

## FOR IMMEDIATE RELEASE

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## Phoenix Lighting wins "Lighting Project of the Year" award

Phoenix Lighting was recently awarded "Lighting Project of the Year" at the Terminal Operator Excellence Awards held in Dubai on December 8, 2016. This honor recognized Phoenix's experience in lighting and the trust the company has built within the port industry. In 2015, Phoenix was approached by a crane supplier to design LED lighting for 11 new ship-to-shore cranes for the DP World flagship terminal in Jebel Ali. The cranes were to be delivered with illumination that fulfilled strict minimum lux requirements and could withstand extremely harsh environments.

The demanding specifications impacted the floodlight design as well. Summer temperatures in Jebel Ali average above 40°C, and requirements of crane components can exceed 50°C. Most LED fixtures cannot survive these extreme temperatures, but Phoenix utilizes its exclusive EcoVent<sup>®</sup> Technology to manage heat flow in and around the floodlight. EcoVent<sup>®</sup> Technology, combined with extruded aluminum heat sinks, properly dispense the heat and allows the EcoMod<sup>®</sup> to operate in extreme temperatures. In addition to the heat, Jebel Ali experiences an average of over 3500 hours of sunshine per year along with winter sand storms and rain storms. This climate challenge required modifications to the floodlights to protect them from UV damage to exposed components. Phoenix was able to encapsulate all cables with UV protected conduit and connectors.

This project utilized Phoenix' experience, engineering ingenuity and advanced production facility. Phoenix successfully delivered the required floodlights and monitored installation with technical inspections. The first cranes were delivered and commissioned to the terminal in mid-2016 and are now fully operational. Regardless of unique environmental factors or customer requirements, Phoenix' over 70 years of lighting experience and proven performance allows the company to deliver industry leading crane illumination.

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A privately held company founded in 1892, Phoenix has evolved alongside the city of Milwaukee and is still proud to call it home. Phoenix designs and manufactures superior lighting fixtures for some of the world's harshest applications. Ports and terminals take advantage of Phoenix's innovative LED options to dramatically increase lifespan, decrease maintenance costs, and significantly reduce energy consumption. Phoenix is the trusted LED lighting solution for container, bulk and intermodal terminals and has delivered over 23,000 LED floodlights across 6 continents.