



# CHRISTENSEN'S PLANT CENTER

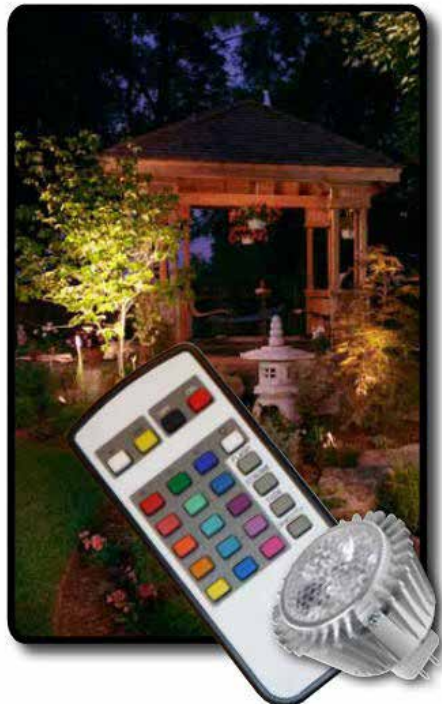
## Wholesale Supplier To Landscape Professionals

## Lighting Season

Add special effects - and barely break a sweat! Welcome to what I like to call "Lighting Season". With the hot, sticky, humid, muggy, sweaty, nasty, steamy, scorching, clogged nostrils from allergies, various poison ivy and other assorted rashes of unknown origin, sniffing, sneezing, coughing, aching, stuffy head, too hot to catch a fever, dog days of July and August upon us, there are times when planting a big landscape job when it's 95 degrees "may" not be the best idea. Many contractors tend to switch gears in these situations and get more involved in doing landscape maintenance, installing ponds and/or pavers, while others decide to take a long weekend and go find a lake to jump in, maybe catch some fish, and drink horrendous amounts of beer whether you catch any fish or not.

Then there's landscape lighting! Some contractors include it in just about every job they do, others are absolutely terrified of it. If you have never done one before, I HIGHLY recommend getting involved on a job with a buddy contractor if you possibly can. That's kind of a funny part about this industry. Even your most direct competitors can also be your best buddies when you're out in the field, especially with the hard-to-recruit labor force over the past few years. Normally, ANY quality help a contractor can get nowadays will be happily accepted, even if it's only for a day or two.

Now, for those of you who have done landscape lighting, there is a product that we've begun to stock to add even more special effects to a landscape: Color Changing 4 watt LED lamps... that run on a remote control! One remote can run EVERY Color Changing LED lamp in the system, whether it's 1 or 100! There are 15 different colors (and 2 variations of white) plus 3 "special effect" settings



(flash, strobe, and fade) that your customer can use at the touch of a button, within about 20' (as tested!), and there is also a dimmer and brighter setting. Blue spruce not quite blue enough? Use the high brightness with blue setting to get a little extra "pop" on it. Boxwood need to look greener? Use the green setting! The best part about these lamps is that you can change them to the various colors individually. You can keep the lighting on the corners white while using a different color on a focal point. If they change their mind, they can point the remote at the lamp and change it to whatever they want. Red on one corner, yellow on the other, and purple flashing on a Colorado Blue Spruce? Why not!! Your customer paid you to build their sandbox, they get to play in it however they want! Another good point to tell your customer is that they can use these lamps to set various tones for around holidays, like Halloween and Christmas. And, just when you thought it sounded too good to be true... these lamps will fit the vast majority of MR16 fixtures from other manufacturers without adding any additional hardware. The sensor is in the lamp, not the fixture!

I would say swing in for a hot cup of coffee the next time you're in the neighborhood, but by the time you read this article, water may be a better option. The weather app on my phone doesn't forecast out more than 2 weeks, but there's a good change that we're in the dog days of summer now. Be safe out there! - Dave Reutter



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