

NEWS RELEASE

Encelium Technologies
500 Frank W. Burr Blvd., Floor 1, Suite 29
Teaneck, New Jersey 07666

Media Contact: Evelyn Weiss Francisco / evelyn@caryl.com / (201) 796-7788

INCREASING DEMAND FOR ENERGY EFFICIENCY GENERATES RAPID GROWTH FOR ENCELIUM TECHNOLOGIES

Manufacturer of State-of-the-Art Lighting Control Systems for Commercial Buildings Posts 200% Annual Increase in Last Two Years

TEANECK, N.J., December 30, 2009 – Encelium Technologies (www.encelium.com), a leading international manufacturer and supplier of addressable lighting controls for commercial buildings, reports that the increasing demand for improved energy efficiency is generating healthy sales growth for the company in spite of the current economic downturn. In fact, according to Tony Marano, president and chief executive officer of the Teaneck, NJ-based company, Encelium has grown 200% a year over the last two years.

“It’s a perfect storm right now between economics and energy reduction,” said Marano. “There is a worldwide need to preserve energy, and today’s technologies can do just that. The energy industry is the right place to be,” he added.

Since the company’s founding in 2001, ECS has been installed in more than 20 million square feet of commercial space across North America and Europe. As part of its strategic expansion, Encelium recently appointed New York-based International Lights, Inc. and Winter Park, Fla.-based SESCO Lighting as its exclusive lighting sales agencies in Manhattan and Tennessee, Georgia, Florida and the Caribbean, respectively. The company also recently opened an office in New York City, in close proximity to the design community, in order to enhance client service and increase Encelium’s presence throughout Manhattan.

Encelium manufactures the Energy Control System™ (ECS™), the most advanced lighting control solution on the market. It provides lighting controls for “smart” buildings that are outfitted with automated computer-monitored systems as well as for manually controlled facilities, and is being used in hundreds of new and retrofitted buildings around the world. ECS™ reduces lighting use and energy costs at a faster rate and with quicker return on investment than other measures, which makes it more attractive in today’s depressed economic climate.

“Lighting represents about 35% of an office building’s average energy use,” explained

Marano. “By installing our intelligent system, building owners and managers can reduce their lighting-related costs by 50 to 75%.”

Encelium’s ECS™ is a comprehensive, integrated energy management solution that conserves energy throughout the entire facility through smart measures. This includes daylight harvesting, which adjusts interior light levels according to available daylight; occupancy controls to turn lights on and off automatically; smart time scheduling to adjust light where occupancy sensors are not appropriate; task tuning to set default light levels to suit a particular workspace; personal software-based controls for individual occupants to adjust their workspace lighting by need or preference; and variable load shedding, which limits power demand peaks to reduce overall utility costs.

In addition to installing its system, Encelium creates more energy-efficient lighting by replacing old-style static ballasts with low voltage and dimmable units. The company also works with its clients following installation of its system to adjust control levels to reflect working habits and the realities of operation. “This is a very important part of our philosophy, effectiveness and commitment to results for our clients,” said Marano.

Short Payback on Investment Fuels Growth

Marano pointed out that while buildings may have other automated systems installed such as HVAC to control heating and air, lighting has often been overlooked as a means of lowering energy costs. Another benefit of reducing a building’s lighting use is that this measure also contributes positively toward a sustainable “greener” future, something that companies are eager to do because of heightened concern over global warming and carbon footprints.

Unlike other environmental measures such as geothermal and solar, the ECS™ solution offers building owners and managers a relatively short payback period on the investment — an average of about three years. This is much shorter than other means of energy reduction, and Marano cites this as a big reason why Encelium’s system makes good financial sense in today’s economic climate. The system also contributes valuable points toward LEED certification, an important designation for buildings that meet certain criteria for improved sustainability and environmental quality.

Government mandates for building owners to improve their facilities’ energy efficiency are also fueling Encelium’s growth, as facility managers and decision-makers seek cost-efficient ways to meet those mandates.

Marano said the current application of ECS™ is just the beginning: “Encelium has the capability to do much more to interface with other building automation systems. The future looks very promising.”

###

[About Encelium Technologies](#)