



OUTDOOR LIGHTING GUIDE FOR  
**Home Builders**

# Who is Holophane?

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Holophane has been designing and manufacturing high performance, decorative street lighting fixtures and poles for over a century. Hundreds of communities throughout North America have selected Holophane streetlights to improve their nighttime safety and security and for their attractive daytime appearance. With over 100 years of experience and a proven track record, our customers have confidence that matching products will be available for a long period of time.

We recognize that selling homes is your mission. Holophane supports that mission by offering:

- Authentically crafted historical streetlights or striking contemporary forms that will increase the curb appeal of your homes.
- Durable products that savvy homebuyers will recognize as enhancing their long-term property value.
- High performance lights that will help assure potential homebuyers that their new neighborhood is safe and secure.

We also recognize that like any business, homebuilders must be mindful of “the bottom line”. Holophane understands that by offering:

- High value products that are affordable.
- Free lighting design and technical support services from our direct factory sales force.
- Partnerships with many utilities who can include the cost of the lighting products in their rate structure.
- Joint advertising and promotional programs.

## Providing Value with Holophane Advantages

### Aesthetics

Historical accuracy, attention to detail, premium material choice, fit and finish are all hallmarks of the designs of Holophane streetlights and poles.

### Durability/Longevity

Non-yellowing glass globes; corrosion resistant, aluminum castings; fade and abrasion resistant powder coat paint all assure that these streetlights and poles will still look great for many years to come.

### Light Control

Holophane high performance lighting systems direct the light where it is needed providing increased safety and security while saving energy.

### Breadth of Product

A myriad of choices of styles, shapes, sizes, accessories, and finishes allow each development to be “unique”.

### Expert Consultation and Services

Local Holophane direct factory sales representatives will provide a complete outdoor lighting design specifying pole locations and lighting patterns. This and many other technical services are provided at no charge.



# Aesthetics

Daytime appearance of streetlights can be a significant factor of the “curb appeal” of new developments. Properly selected Holophane lighting equipment will complement the building architecture and be appropriate to the scale of the homes. The quality of Holophane products will be obvious to even the fussiest of homebuyers. Elegant forms, sparkling glass globes, seamless material transitions and vibrant paint finishes are Holophane trademarks. Furthermore, the nighttime ambiance created by these high performance lighting products provides a safe and inviting environment for future homeowners.



## GLASS VS. PLASTIC



*What would homebuyers want their lighting equipment to look like in a few years?*

# Durability

Your homebuyers can feel confident that Holophane streetlights will make a lasting contribution to their neighborhood and enhance their long-term property values. High strength borosilicate glass globes will continue to sparkle in the sunlight by day and efficiently control the lighting patterns by night for decades. Polyester powder coat paint will staunchly resist fading and inhibit corrosion in extreme weather conditions. High quality components will assure that the lights will continue burning and help keep the neighborhood safe year after year.

- Product Longevity
- Low Maintenance
- Reliability



**SUPERIOR MATERIALS**

*Streetlights from Holophane are engineered and manufactured with precision detail to last a lifetime.*



# Light Control

Placing the light where it is needed most, increases nighttime visibility, improves pedestrian safety, discourages street crime and vandalism, and reduces energy consumption. Holophane high performance streetlights are designed to provide uniform illumination on the ground as well as on buildings, landscaping, vehicles and pedestrians, while providing options to control light trespass into windows and undesirable uplight.

- Improve pedestrian and vehicular safety
- Enhance safety and security
- Create an inviting space
- Save energy



**PUTTING LIGHT WHERE IT BELONGS**

*Holophane takes into consideration all aspects of the surroundings when designing luminaire performance.*

# Breadth of Product

Holophane offers the broadest offering of decorative streetlighting options in the industry. Many of our historical products were specifically developed to match the early gas and incandescent streetlights that graced cities throughout North America over a century ago. Our wide selection of housing styles, shapes, sizes, accessories, and finishes can be mixed and matched to create thousands of different product looks. In addition, our contemporary products can evoke nautical or European themes. We can help you find the right product for each of your developments.

- Broad offering of decorative streetlights and poles
- Historical or contemporary products
- Theme and architectural differentiation
- Extensive choice of accessories and colors.



Check out our latest innovation, the GranVille Mini. It is the perfect residential light to combine with your street and community lighting solutions.

**THEME OR STYLE**

*Historical... Classic... Contemporary... Holophane has a style that will fit your residential community.*





**HISTORICAL**



Arlington®



Jefferson



RSL-350®



GranVille®



GranVille® Mini



Colonial



Pedestrian Tear Drop



Dorchester®



Utility Series



**CONTEMPORARY**



GlasWerks® II



Mongoose®



MirroStar®

**AEL**



Valiant



Cobrahead



Depot

**POLES**



Decorative



Street



Simple

*We have the right lighting solutions for every area of your residential community*



*Recreation Areas*



*Thoroughfares*



*Entrances*



*Parks*



An **Acuity Brands** Company

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Contact your local Holophane factory sales representative for application assistance, and computer-aided design and cost studies. For information on other Holophane products and systems, call the Inside Sales Service Department at 740-345-9631. In Canada call 905-707-5830 or fax 905-707-5695.

Visit our web site at [www.holophane.com](http://www.holophane.com)



*Residential Streets*