



announcing the Albeo™ ABR1 Heavy Industrial High Bay from GE.

The Albeo™ ABR1-Series is an IP66 rated fixture for demanding industrial environments with high ambient temperatures and wet applications. Utilizing a sealed form factor, the ABR1-Series offers customers a rugged design with exceptional performance and high reliability.

what is our goal?

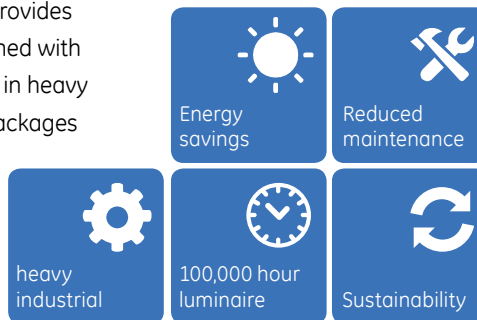
Give customers the best choice of rugged LED technology for their demanding industrial applications.

who will we target?

The Albeo™ ABR1 is designed for heavy industrial applications with high ambient temperatures and wet environments.

why would they be interested?

The Albeo™ ABR1 is dust tight and provides protection against water jets combined with higher ambient temperature for use in heavy industrial applications. Key lumen packages and optics optimize light output for most heavy industrial applications. The ABR1 is also UL Wet Locations rated and IP66 for outdoor use.



HOW WILL WE GET THERE?

VISIT GELIGHTING.COM TO SCHEDULE A FREE LIGHTING ASSESSMENT AND DOWNLOAD AVAILABLE PRODUCT LITERATURE. WE'LL CREATE A CUSTOMIZED PLAN WITH ENERGY-EFFICIENT LED SOLUTIONS, ADVANCED CONTROLS AND AN ESTIMATED PAYBACK PERIOD.

1

REVIEW AVAILABLE SOLUTIONS

YOU CAN CHOOSE FROM A BROAD PORTFOLIO OF INDUSTRIAL SOLUTIONS IN GE'S SIMPLE SALES APP, INCLUDING THE LATEST ALBEO™ LED LIGHTING TECHNOLOGIES.

2

TAKE ADVANTAGE OF INTEGRATED SERVICES

TAKE ADVANTAGE OF COORDINATION SERVICES WITH A NETWORK OF INSTALLERS FOR YOUR EXISTING INFRASTRUCTURE OR NEW CONSTRUCTION PROJECTS.

3

OPTIMIZE YOUR ROI

YOU SEE ATTRACTIVE FINANCIAL BENEFITS WITH A PLAN BUILT TO DELIVER. WE ASSIST WITH UTILITY REBATE CAPTURE AND PROPOSE FINANCING OPTIONS FROM GE CAPITAL. REDUCE ENERGY UP TO 79%.



project assets



Brochure - VERT036



Data Sheet - ALB017



Install Guide - ALB019



Infographic - 18934



Simple Sales App



Product Page



IES Files



Brand Builder

selling suggestions

- Use the GE Total Advantage™ as a point of differentiation and competitive advantage
- Demonstrate your trusted adviser role
 - Utilize GE's Simple Sales app or the lighting applications team for a lighting layout
 - If eligible for a rebate, offer assistance working with the local utility program.
- Communicate the product benefits:
 - Energy Savings
 - Maintenance savings
 - Daylight and motion sensor options
 - 100,000 hour lifetime
 - Wireless control options
 - Lensing options for optimized distribution
- Utilize product collateral, brochures, product web page, and Mimeo



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