

**Elemental LED** is led by **founder and CEO Randy Holleschau**, an entrepreneur extraordinaire, who has founded several multi-million-dollar companies over the span of his career. He has a strong history of creating and executing successful business models that have ensured long-term revenue growth, profit, and sustainability. As an authentic visionary and strategist, he has consistently inspired and coached executive management teams to deliver record results and achieve personal and professional success.

Holleschau is also an entertainer and storyteller, which produced several Hollywood films, working with major A-List talent. He was awarded Canada's highest film honor, the Gemini Award, for his 2005 movie *Hunt for Justice*.



**Elemental LED seems to be highly focused on technology and innovation. Can you expand on how they are applied within the company's business model?**

Absolutely. We aren't just a lighting company, we are an innovative engineering and technology company that happens to produce incredible LED lighting products. We are the leading patent holder for linear lighting in our space with product designs that solve industry challenges and offer unique and exclusive lighting products. It is our mission to create technology that advances the lighting industry and make it available to everyone. The Elemental LED team works hard every day to "make it easy" for our customers, whether that comes in the form of understanding lighting options, easier installation methods or just doing business with us.

The Company consistently wins multiple awards every year – project design, product innovation, and marketing awards. We are extremely proud of these recognitions and our team's creative and design capabilities that has produced our strong IP portfolio. This speaks to the experience and dedication of the engineering and manufacturing teams and our overall mission to deliver significant technology, combined with best-in-class services and a customer experience that we believe is superior in the marketplace.

**Why did you create the new Lucetta Lighting specification division of your company?**

Lucetta Lighting was created to satisfy a demand for exclusive gold standard lighting solutions specifically for specifiers, architects and lighting designers. The business model was devised after years of market research targeted at what architects, specifiers, and lighting designers find value in for large scale architectural and commercial projects. The answer – deliver technology combined with best-in-class services to provide a customer experience like none other.

Lucetta Lighting's product portfolio centers on the revolutionary CELESTE™ Linear Lighting. This was designed specifically for those who demand the highest light quality on the market while being effortless to specify. Seamless light, engineered and designed with a gold-plated solder contacts, single step SDCM LEDs for unparalleled color rendering resulting in optimal performance in any lighting application. Our innovative and patented technology was designed for architects and specifiers who command the quality of light, quality of product, and a quality experience that they can put their reputation on.

**How has lighting evolved since you founded the company?**

I founded Elemental LED in 2008 when all manufacturers were

trying to understand what it meant to be in the new world of "LED" lighting. There were many fixture type lighting companies that began to offer just a few linear LED products to be in the game, and many opportunists that imported products directly from China with very little specification requirements or quality controls. What was ordered from China oftentimes was not what was received. Customers required clarification from the barrage of inconsistent marketing messages on websites. The industry needed someone to take it further, to provide an understanding of how low-voltage linear lighting was configured and installed accurately and to code. The industry also needed a deeper understanding of drivers, certifications and the many lighting options that worked with the right controls. After seeing these issues, I knew that our niche needed to be in "configured" LED lighting solutions. Our configured solutions make it easy for people to translate their creative lighting desires into installations that result in dynamically lit environments with a huge wow factor.

**Where do you see the future of the LED lighting in the next 10 years?**

Lighting is becoming more of a primary consideration and driver in new building projects. In the past, the design of a space mainly focused on materials, architectural elements, and interior design while lighting was left up to the construction purchasers and trades. There has been an exponential shift in industry knowledge and we're seeing now that designers are educated in the quality of light and how the rendering of light in these spaces truly brings together a beautiful environment. It's now a priority that high-quality, solid-state lighting is specified in new builds because it has such a "wow" factor in delivering vision and creativity in building design.

I see major trends in reducing the size of the lighting fixtures to slimmer, low profile form factors that disappear into the architectural design. This gives designers new and innovative options to use soft indirect lighting for accents, features, and even general illumination. It really is redefining the design aspects of the space where previously point source fixtures were the only option. Light quality and rendering technology have also drastically improved. This has allowed us to move past metrics of CRI and R9 to better indicators of true light rendering like fidelity and saturation which shows how materials like wood, fabric, paint, and stone will really look under the light source.

There is a focus on Human Centric Lighting because it can have a huge impact on the physical and emotional experience of the people living and working in the environment. Some of the most exciting R&D we're heavily investing in is the cutting-edge

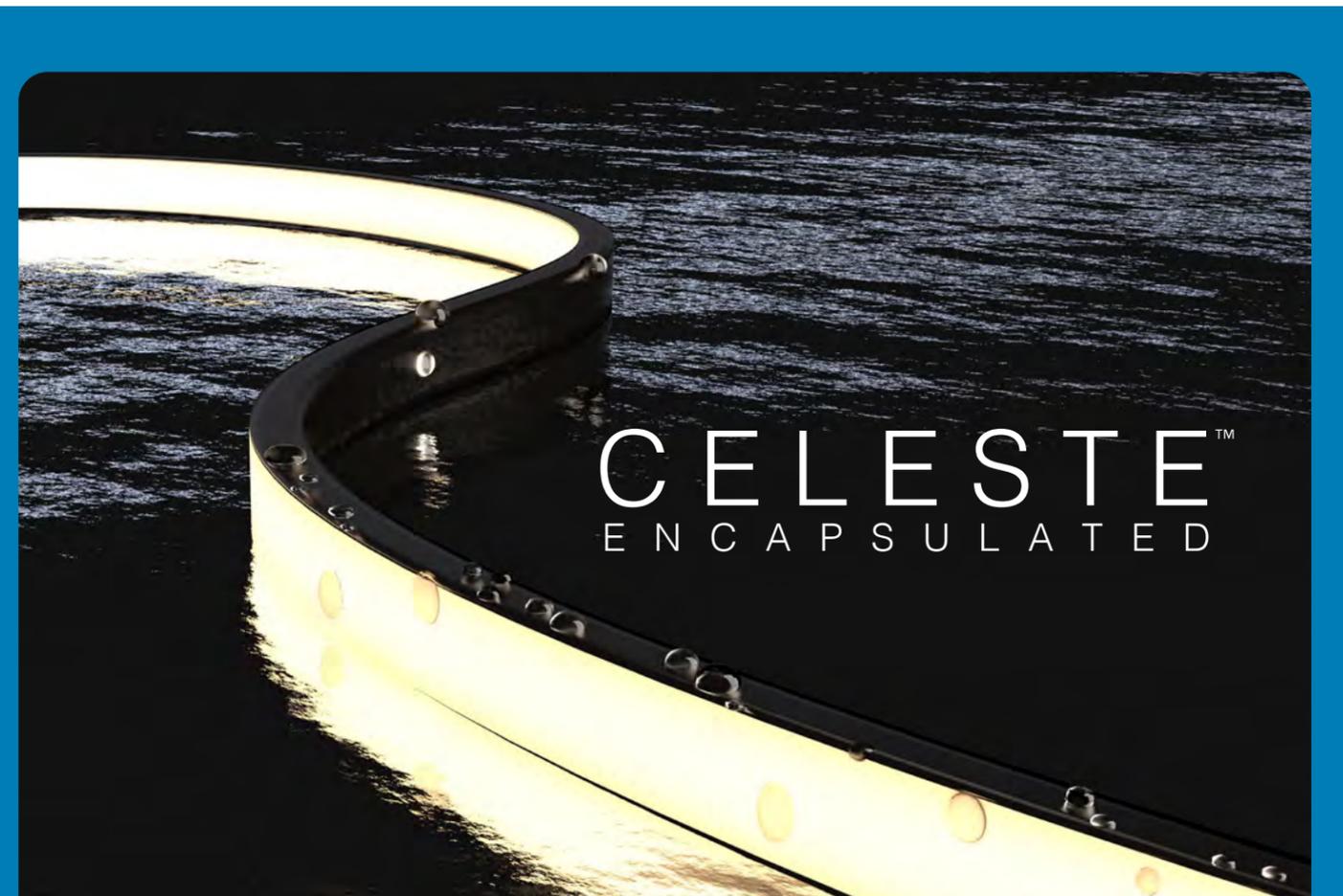
technology of using lighting and advanced controls that utilize circadian rhythm techniques and LEDs that emit a light spectrum closer to that of natural sources like the sun. Humans are affected not only by the luminescence and color temperature of the light, but also by the raw spectrum and wavelengths that the LEDs emit. By combining timing, intensity, and spectrums that amplify or reduce the blue and red wavelengths, we're able to achieve an environment that can be customized to the person's desires and moods. When we manipulate these different variables, an experience can replicate true circadian rhythm to aid in sleeping and waking up but also can be tuned to promote productivity at any time when the user requires it.

Lighting can create an incredible impact on the spaces we live and work, and people are now looking for more than just an on/off lighting experience.

**What do you like most about running a low-voltage linear lighting company?**

I am the type of person that is both creative and loves to build things. As a result, running an organization like Elemental LED ties into all my loves – building companies, being on the forefront of an exciting industry and offering creative lighting options so our customers can fulfill their lighting design passions. Elemental LED has a dynamic team that creates technology that does not currently exist in the lighting world today. This energizes me and I'm proud to be a part of it. At the heart of it, I work with a passionate and talented team of people every day that love lighting. Frankly, I've founded quite a few companies and this one is my favorite by far!

Learn more at [www.ElementalLED.com](http://www.ElementalLED.com) and [www.LucettaLighting.com](http://www.LucettaLighting.com)



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**PRECISION AND DURABILITY IN LINEAR LIGHT**

Made in the USA with rapid lead times, CELESTE™ Encapsulated LED linear lighting offers full customization, maximum light quality, and UL 676 certification for submersion in pools, saunas, and other challenging environments.



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