

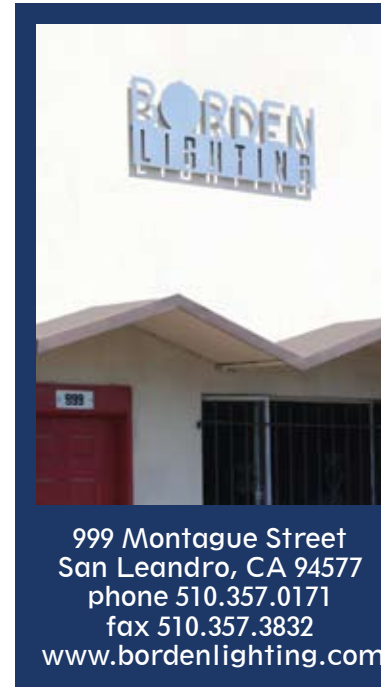


HAUSLIGHTS

**BORDEN
LIGHTING**

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WHO WE ARE

Introducing Borden Lighting: a company created to serve the design community with lighting fixtures that address the three most important issues in lighting today: fine DESIGN, true SUSTAINABILITY and superior VALUE. To learn more see inside of the cover.

Based in the San Francisco Bay area, Borden Lighting is a new company with a long history. The company's founder and CEO, architect Randy Borden, is well known in the lighting community from his more than 20 years as president of Shaper Lighting. The new company itself is built upon the foundation of Nova Industries, maker of decorative and custom lighting, as well as Honeylite™ glare control products, for nearly half a century.

ARCHITECTURAL MADE-TO-ORDER LIGHTING

Borden Lighting's architecturally based designs are manufactured on a made-to-order basis, allowing specifiers to choose from a range of finish, lamping and option choices. The majority of our components are manufactured by our California craftspeople from raw materials in our own plant. By painting, hand-finishing and vacuum forming, in addition to a variety of other manufacturing processes, in our plant, we control quality and leadtime to a greater degree.

We are also committed to environmental stewardship as a manufacturer and have become a Certified Green Bay Area Business.

MODIFIED STANDARD PRODUCTS (MODS)

Our custom heritage, combined with the made-to-order process, provides the foundation to modify our standard products to create unique lighting fixtures at a cost far below custom designs. We provide a depth of experience in materials, fabrication and finishing combined with a level of architectural sensitivity and understanding that few companies can offer.

Modifications can be as simple as adding a logo or decorative detail, or a special finish, or even creating smaller or larger versions of fixtures. We provide the lighting professional with a uniquely qualified source capable of creating practical solutions to design challenges.



Made In California

Fabrication and assembly at our own California facility produces significant quality, sustainability and economic benefits. Our craftspeople work exclusively on Borden products, so there's pride of workmanship that can't be duplicated by overseas contract suppliers. Local manufacturing also means less transportation, lowering embedded energy for improved sustainability. And finally, local manufacturing means local jobs.

Design
Sustainability
Value

What's a Hauslight?

Architects and Designers are frequently frustrated when they try to reconcile budget, design and quality when it comes to decorative lighting. Often this means giving up what the design team has specified in return for "value engineered" lighting selected by the electrical contractor.

The Hauslights family of fixtures has been created in response to this problem whether your project is multi-family housing, commercial or institutional. Hauslights offer clean, simple design, quality materials and workmanship, sustainability attributes and surprising affordability. In short, these fixtures strive to offer more for less.

Design

Hauslights are based on classic design fundamentals, not passing trends, resulting in lighting fixtures that complement a variety of architectural styles instead of competing with them.

For us, design is intrinsically linked to sustainability and value. And when design, sustainability and value come together in a unified approach, selecting a sustainable product requires no value compromise on the part of the specifier or end user.

Sustainability

At Borden Lighting, sustainability is more than a marketing hook or a buzzword; it's our commitment and our passion.

While some manufacturers' sustainability claims are based on energy efficiency, recyclability, or some other single criterion, Borden Lighting products are designed from the ground-up based on five key environmental criteria:

- Energy Efficient Compact Fluorescent Lamps
- High Recycled Materials Content
- Low Imbedded Energy Content
- Product Recyclability
- Manufacturing Processes with the least Impact to Air & Water

We're dedicated to making all Borden Lighting products meet these criteria. And while each product will meet these goals to different degrees, we'll be constantly looking for ways to incorporate more environmentally effective materials, components and processes as the "Green Revolution" accelerates and more environmentally sound options become available.

Value

Because we're committed to the idea that value and quality are inextricably connected, Borden Lighting products deliver both, at every level, from the very outset.

Take design, where our philosophy of refined simplicity means fewer parts. Fewer parts, in turn, mean less labor, and less labor means lower costs. The result: high quality products at reasonable prices that will provide years of attractive, efficient and trouble-free service.



HAUSLIGHTS

Clean, simple design, quality materials and workmanship, sustainability attributes... and surprising affordability.