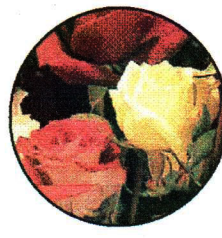
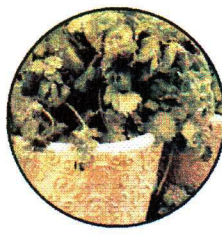
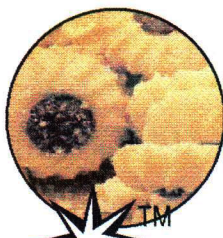


SunEssence™
5600 K by Voltarc®



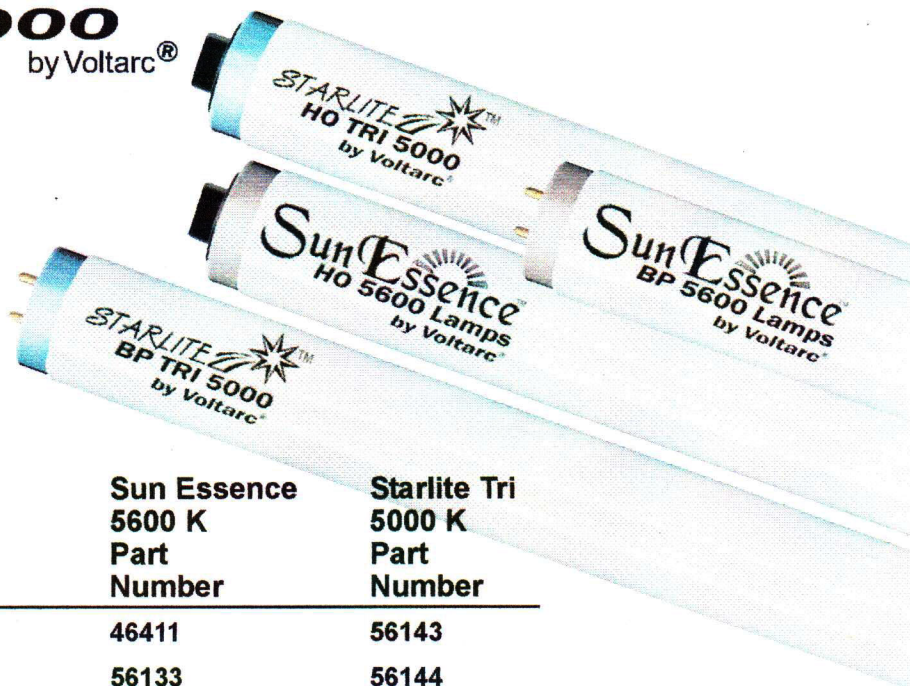
& STARLITE™
TRI 5000
by Voltarc®

The Ideal source for
Fluorescent Lamps

Available in:

SunEssence: 5600 K 93 CRI

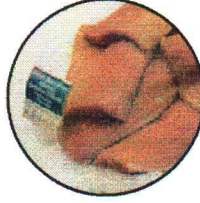
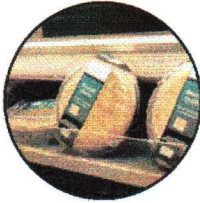
Starlite Tri5000: 5000 K 91 CRI



| Lamp Configuration | Wattage | Sun Essence 5600 K Part Number | Starlite Tri 5000 K Part Number |
|--------------------|---------|---|--|
| F15T8*/BP | 15 W | 46411 | 56143 |
| FO17T8*/BP | 17 W | 56133 | 56144 |
| FO32T8*/BP | 32 W | 56134 | 56145 |
| F72T8*/BP | 72 W | 56135 | 56146 |
| F96T8*/BP | 96 W | 56136 | 56147 |
| F20T12*/BP | 20 W | 46412 | 56148 |
| F24T12*/HO | 35 W | 56137 | 56034 |
| F36T12*/HO | 50 W | 56138 | 56036 |
| F40T12*/BP | 40 W | 46414 | 56149 |
| F42T12*/HO | 58 W | 56139 | 56037 |
| F48T12*/HO | 63 W | 56140 | 56038 |
| F64T12*/HO | 76 W | 56141 | 56040 |
| F72/T12*/SL | 55 W | 36595 | 56150 |
| F72/T12*/HO | 100 W | 56142 | 56041 |
| F96T12*/SL | 75 W | 36408 | 56151 |
| F96T12*/HO | 110 W | 36395 | 46788 |
| FBU6-40T12*/BP | 40 W | 46340 | 56152 |



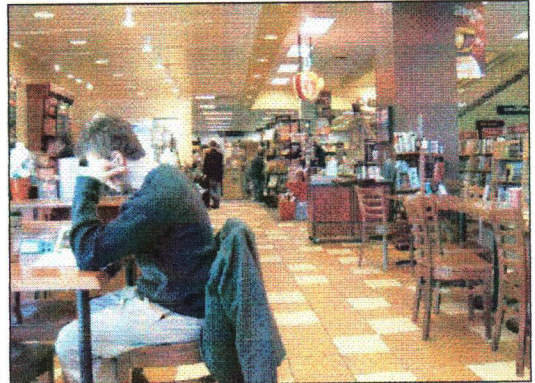
Voltarc® Technologies, Inc.



CRI - The Quality of Light!

The concept of color rendition (CRI) has become a standard in the lighting industry for evaluating the quality of light being produced by a fluorescent lamp. Although the actual measurement of color rendition is a highly complicated process, the basic concept is that the higher the color rendering index (CRI) rating of the lamp towards the theoretical index of 100, the better the quality of the light being produced by the lamp.

There are two basic methods that can be used to accomplish a high color-rendering index in fluorescent lamps. One method is accomplished by using a full continuous spectrum through the blending of various phosphors. The other is by using a mixture of light in the three "primary" color spectrum areas of blue (450 nm), green (540 nm) and red (611 nm). The proper combination of light output in these three areas can create a high degree of color rendering at a specific color temperature.



Each of these methods has its advantages and its disadvantages. Most of these advantages and disadvantages relate to the visual perception of the individual. These differences are in "the eye of the beholder" and are the preference of the individual!

Sun Essence
5600 K by Voltarc®

phosphor blend

offers a full spectrum of light that simulates the spectrum of mid day sunlight. It has a color temperature of 5600 Kelvin with a CRI index of 93.

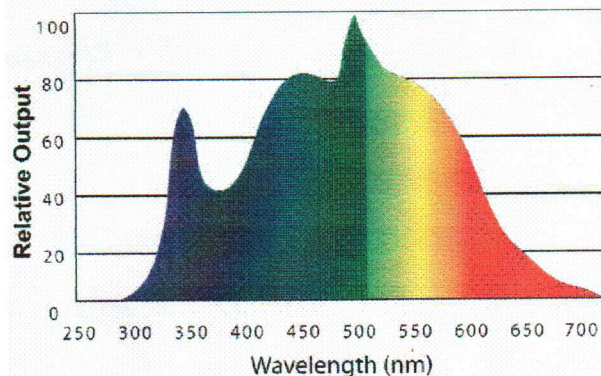
STARLITE
TRI 5000
by Voltarc®

phosphor blend offers

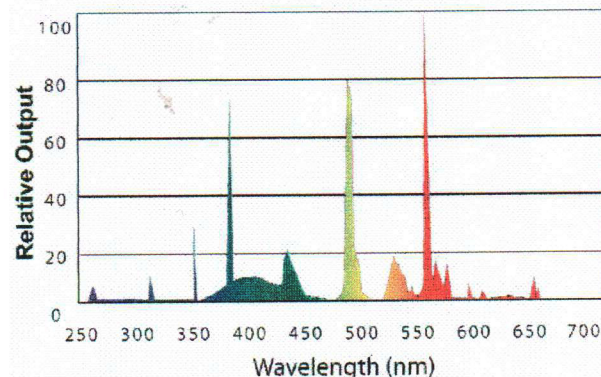
a 100% tri-color blend of the rare earth phosphors. It has a color temperature of 5000 Kelvin with a CRI of 91.

Both of these phosphor blends have been created to achieve the ultimate of each method in providing a superior source of light with a high degree of color rendering.

Sun Essence 5600 Spectrum



Starlite Tri 5000 Spectrum



To Order Call: 1 888.865.8272

Store & Display Lighting with Voltarc® Lamps



One of the fastest growing sectors in retail sales in North America is the convenience store. All across the country in small and large towns alike the rapid growth of convenience store & gas retail outlets has by far been the most common addition to the local landscape.



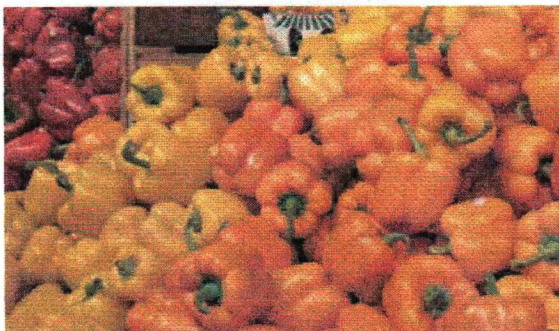
Voltarc® has a long history of success in the Commercial Display Market that supplies lighting fixtures to these convenience stores. Most freezer and cold box manufacturers in North America look to Kulka as the standard for quality fluorescent wiring devices.

Furthermore, Voltarc® lamps have been sold into these applications for many years by companies that specialize in selling high quality lighting specifically used in these fixtures.



Take advantage of Voltarc®'s expertise in this area and translate it into a focused program to establish and grow your business in this market. Service the local "Mom & Pop" stores while going after the local and regional chains. Voltarc® provides you with an entire product line for selling and servicing the market with high quality display lighting. Voltarc® gives you the competitive cool white product to get into the account while providing you with a full line of high quality lighting lamps that are designed and color matched specifically for retail applications.

Voltarc® Sun Essence 5600 k™ and Starlite 5000 k™ Lamps



Retailers work hard to display their merchandise in an attractive manner. Custom display cases, curved glass, bright finishes, and innovative designs are all examples of how case design can contribute positively to the merchandise display. However the case alone is not enough to attract the customer's eye. Many case manufacturers and retailers have realized that proper lighting can make a huge difference between an OK presentation that will make do and an outstanding presentation that invites purchase.

Lighting has a great impact on the effectiveness of your customer's display. Decisions on whether to purchase a product is often dependent on how well the merchandise is lit.

Now with the complete coordinated Voltarc® lines of Sun Essence 5600 k™ and Starlight 5000 k™ lamps you can show them the difference lighting can make. Show them how proper lighting can change a hum-drum case to one that produces sales.

