

NERI

For Immediate Release

NERI continuing to grow, invest and innovate in the Americas

In only the second year since the establishment of the new offices in Miami, Florida, NERI S.p.A. and its local subsidiary NERI North America Inc. continue to invest and grow within the Americas at an incredible pace. It comes through numerous **large-scale installations** across all market segments, **an expanded sales and support network**, innovative **new products** such as remote-phosphor exterior lighting and **integrated security and irrigation systems** within lamp posts.

Over the past year, NERI North America has expanded our manufacturer's representative network **to over 80% of the US** and to most major markets in Canada. Distribution relationships have been established throughout the rest of the Americas including Brazil, Costa Rica, Argentina, and the Caribbean. Through an aggressive marketing campaign, the company **has sponsored both regional and national conferences** for consulting professionals in Seattle, Boston, New York City, Philadelphia, Florida, Vancouver, and Los Angeles over the past 12 months.

But its arrival on the US market is definitely no new thing; from the corners of New York to **Central Park**, from the "retail" installations of **Fashion Island and Bridgeport Village** to the **hotels of Las Vegas, like the Bellagio and the Venetian**, numerous developments in the United States have chosen to furnish their urban settings with **top-of-the-line "Made in Italy"** products from NERI.

With these existing customers in mind, NERI is launching at LIGHTFAIR® a **UL - Listed retrofit kit** available for most traditional NERI lanterns installed in North America over the past 30+ years. Early versions have been shipped and refitted in lanterns in the City of Dorado, PR, Aruba, and in Southern California. **Energy savings in these applications is over 60%** with a roughly **5-year payback** via energy and maintenance savings.

Also on display at LIGHTFAIR® 2014 are several examples of **NERI's exclusive use of remote phosphor LED sources** for exterior applications and **integration of wayfinding and security technologies** into lighting posts. The **low-glare, high color-rendering** and **warm tones** of remote phosphor can be seen in both the contemporary *Hydra* Lighting System and the more traditional *Light 804* lantern using the *Nashira heritage* style Cast-Iron posts. The uniquely different *Alya*, a 4-sided lantern for the 3rd Millennium, is also on display with integrated wayfinding via an **RGB illuminated base** (also available as a bollard) and a pan/tilt security system. Other new innovations that have been developed for customers include integrated irrigation lines within the lighting posts for watering of planters.



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NERI references in the Americas

High-end retail, lifestyle centers, and large-scale mixed-use developments continue to design and procure Neri products throughout the Americas. Several major retail developments were completed this year containing Neri products throughout including **Custom Pavilions, Complete Guest Services Buildings, Valet Stands, Benches, Bus Shelters, Litter Bins, Sign Posts, and Awning Brackets in addition to the lighting posts and wall-brackets.** Integrated product design and development of consistent aesthetics from **Lighting, Furnishings, and Structures** in these projects has helped to enhance the themed retail environment in these applications.

Several projects of note in the retail sector recently completed include a relighting project for **Simon Properties in Des Moines, IA** and several new properties collaboratively designed with **Unicorp National Developments Inc., based in Orlando, FL** containing integrated irrigation through the lighting posts and arms for hanging planter baskets.

In the commercial sector, **Groupe Plexon Inc.**, headquartered in **Montreal, QC** has just finished completion of the city's finest Class A office space illuminated by NERI posts and lanterns. On the municipal segment, NERI worked closely with the **Ministry of Infrastructure in Aruba** to provide a standard for all retail kiosks in the capital city of **Oranjestad** of which 8 units were recently installed. Finally, beautiful cable-mount contemporary lanterns by NERI light the breezeways between buildings in a new residential development in **Old Town Alexandria, VA.**

The international expansion plan will increasingly focus NERI's attention on export markets, working with architects and lighting designers all over the world. Of these, we are proud to mention our collaboration with Makio Hasuike, one of the most famous and sought-after product designers on the international panorama, whose creations are also on display at the **MoMA**, in New York.

But company knowhow, gained over the years, also comes from the technological developments achieved in our laboratories. A distinctive heritage and wealth of experience mean that NERI has also gained the **best quality certifications, including the ability to certify NERI products to the UL standard** within our test labs in Italy.

More information is available at www.nerinorthamerica.com or at NERI's LIGHTFAIR® booth #1146.

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