



**EYE LIGHTING INTERNATIONAL
OF NORTH AMERICA, INC.**

A SUBSIDIARY OF IWASAKI ELECTRIC CO., LTD.

FOR IMMEDIATE RELEASE

Contact:

Len Thomas
EYE Lighting International of North America, Inc.
A subsidiary of Iwasaki Electric Co., Ltd.
440-392-3616

Julie Osborne
216-621-6800 ext. 24

EYE Lighting International of North America, Inc. introduces the Super-Blue HPS/MH lamp for the Horticulture Industry.

A revolutionary new lamp that contains both Super HPS and Hortilux Blue technology in one bulb has been developed from exclusive EYE chemistry and global lighting expertise.

The Super Blue lamp features the extraordinary power of Super HPS and the balanced spectrum of Hortilux Blue in one bulb! The benefits of Metal Halide and High Pressure Sodium together: vigorous growth, accelerated development, and hearty flowering! The lamp's unmatched energy spectrum provides the optimum light for plant growth through the entire growth cycle.

The Super Blue LU1000MH/HTL/EN lamp delivers 110,000 initial lumens in an E25 jacket, and will conveniently fit in all 1000-Watt fixtures. Super Blue benefits can be obtained through a simple lamp replacement on 1000-watt High Pressure Sodium systems equipped with standard ANSI S52 ballasts.

Super Blue lamps are environmentally friendly in that they pass EPA, TCLP test criteria as non-hazardous waste, are completely lead free and contain reduced mercury.

EYE Lighting's complete line of grow lamps include industry leading HORTILUX™ Super HPS™ high pressure sodium lamps, HORTILUX™ Metal Ace™ metal halide conversion lamps, HORTILUX™ Ultra Ace™ high pressure sodium conversion lamps, HORTILUX-BLUE™ daylight metal halide lamps, HORTILUX™ Metal Halide, and HORTILUX™ Super Blue dual arc lamps.

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