

## A tale of two fixtures

Six decades of Phoenix ... from Sturdilite® to SturdiLED™

**The Past:** It was the early 1950s. A world-leading manufacturer of mining equipment based in Milwaukee, Wisconsin approached Phoenix—a local company with a strong reputation for doing metal spinning and custom fabrication.

They were looking for a solution to an industry-wide dilemma. The heavy duty nature of mining was no match for the vulnerable lighting technology available at the time. The lamps and fixtures were subject to constant shock and vibration causing frequent failure or breakage. Maintenance and replacement costs were becoming a huge burden.

Phoenix engineered a solution. A revolutionary fixture design allowed the fragile lamp to be isolated from the rigorous movement and protected with shock-absorbing technology. This fixture was later named the Sturdilite® and was a significant innovation for mining.

**The Present:** Since that project, Phoenix has continued designing lights for the mining industry. The Sturdilite branched into countless other fixtures and accessories that stand up to the rigours of the mining industry.

In recent years, a new technology has emerged in the lighting industry—LED. Like the introduction of the Sturdilite over 60 years ago, this innovation brings invaluable benefits to mining equipment. Because LED lighting is solid-state technology, there are no fragile filaments or breakable glass. Along with the many other benefits associated with efficiency and improved light quality, LED brings durability to a new level.

However, not all LED fixtures are created equally. "Choosing the right manufacturer for LED lighting is critical to protecting your investment," explains Yazi Fletcher, Chief Technical Officer at Phoenix. "There are so many fixtures being put onto mining equipment that won't live up to the 50,000+ rated life that most makers of LEDs promise." He goes on to explain that the cause of the failures will have nothing to do with the light source. It will likely be a different component such as the driver, housing, lens or a poorly designed heat sink. For the first time in history, we have a light source that can outlast the



structure of many fixtures. If the company designing the lights doesn't carefully consider the wear and tear it will undergo during the LEDs' lifetime, the customer will be left with a fixture that didn't hold up even if it still illuminates.

**The Future:** Phoenix has introduced many new LED innovations in recent years. However, the introduction of the SturdiLED™, the newest design for the mining market, is a reflection of the light that started Phoenix on its journey to where it is today. It blends the best of both worlds – the long-lasting, efficient qualities of LED technology with the rugged durability that Phoenix has been known for since the beginning. Mines throughout the world are already enjoying the benefits of the SturdiLED Series in both AC and DC applications.

Technology in the lighting industry continues to soar, and Phoenix is at the forefront constantly redefining the meaning of "durability".

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How much can Phoenix fixtures really handle? Phoenix has put them through some crazy tests! Visit our YouTube channel to see the footage!

[www.phoenixlighting.com](http://www.phoenixlighting.com)

## Durable Lighting Made for Mining

### NEW SturdiLED™ Series

37W LED Floodlight

Contact Phoenix for a free equipment review and LED proposal.



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