

SPECIFYING LIGHTING CAN BE CONFUSING AND FRUSTRATING. IT DOESN'T HAVE TO BE. WELCOME TO LIGHTING MADE SIMPLE.

We've created this guide to only take a few minutes of your
time, yet is filled with actionable content.

If this isn't valuable to you, please delete this and keep moving

1 INTRODUCTION

2 ARTICLES AND TOOLS

3 2022-AK CHANGES

1 INTRODUCTION

There's a problem when it comes to specifying lighting in Alaska. You have too many manufacturers to choose from, and not enough information to confidently specify solutions in a timely manner. Actionable material is rarely presented. Attending a one-time lunch and learn may not be enough to understand a solution well enough to properly specify it on your next project. The manufacturer feels more proud of their company after a hour long presentation, while you leave feeling unequipped and **bored**. We don't blame you, as we have to sit through those lunch and learns as well!

Why should you specify something new and put your reputation on the line by trying a new product or system on your next project? **What problems** are solved through these products? What does **'brand X' provide over 'brand Y'**? Why not just stick to the tried and true boiler plate design?

You shouldn't feel **stuck** asking these questions.

We exist here at Arctic Sales so that you can confidently design your next lighting project and move on to your next problem. **We exist to make lighting simple.**

I care deeply about your success and growing your business with the clients you serve. Time is your most valuable resource, and I'm honored that you're taking a few minutes to review these articles. My commitment to you is that these guides and product updates that we send in the coming weeks will be quick and to the point, actionable, and useful.

To your success,

Robert Schnell, BSEE
Principal

P.S. If there is a topic you're interested in learning about send me an email. I'd also love to hear feedback on how useful this resource is and how we can better serve you.

Looking for more?

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2 ARTICLES AND TOOLS

In the coming weeks you will learn more about saving critical billable hours by reducing RFI's through your design review, staying under budget through wireless controls, and more.

RESOURCES TO EXPECT (AND MUCH MORE)

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ELIMINATE THE RFI

This PDF will explain how you can eliminate contractor confusion by specifying lighting completely, the first time.
It's not valuable for you, please delete and keep moving.

1 THE PROBLEM

2 PRODUCT UPDATE

3 PRODUCT IN CONTEXT

1 THE PROBLEM

Your design is already complete, yet somehow contractors and reps still have questions when the final drawings are released and ready to bid. The ceiling has changed, the mounting configuration was never defined, or worse yet, the fixture you specified has been discontinued. You've already moved on to your next project and now every rep and contractor's bidding is contacting you asking if they can provide alternatives to your design.

You've already met with the architect, owner, and the design team. You already know the design intention for your project.

You've painstakingly been through this process and are out of billable hours.

2 PRODUCT UPDATE

TROOPER'S - Controls Update
Simplify your specification. Specify only fixtures and switches, we take care of the rest. The ZR Series has expanded to an entirely flexible portfolio, any lumen package, any type.

2000-10,000 lumens available. 0-10V, Lutron Vive, SmartCast. Up to 144LPW. 5 and 10 year warranties available. New construction needed, or retrofit kits available.

Budget Friendly (\$)
ZR Series - wireless controls enabled - [CLICK FOR CUT SHEET](#)
• ZR24-40L-40K-SC1

(CONTINUED ON NEXT PAGE)

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STAY UNDER BUDGET WITH WIRELESS CONTROLS

This PDF will show you how wireless controls can improve your project (and keep it under budget).
It's not valuable for you, please delete and keep moving.

1 CATCHING UP

2 PRODUCT UPDATE

3 PRODUCT IN CONTEXT

1 CATCHING YOU UP

You can reduce, if not eliminate startup costs all together with One SmartCast wireless controls. You can meet your budget and simplify your contractors next installation by specifying a wireless control system with local startup learning provided at no additional cost. Total systems here \$5,000 - \$5,000 start up costs by flying in a factory tech associated with their system. One SmartCast can be commissioned simply into the press of one button by anyone.

One SmartCast been standardized at Southcentral Foundation, Alaska Regional Hospital, UAB Hospital, MS, PalmSight, and many other installations for the past 7 years.

Our Eagle River office is a certified SmartCast training facility and available for live testing, demonstrations, and commissioning training for contractors and end users.

2 PRODUCT UPDATE

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Budget Friendly (\$)

ZR Series 1x4, 2x2, 2x4 - wireless controls enabled
• [SPECIFY NOW](#) (links to all factory part numbers and cutsheet)

Mid-Tier Budget (\$\$)

Flex Series 1x4, 2x2, 2x4 - interchangeable lens (diffused, waavy, striped, etc)
• [SPECIFY NOW](#) (links to all factory part numbers and cutsheet)

Architectural - Color tuning (\$\$\$)

CR Series - 1x4, 2x2, 2x4 Adjustable color temperature, wireless controls enabled
• [SPECIFY NOW](#) (links to all factory part numbers and cutsheet)

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SPECIFICATION GUIDES

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QUICK RESOURCES

- [Articles/Info](#)
- [One SmartCast Learning Path](#)
- [RELTIME Case Study](#)
- [NET Cyber Security FAQ](#)
- [Arctic Sales Line Card](#)

REAL TIME SUPPORT

Email: arctic@arcticsales.net

Robert Schmitt
(Specification Assistance & Technical) 907-242-0472

Jim Hansen
(Training & Field Applications) 907-220-7500

Erin Crawford
(Product support, install) 907-242-0472

"We extend our calls to engineers within 24 hours"

3 PRODUCT IN CONTEXT

Back in 2018, I received a phone call to provide a site survey for Southcentral Foundation a Finance building. The end user's primary concern outside of energy savings was consistency, but the challenge was the facility had not been wired for a dimming system. Upgrading to a traditional 0-10V control system would have been extremely costly. Everyone had their lights set to a different level. Fluorescent lamps were removed, fixtures were hung to block light. It was a facility maintenance challenge that could not be overcome without upgrading controls.

After a walkthrough and design review, we had identified that One SmartCast was the best solution, as they had to do one replace troopers, dimming, and switches.

After an hour on site, both floors were completely commissioned and ready to go. Each section had their own dimmer, and the open office was set to an on/off occupancy sensor made where switches were not installed. Individual offices have their own dimming. Best of all they were covered by One's 2 year warranty, and they had a 2 year warranty on the initial investment. SmartCast has performed as well.

Southcentral Foundation has called twice in a year for all of their facilities that have been installed over the past 2+ years.

Family - Description (CR Series Tunable)	Product page (Link to mfg page)	Questions: robert@arcticsales.net
Base SmartCast Catalog Number	Warranty	Size
Series Name (1x4,2x4,etc)	Cutsheet (Link to mfg page)	Lumen Range
Representative Cat # (CR22-32L-Ack)	10 years	1x4
Series Name (1x4,2x4,etc)	10 years	4000
Representative Cat # (CR22-32L-Ack)	10 years	90
Series Name (1x4,2x4,etc)	10 years	2x2
Representative Cat # (CR22-32L-Ack)	10 years	3200
Series Name (1x4,2x4,etc)	10 years	2x4
Representative Cat # (CR22-32L-Ack)	10 years	4000
	90	

Download IES Files

Step 1: →→→

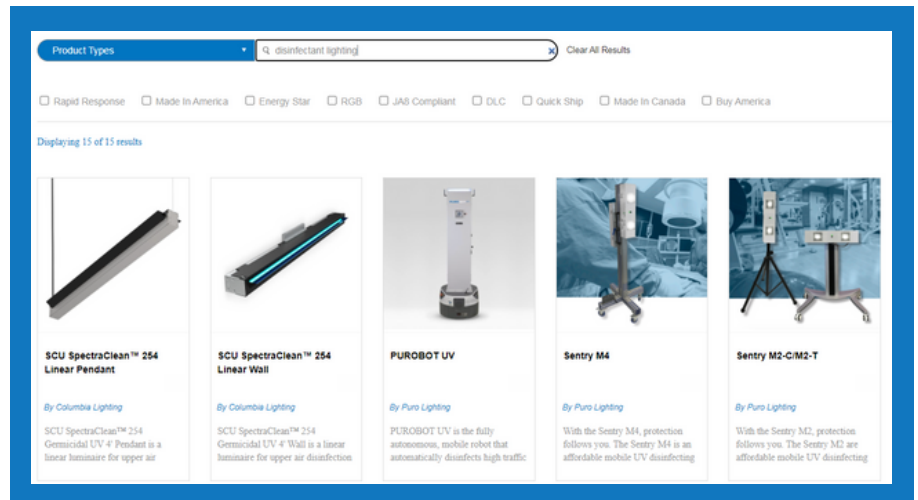
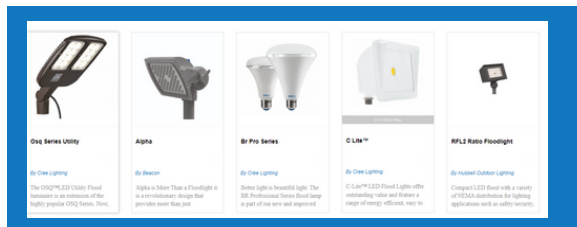
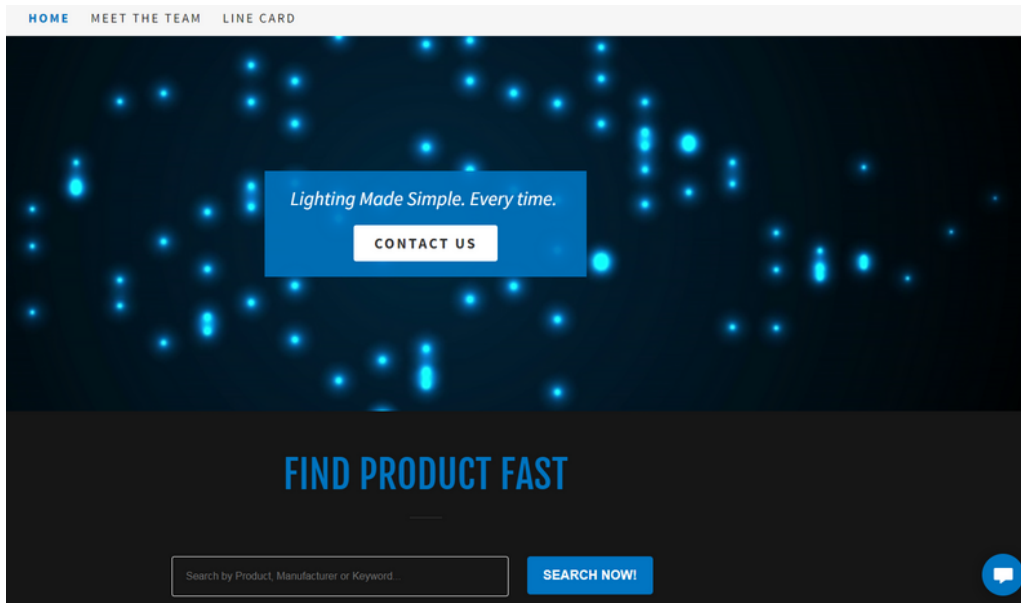
Click to see the product specifications

FIND SOLUTIONS QUICKLY - LIVE SEARCH

Sometimes you just need a quick solution or inspiration. Simply scroll down to '**FIND PRODUCTS FAST**' and search to find many solutions available through our quick search.

P.S. Search suggestions: 'disinfectant lighting', 'troffer', 'area light', or 'downlight'. We are actively updating the search parameters to better consolidate solutions for you.

www.arcticsales.net



3 2022 - CHANGES IN ALASKA

We are now Hubbell Lighting! As of October 2021 Arctic Sales is now officially the Hubbell representative for Alaska (with the exception of Southeast Alaska - if you have a project in Southeast just bring us in and we can guide you to the proper resource and still assist in the design). We could not be more excited to bring you full project solutions and expand our toolset through a single manufacturer! Previously, if you had engaged with our team we would provide you a plethora of options across a spectrum of manufacturers to specify a project.

Those options still exist, but now your specification process is simplified as you can start with a single manufacturer on your next project and know that you're covered (life safety / emergency, controls, exterior lighting, architectural, commercial, etc.).

Hubbell's brands include ([click the links for the brand page](#)):

- [Architectural Area Lighting](#)
- [Beacon](#)
- [Columbia](#)
- [Compass](#)
- [Dual-Lite](#)
- [Hubbell Control Solutions](#)
- [Hubbell Healthcare Solutions](#)
- [Hubbell Outdoor Lighting](#)
- [Kim](#)
- [Kurt Verson](#)
- [Lite Control](#)
- [Prescolite](#)
- [Security Lighting](#).

Other manufacturers you may not be aware of that we represent: ([click the links below](#))

- **[Selux](#)** - architectural exterior and interior lighting
- **[Bock Lighting](#)** - custom architectural solutions
- **[DiodeLED](#)** (architectural, RGB accent, and tape light solutions)
- **[Dialight](#)** - Hazardous location, C1D1, C1D2, etc.
- **[Meltric](#)** - not lighting but provides power disconnects and life safety devices / receptacles
- **[Carolina High Mast](#)** - lowering devices, pole assemblies
- **[Stratus Lowering Devices](#)** - lowering devices
- **[Complete manufacturer's list and line card](#)**

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MEET THE TEAM



ROBERT SCHNELL, BSEE

PRINCIPAL

CONTACT



907-242-5472



ROBERT@ARCTICSALES.NET



WWW.ARCTICSALES.NET

SPECIFICATIONS

Contact Robert for specification and design assistance.

The lighting and electrical industry has become so transactional that Robert has made this his mission for Arctic Sales: We exist to empower our customers to win and grow their business. We exist to make lighting simple.

After taking over full ownership of Arctic Sales in 2020, Robert has described the experience of running the company as "rebuilding the plane as it's flying". He's invested deeply into building the right team to better serve you.

Robert is a UAF graduate with an Electrical Engineering degree, so he understands engineers better than most (for better or worse). If you've spent any time with him you know that he values humor and serving others well. He's passionate about providing the right solution with excellence.

If you've made it this far in reading then you may be interested in knowing that there's a framework that is used in our team - it's important that we understand our customer's customer's customer's customer. There are many communication channels from the design team of engineer and architect, to the contractors installing the system, to the end users occupying the building.

If we can understand you and your needs, with the consideration of your customer, their customer, and the occupying end user, then we can properly advocate for a solution to your project.

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MEET THE TEAM



JOE HUNNER, BSME

PROJECT MANAGEMENT

CONTACT



907-355-7949



JOE@ARCTICSALES.NET



WWW.ARCTICSALES.NET

PROJECT MANAGEMENT

Contact Joe for any projects you're working on. He can assist with any specification, roadway question, or lighting design request.

If you have ever worked on a project with Joe, then you understand his commitment to completion.

Joe's motto of "finding the next right step" helps keep our projects moving forward in a timely manner, every time.

In addition to being a dedicated and passionate family man, Joe brings 5+ years of experience working remote Alaska, performing Field Engineer and Project Management tasks.

If not in the office, Joe and family can most likely be found riding snowmachines in Petersville, fly fishing the banks of the Kenai, or hiking up Baldy.

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MEET THE TEAM



ERIK CRAWFORD, BSME

INSIDE SALES

CONTACT



907-863-4048



ERIK@ARCTICSALES.NET



WWW.ARCTICSALES.NET

INSIDE SALES

Contact Erik for any lighting layout or quote for a project that you're working on.

Erik is a strategic and methodical thinker, always looking for trajectories and industry trends.

New to the language of lighting in 2021, Erik joined Arctic Sales after working 12 years in a sales management role in Alaska. His experience primarily focused on automation and instrumentation for process controls in the Oil & Gas sector. He enjoys working with people to provide the right solution for any application.

As a life long Alaskan Erik enjoys getting out enjoying the beauty this state has to offer year round. When not out and about he enjoys trying his hand at woodworking projects in his garage.

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MEET THE TEAM



KIM PAGANO, MBA, PMP, PMI
BELAY SOLUTIONS

CUSTOMER SERVICE

CONTACT



KIM@ARCTICSALES.NET



WWW.ARCTICSALES.NET

CUSTOMER SERVICE

Though often working behind the scenes, Kim has become an integral part of the team here at Arctic Sales over the past year. She provides friendly responses towards customers and their requests, and assists Robert, Joe, and Erik in identifying project opportunities.

In September 2019 Kim joined the Arctic Sales team through Belay Solutions. Kim brings over 20 years of business, project and process management experience to our team. She holds an MBA and is Project Management Professional (PMP) certified through the Project Management Institute (PMI).

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