When we started Sterling Lighting, we set out to solve a problem. We had a local installation company, but we didn’t trust the light fixtures we were installing. How could we focus on beautiful lighting systems when we spent most of our time repairing the lights we’d already installed? This not only cost us time and money, but also cost us the chance to build trusting relationships with our customers and their referrals. So, my business partner and I set out on a mission to find the best fixture, which led us to eventually build our own LED lights.

I found an LED manufacturer “expert” that offered premium fixtures out of California with a 20-year warranty on their products. We were on a roll with installations for Enlightened Lighting, when our worst nightmare happened—our lights started failing. Within 12 months and 700+ fixtures, we had a 50 percent failure rate and warranty claims were taking four to six months to be fulfilled. We were in full panic mode.

We researched our options and found that even the largest manufacturers were having major issues with LED. Since we couldn’t trust the products that were out there, we started working with a group of engineers to solve the technical problems. We kept our first design line simple. We used the retro LED bulbs and built heat sinking materials into the fixture, which gave us enough confidence in our product to go replace all the faulty fixtures we installed and begin growing our company.

We implemented a manufacturing process of constant daily improvements. Every day we would make small improvements and track our development. We were shocked by the speed of our developments and how much progress we made. We soon exhausted our possibilities with retro LED bulbs, so we began designing an integrated LED light with the proper heat dissipation. Our goal was to design a light that gave the heat sink of an integrated led with the ease of service of a drop in bulb.

Our new light design had five brightness settings and four different beam patterns—all in one fixture. Our local installation company began installing our new fixture in 2013. We had some initial issues, but quickly altered the design and quality control processes. By early 2014 we could finally install a premium quality LED fixture without having to worry about any issues. This has allowed us to double our installation company sales. We typically install 300-400 fixtures a month, which gives us a great testing ground for our fixtures and keeps our hands in the dirt enough to make certain we understand the trials and triumphs of the job.

Sterling Lighting continues to grow as a company. We
Currently have over 80 lighting companies purchasing our fixtures and we’re attracting new buyers each week. We’re committed to developing beautiful new fixtures while improving the quality and performance of our current line. We’ll be rolling out a marketing partnership that will allow you to easily brand and market your company on Sterling Lighting collateral. Finally, we’re fully committed to selling our products directly to you—no middle man involved.

Our goal is to help your business become more successful. This allows you to focus on having a greater impact on others and help make your business become the asset you always dreamed it would be.

We look forward to working with you this year."

Patrick Harders - Co-Owner

Newest Innovation
Latest product updates

We’re excited to introduce our latest product, the Eagle Claw ground stake. Available in a three-inch or nine-inch set, the stake features three rods that increase fixture stability and give you a more reliable end product than single-rod stakes.

The Eagle Claw’s is made of 3/8 inch stainless steel rods and a solid marine grade brass top—making it one of the most durable ground stakes on the market. The stake weighs an impressive 1.5 pounds and has a screw top that can attach to any of our current light fixtures, as well as our three-inch, six-inch, nine-inch, 12-inch or 18-inch fixture risers.

For more information about our products, visit our website at Sterling-Lighting.com.

Surviving the Winter
Outdoor lighting tip

The cold temperatures and snowstorms of winter can put a lot of stress on outdoor light fixtures. Here are a few things you can do to help your clients’ fixtures last longer and keep their homes looking beautiful through the winter.

Keep it Clean
Keeping fixture lenses free of snow, dirt, and debris will help fixtures (especially low setting ground fixtures) put out the amount of light they’re supposed to. LED bulbs won’t melt snow as quickly as halogen bulbs, so make sure to clear them off. You can then use a soft cloth and CLR cleaner to clean the lenses of any dirt or film.

Replace or Maintain Old Systems
An older system might have some maintenance needs or the existing fixtures might need to be replaced with new ones. It may be an opportunity to change out the entire system. Offer maintenance plans to keep the system looking beautiful and to put money back into your business through winter.

Know Light Placement
When piled with snow and ice, it can be easy to forget where a light fixture might be installed. This can be a problem when it comes time to shovel sidewalks and when little ones go out to play in the snow. It’s a good idea to either mark the lights or clear them of snow, so
Designing the Perfect Path Light
Our promise of perfection

A good path light can enhance everything from the safety of a walkway to a garden’s evening ambience. Having installed thousands of lights, we’ve found the path light to be the most important—but also the most problematic light on a residential property.

Common Problems With Path Lights
Some of the most common problem with path lights are the ¼ inch stem that has a tendency to break at the stake, the top-heavy shade that requires cementing to stay upright, inefficient copper plumbing parts that companies simply glue together, and the lack of light output.

Finding the Solution
We came to the conclusion that, in order to design the perfect path light, we had to take design matters into our own hands. We knew the path light had to be an integrated LED fixture, so we used a Cree CXA chip, 4-watt, 420-lumen light source. Our innovative path light features:

- 1.25” solid virgin cast brass stake
- 9” abs ground stake
- 20” cast brass stem
- 14’-16’ circle of light output
- Hidden light source—no glare
- Optional 18” extension stake

As experts in path light installation, we’ve found our lights at Sterling Lighting to be the most beautiful and durable path light we’ve worked with. It’ll be sure to go above and beyond the expectations of you and your clients.

Business Support
Entrepreneurs’ Organization

Entrepreneurs’ Organization (EO) is a peer-to-peer network exclusive for entrepreneurs. The organization was founded in 1987 to help entrepreneurs on their path to professional success and personal achievement.

EO aims to enrich the lives of its members through dynamic peer-to-peer learning, once-in-a-lifetime experiences, and connections to experts. The organization is viewed as the global thought leader on entrepreneurship and plays an integral role in businesses, industries and the lives of entrepreneurs everywhere.

With 160 chapter locations in 50 countries, EO supports entrepreneurs all over the world. Chapters provide members with a local resource to learn and grow, and give members access to executive-education events, networking opportunities and mentorship programs.

As a member of EO, you’ll get a wide variety of benefits to help you become a better leader and grow your lighting business. You’ll be able to get your hands on a multitude of resources designed to help you excel in your business, family, community, and personal life. You’ll also be able to expand your business network by connecting with small and large business owners who are ready to share their experiences with you.

For more information about EO or if you’re interested in becoming a member, visit www.EOnetwork.org.
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Sterling Lighting continues to grow as a company.

In DEEP WORK, author and professor Cal Newport flips the narrative on impact in a connected age. Instead of arguing distraction is bad, he instead celebrates the power of its opposite. Dividing this book into two parts, he first makes the case that in almost any profession, cultivating a deep work ethic will produce massive benefits. He then presents a rigorous training regimen, presented as a series of four "rules," for transforming your mind and habits to support this skill.

A mix of cultural criticism and actionable advice, DEEP WORK takes the reader on a journey through memorable stories—from Carl Jung building a stone tower in the woods to focus his mind, to a social media pioneer buying a round-trip business class ticket to Tokyo to write a book free from distraction in the air—and no-nonsense advice, such as the claim that most serious professionals should quit social media and that you should practice being bored. DEEP WORK is an indispensable guide to anyone seeking focused success in a distracted world.

Book summary is from Amazon.com