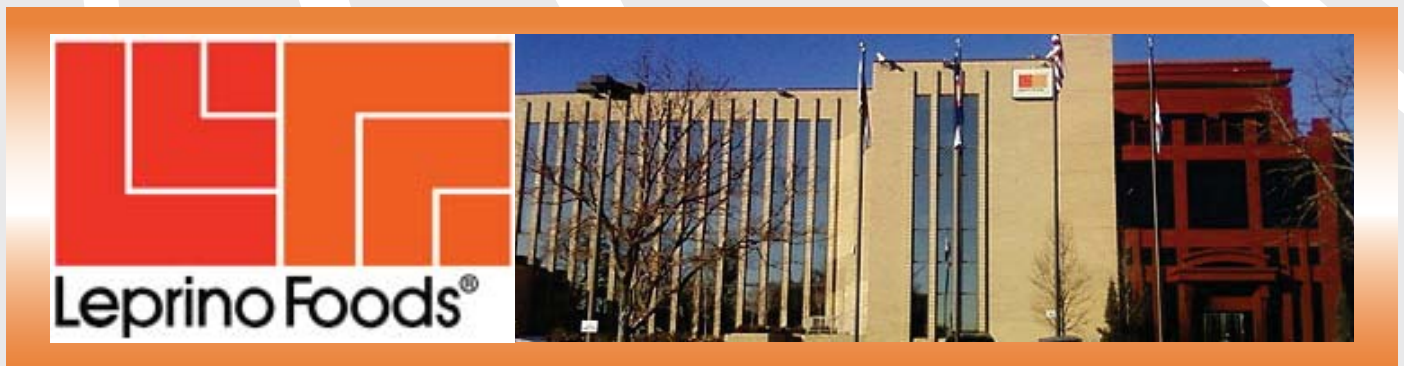
One interesting story. We initially called our fixtures "Vapor Proof or Vapor Tight". UL had a problem figuring out how to test for this classification. As 4 or 5 other manufacturers had copied our fixtures, UL asked us all to come to Chicago to try to solve this problem. We could no longer use these names. We had to come up with something they could test for. We sat around a table and we were each asked to write our suggestions down on a piece of paper. I wrote "Enclosed and Gasketed" (which is what they were). UL selected the name and has used it ever since.

If you read both parts of this interview, one can tell that Mr. Bailey is a very intelligent man. Mr. Bailey had a vision and a dream. There were many barriers along his journey, but nothing seemed to stop him. Mr. Bailey faced many design issues and always seemed to find a way to get the job done. There is a lot to be learned from Mr. Bailey's past that a lot of people could benefit from.

We would like to thank Mr. Bailey for taking the time to answer our questions.



Paramount's In-Floor Pit Lite, a fluorescent fixture installed in the floor of GM assembly plant. This luminaire was rugged enough and strong enough to run lift trucks over.



**Greeley, Colorado** - Leprino Foods is the largest manufacturer of mozzarella cheese in the nation and a leading manufacturer and exporter of whey products, but that does not seem to be good enough. To increase their lead on the competition, Leprino is due to have their new Greeley mozzarella plant completely done by 2012. With the completion of this new facility, Leprino will be able to output nearly 2 billion pounds of mozzarella per year. Paramount is proud to be a part of this expansion. Lighting the Greeley plant are Paramount's C1 Series Shell Lites and C4 Series Craft Lites. Paramount would also like to thank Kellie Dyke (Principal), Mike Anderson (Specification Sales) and Scott Bouman (Contractor Sales), all from West Michigan Lighting and GMB Architects & Engineers in Holland, Michigan. We look forward to working with you on more successful projects in the future.

# Vice THE PRESIDENT'S PAGE

Dear Agents,

We at Paramount are constantly looking for ways to make your job easier. We're also trying to keep up with the way business today communicates with others. If you haven't been on our website lately, take a few minutes and check it out. We have links to our Facebook, Twitter and YouTube accounts. (You don't have to be a member of these networks to look at them and poke around a bit.) On YouTube we currently have four application videos. Each is a little over two minutes in length. On August 1st, we plan on uploading our fifth in the series titled "Transit Lighting". We hope these are helpful to you.

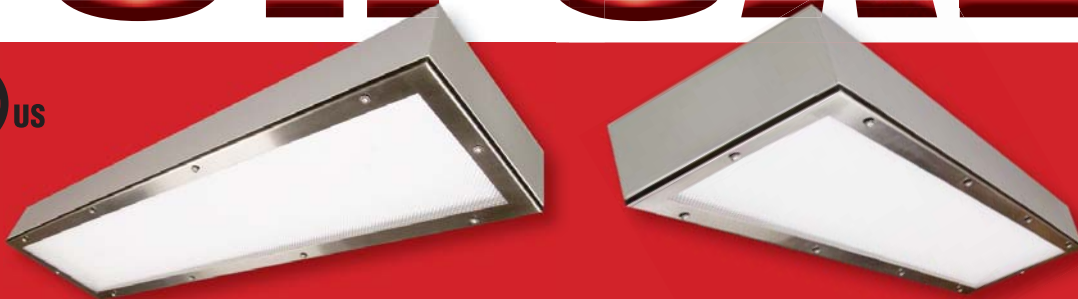
It seems like everyone out there has raised or will be raising their prices this year. Although Paramount gets price increases on parts and supplies on a steady basis, we're trying very hard not to raise our prices. Paramount continues to use the January 2010 product price guide and does not plan on a price increase for the remainder of 2011.

The entire staff of Paramount Industries wishes you a prosperous third quarter. Be sure to keep us in mind and feel free to call or write with any questions or suggestions. We love to hear from you.

Sincerely,

Linda Bailey  
Vice President  
Paramount Industries, Inc.

# FOR SALE



Paramount has a quantity of 120 brand new **S1 Series Surface Troffers FOR SALE**  
(Model # S1228T54S5-IP65).

**Contact our sales department for more information!**

**Angie Smiley - National Sales Manager - [asmiley@paramountlighting.com](mailto:asmiley@paramountlighting.com)**

**(PH): 800-521-5405 (FX): 800-852-7154**



**LIGHTEN UP**  
NEWSLETTER FROM PARAMOUNT INDUSTRIES, INC.

PIISALES@PARAMOUNTLIGHTING.COM  
PIIADV@PARAMOUNTLIGHTING.COM  
WWW.PARAMOUNTLIGHTING.COM