

Why Pros Trust Unique Lighting Systems Products & Support

UNIQUE
LIGHTING SYSTEMS®

30TH

ANNIVERSARY

PROVIDING HIGH-QUALITY, INNOVATIVE LIGHTING SOLUTIONS FOR 30 YEARS AND COUNTING

It all started as a classic tale of innovation out of necessity. An electrical professional needed to mitigate voltage drop at a property and was frustrated with the current offerings on the market. An idea turned into a solution, and, over the next three decades, evolved into the trusted, reliable outdoor lighting industry leader that Unique Lighting Systems is today.

Unique Lighting Systems, which is part of The Toro Company, provides high-quality, innovative lighting solutions for outdoor projects of all sizes. By taking the approach of designing a full system, contractors know when they choose Unique Lighting Systems, they'll not only be getting premium products, but they'll also have access to practical support, training and education resources.

"We're not selling a light, we're selling a full system," said Rick Zinn, Unique Lighting System district sales manager. "At the end of day, Unique Lighting Systems is an entire electrical system created to provide a comprehensive solution that prioritizes safety and also considers what electricians need to do their jobs. That's where we differ."

DISRUPTING THE LIGHTING INDUSTRY THROUGH INNOVATION

Unique Lighting Systems' founder was working on a high-rise property and continuously having problems with reduced light. There wasn't enough energy getting to the lamps due to the transformer limitations. Since he wasn't satisfied with anything that was available at the time, he developed a multi-tap transformer to manage the voltage drop and finally solve the problem.

"The multi-tap transformer changed the industry," Zinn said. "Everyone puts one out now."

That industry-changing transformer started Unique Lighting Systems, which continues to look at lighting solutions from a system approach. After developing the multi-tap transformer, Unique Lighting Systems created the HUB system, Unique Lighting Systems' patented wiring

system that reduces the number of connections by up to 80% compared to standard wiring methods. Like the transformer, HUB has been a game-changer in the low-voltage lighting industry, offering better lighting solutions for both installers and homeowners.

A COMMITMENT TO CONTINUOUS IMPROVEMENT AND QUALITY PRODUCTS

For the last 30 years, Unique Lighting Systems has constantly pushed the envelope to help the industry evolve. From groundbreaking new items and technology, to small tweaks that make big impacts in the next generations of products, a mindset of continuous improvement keeps the focus on moving forward.

"Contractors know when they use our products that they are putting in systems for life," said Zinn. "At Unique Lighting Systems, we're focused on quality. We keep innovating, growing and adding new products that are necessary in a competitive market. Our customers trust us and know we're not out to make a quick sale; we're in it to help them do the best jobs they can and deliver work they – and their clients – will be proud of."





The company's culture and drive have led to innovative offerings including:

- HUB in-line fuse protected wiring system, which catches an amp load issue before it gets to the transformer, helping create a safe space and make isolating and solving the problem easier and more efficient. The SMRTscape™ app, which provides a convenient way to automate low voltage lighting and other landscape features
- Brass fixtures, which were among the first of their kind, that hold up better in the elements than aluminum
- Multi-purpose lamp technology that has capabilities to reduce wattage consumption while increasing the light output and manage correlated color temperature (CCT) to create perfect lighting portraits
- And more

Innovation has not come at the expense of quality, either. In fact, Unique Lighting Systems offers limited warranties on products, ranging anywhere from five years to a lifetime.

"As part of The Toro Company, when we give you a warranty, it means something," said Jhy Musselman, Unique Lighting Systems district sales manager. "We're proud to stand by our products and know they were built to last."

THE UNIQUE LIGHTING SYSTEMS DIFFERENCE: TRAINING, EDUCATION AND SERVICE

"When contractors choose Unique Lighting Systems, we give them the tools they need to bring their clients' visions to life," said Dustin Stark, Unique Lighting Systems district sales manager. "We provide education, design services, show them how to troubleshoot and isolate problems in just minutes, and equip them to demonstrate to clients that this is a better system and will maximize their investment."

"We're all about training, training, training," said Jason Shanabarger, Unique Lighting Systems district sales manager. "We continue to push education for contractors, distributors and landscape architects to help create a cohesive team of pros who are on the same page and know the service and quality they'll get from us and our products."

As Unique Lighting Systems looks ahead to the next decades, it's with a continued commitment to innovation and quality. Recent launches of new products such as *Flex Gold* LED lamps, which produce a smooth, even light, with no glare or color disruption, and the dual-rated transformers, which have UL ratings for both pool/spa and landscape, showcase how the company is staying true to its roots and driving the industry forward. With premium craftsmanship, technical excellence, and a deep commitment to lighting professionals, Unique Lighting Systems remains a company pros can rely on and trust for years to come.

To learn more about Unique Lighting Systems products, service and educational offerings, [visit visit uniquelighting.com](http://visit.uniquelighting.com).

