

## CLEAN TECH CENTER NEWS

### ProTerraLED International launches its U.S. headquarters at The Tech Garden



Toronto-based **ProTerraLED**, an emerging leader in industrial and commercial LED lighting, recently established its U.S. headquarters in Central Upstate New York, with plans for a technical R&D center, sales and marketing, procurement, light manufacturing and assembly, testing and logistics. The company is utilizing The Tech Garden as a "launch pad" to accelerate its rapid scale-up growth.

Company CEO John Johnston started research and development on next generation LED lighting in 2006 after recognizing that LEDs would lead to the inevitable transformation of the lighting industry. The company's technology partners include Samsung, Philips, Cree LED Lighting Solutions and Toyota Tsusho Electronics, and its current customer base includes the Canadian Department of National Defense and the Canadian Ministry of Environment, Saskatchewan Power, Toyota Motor Company, Ford Motor Company, Magna Automotive, Tim Horton's, the US Navy and the New Jersey Department of Transportation, among others.

The company's products incorporate next generation LED devices, utilizing semiconductors designed for high-output lighting applications. The company's approach includes local contract manufacturing which builds regional supply chains, and allows the company to focus on direct sales and a brand presence around quality and reliability. ProTerraLED is actively seeking to develop relationships with regional suppliers who can become part of the company's value chain:

- SMT (Surface Mount) circuit board manufacturers to make ProTerraLED drivers and light arrays
- Aluminum extruders to make bay light shrouds and office channels
- Plastic extruders to make office lenses
- Light fixture manufacturers or experienced metal fabricators to make fixtures for LED retrofit kits
- Packaging companies to assist with packaging and distribution

The company will be working with CenterState CEO to identify retail, light manufacturing and assembly space in the Central Upstate region as part of a scaled expansion plan. Partners in the project also include the Syracuse Center of Excellence (SyracuseCoE) who will be providing technical assistance through R&D partnerships and MACNY who is providing technical assistance in developing the regional manufacturing supply chain.

From this U.S. headquarters, the company will be expanding into satellite operations on the west coast and eventually internationally.

The North American industrial, commercial, and outdoor lighting sector totals over \$500 billion in fixture potential and the entire market is expected to convert to non-mercury LED products over the next ten years.

**ProTerraLED's current product line includes:**

- Industrial/commercial high bay lighting
- Retrofit office and classroom lighting
- Flat panel office and classroom lighting
- Parking and roadway lighting
- Smart lighting controls

**New products under development include:**

- Security lighting
- Highway signage lighting
- Next generation lighting controls