

exhibit BUILDER

DIMENSIONAL DESIGN AT WORK

September/October 2008
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TRENDS IN TRUSS AND LIGHTING

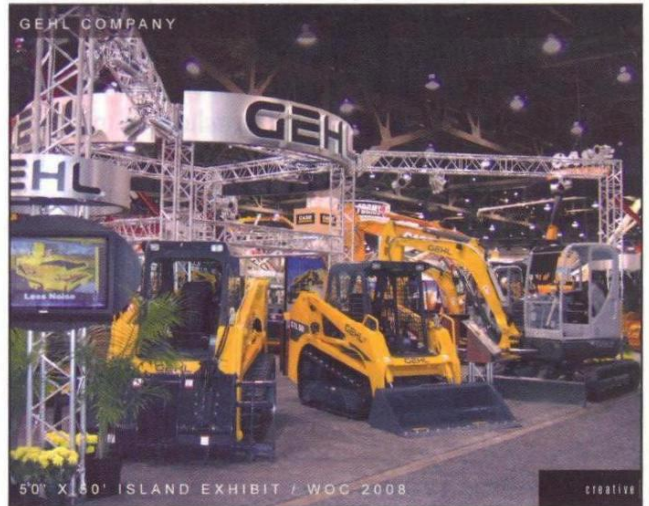
from now the standard incandescent household lamp will be nonexistent. Many of you have already replaced the old standard 60 watt A19 with a 13 watt mini-spiral CFL. But be careful as CFLs can't be used yet in fixtures with a dimmer. LEDs continue to make advancements and are now twice as bright as they were just a couple of years ago. New technology has improved not only brightness but color temperature and color rendering making the LED a viable option and not just something that uses less power.

The main advantages of the LED are: 1) They produce no UV or IR light radiation and contain no mercury; 2) They are the highest lumens per watt light source. LEDs can produce about 80 lumens per watt compared to 50 lm/W with fluorescent and 20 lm/W for incandescent; 3) Even longer average rated life reaching 50,000 hours.

Light Craft Mfg. has many LED products in development and already offers some LED lamp choices with more soon to be released, like our LED-MR16 lamp that can replace halogen lamps in almost any light fixture that currently uses MR16s. Light Craft didn't set out to be the first with LED light fixtures, but to be the best. True to that statement, Light Craft will soon introduce top of the line LED lighting. First to be released will be a low profile LED down light that can be simply swapped out for its halogen down light counterpart and run off of the same power supply/transformer. Also we have our LED-Light Bar system that features top of the line Philips Luxeon solid-state LEDs. This new system is low profile and lightweight measuring less than 3/4" high and only 1" wide. The satin finish aluminum housings will be available in seven different lengths that will be linkable for easy installation. Our longest length will be 45" but is only 18 watts. The photo gives Exhibit Builder readers a sneak peak at our 300 series LED-Light Bars.

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Begin with a trusted brand of high-quality industrial equipment common to most any construction site in North America and worldwide. Add a demanding show schedule with different height, dimension and labor requirements at



The finished booth is an impressive display of silver metal and industrial aesthetic that is well-paired to Gehl's rugged fleet of excavators.

every stop. Now roll in a convoy of the ubiquitous yellow machines and make it all look effortless and appealing. This was the challenge presented by Gehl Company to Creative Works, a premier exhibit design and build firm based in Milwaukee, WI.

"This was a simple decision," said Mark Mittelstadt, president of Creative Works, of their decision to choose QuickTruss for the Gehl application. "In fact, no other system could do it. Period."

In addition to designing a system that could handle multiple booth sizes – ranging from a simple inline to a whopping 60' x 90' island – Gehl's main objective was to have a two-level exhibit ... or not. Based on venue, they

would decide when to use the double deck feature or when to leave it out. Modularity and flexibility was key and, of course, strength and structural integrity was essential. Creative Works' design was developed to allow for a sturdy double deck configuration, a single level configuration with ceiling grid, a serpentine inline configuration, and even a simple series of towers to display plasma screens. Every configuration was born from the same original stock of QuickTruss.

The finished booth is an impressive display of silver metal and industrial aesthetic that is well-paired to Gehl's rugged fleet of excavators, utility loaders and asphalt pavers. And while decorative form, inventory reduction, and modular flexibility were definite factors to the success of the Gehl exhibit, time was of the essence. The only tool required is a hard plastic mallet, and even the most complex of Gehl's configurations are built on the floor and raised to the desired height – absolutely no ladder work. Training the labor crew is quick and easy – usually taking about one

minute onsite. Constructed of high-quality, lightweight aluminum and using solid connectors, pins and clips, QuickTruss is a departure from the usual truss connection methods – making it faster to assemble and stronger than other truss systems. And the light truss weight makes for easy and low-cost transport – without sacrificing loading ability and overall strength.

The Milos team was there through all parts of the Gehl project, providing drawings, engineering, static calculations and customer support. "The customer service we received from Milos during this project – from engineering to post-construction support – was totally outstanding," said Mittelstadt. According to Jeff Broitman, president of Milos, "Our strengths definitely lie in our comprehensive approach to projects like these. Our in-house services include value engineering and our ability to draw upon a vast range of systems from decorative to structural, precisely suiting the system to the application."

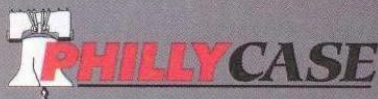
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