

# *light* & SHADE

magazine  
winter 2021 / v4

# BUSINESS MADE EASIER

 legrand



 legrand®



**COMMERCIAL SHADING SOLUTIONS**

# SEIZE THE DAYLIGHT

Daylight is the best kind of light — and daylighting control from Legrand lets you bask in the best of what each day brings. Introducing Commercial Shading, the perfect complement to Legrand's high performance dimming and customizable lighting controls. Don't chase the sun, let Legrand's Shading Solutions optimize your daylight blend — on into the sunset. [legrand.us/shades](http://legrand.us/shades)

# SEIZE THE DAYLIGHT

“Simplicity is the ultimate sophistication.” – Leonardo da Vinci



LEARN MORE:  
[www.legrand.us/shading](http://www.legrand.us/shading)  
[shading.cs@legrand.us](mailto:shading.cs@legrand.us)

Often times new leaders determine what is right for their businesses based solely on the bottom line. But as they project out into the future they learn the cost, both financial and relationship-wise, wishing they'd done more to take care of their customers.

Given the complex canvas that was 2020, fostering relationships have proven not just good business, but more of necessity. In these times, I am thankful for Legrand's commitment to the ideal of "the ease of doing business".

In this issue we chose to focus on a new customer that has been around a long time – Kay & Sons. Coming up on their one-hundredth year in business, they only began installing Legrand's commercial shades this past year. Companies of that longevity do not make hasty decisions because their customers have learned to rely on them.

With that in mind that as we move into 2021, (and back into our offices!), eager to build more relationships, we continue to be cognizant of how we got here, and thankful for it.

Speaking of 2021, get ready for new shading innovations from us! We're bridging the gap between shading systems and lighting controls with new DLM-based shade motors and controls, integrated in a single, easy to use system.

On behalf of Legrand, we hope we *make your business easier* and that you enjoy our Winter edition of Light&Shade.

Amy Hahne  
VP & General Manager, Shading Systems

[Amy.Hahne@legrand.us](mailto:Amy.Hahne@legrand.us)

LIGHT&SHADE MAGAZINE  
is a publication of Legrand, Inc.  
and produced by AD&M © 2021

Art Directors: Adam Lenio, Howard Solomon  
Principal Design: Adam Lenio  
Words: Howard Solomon, Craig Rowe

AD&M is a creative content boutique delivering  
Art, Design, & Media for print, digital and video  
in a variety of tech-related industries.

Adam Lenio, Founder and Creative Director  
Howard Solomon, Writer and Art Director  
Craig Rowe, Writer



## 06 | PRODUCT INNOVATION

Most frequently, innovation is born out of an untapped customer need, and there's no better example of product innovation than the Teleshade.

Winter 2021  
Volume 4

## 08 | BUSINESS MADE EASIER

Founded in 1922, Kay & Sons LLC of Norristown, PA knows a few things about choosing good business partners—which is why they choose Legrand.

## 10 | A HAPPY FIRST

Pennsylvania's First Commonwealth Federal Credit Union wants the best for its employees, starting with the benefits of daylighting in its new headquarters.

## 14 | EVERYTHING WENT SWIMMINGLY

For the Willow Grove YMCA a climate-sensitive shading system was an essential for their popular (and wet!) interior swimming pool area.

## 17 | RETROFIT AND READY

For Kay & Sons, doing business with Legrand was put to the test during COVID-19 and the office building known as 401 Plymouth Meeting.

## 20 | FOCUS ON FABRIC

Our spotlight this quarter is on Mermet's GreenScreen Revive fabrics, which are created with minimal environmental impact.

## 22 | LEGRAND SPOTLIGHT

Designed, delivered and serviced by Legrand, Wattstopper Digital Lighting Management is an intelligent, distributed lighting control system.

## 26 | PARTING SHOT





# PRODUCT INNOVATION

## Problem Solving Innovation: The Teleshade

by Charlie Derk, Director of Product Marketing, Shading Systems

---

At Legrand, we have a long history of product innovation. We transform spaces where we live and work by creating exceptional experiences through the products we design and manufacture. In past issues of Light&Shade, we've talked about various forms of product innovation we see here at Legrand. Most frequently, innovation is born out of an untapped customer need. We listen to our customers to better understand their daily challenges so we can help solve them. For Legrand Shading Systems, there's no better example of product innovation than the Teleshade.

Legrand Shading Systems started out a single proprietor shade dealer in Toronto, Canada. Founder Anise Odeh knew there was a market for commercial shading as buildings began popping up all over Toronto. But soon, there were many manufacturers competing in the market. Odeh came to realize that the manufacturers that he was dealing with just made products. They didn't use them. They didn't understand how difficult they were to install. More importantly, they didn't understand the challenges that their customers dealt with on a day-to-day basis. This realization that there was an untapped customer need was key to innovating a better-designed product.

**“Installation time using our Teleshade product has gone down 66% compared to our competitors' system”**



To provide a superior product and solve for the challenges customers were facing, Odeh started tinkering with the brackets that manufacturers were providing, trying to come up with ways to make the installation easier. By doing so, customers could save time on installation and complete projects more efficiently.

Over time, this tinkering led to the introduction of a new product: the Teleshade. The Teleshade featured a two-part cassette system comprised of the brackets, the shade cassette, and two screws for each bracket, making it easier and faster to install thus saving time and money. The result? Installation time using our Teleshade product has gone down 66% compared to using a competitors' system, solving the challenge of difficult to install shade brackets for our customers.

At Legrand, we've been improving on that original Teleshade design ever since. A flagship product for Legrand Shading Systems, we're delighted to hear stories of fast and easy installations from our customers. It serves as inspiration for new product innovation – and we don't plan to stop innovating anytime soon. ☑



# BUSINESS MADE EASIER



For an inside look at the many advantages of doing business with Legrand commercial shading, Light&Shade magazine went to the Philadelphia suburb of Norristown, PA where Kay & Sons, LLC has been dealing with solar shading technology in one shape or another since the company was founded back in 1922. The business in those days focused on servicing window draperies and storefronts in downtown Philadelphia. Sixty years later, the company began making a name for itself as a commercial roller-shade installation dealership, with operations eventually expanding across the region, from Philadelphia to New York City. It's a safe bet that a company with that kind of longevity and success knows a thing or two about doing business. So it's no surprise that Kay & Sons has found an ideal business partner in Legrand to help them deliver on what they call their competitive advantage: providing state-of-the-art solar shading technology while eliminating risk for the client.

# A HAPPY FIRST

Effective daylighting at the First Commonwealth Federal Credit Union is an advantage for occupants and installers alike



**For Brian Caldwell, VP and General Manager at Kay & Sons, LLC, hanging shades is just one part of the business.**

“We offer an experience that includes giving our customers the guidance they need to bring the most value to their project.” That means identifying issues before they can become problems and helping contractors be successful in what they're doing. It also means staying at the forefront of what are the most advanced products readily available on the market and knowing how those products can deliver money and energy savings—from installation to implementation.

**One example of Kay & Sons' expert guidance is the First Commonwealth Federal Credit Union (FCFCU) Headquarters in Lehigh Valley, Pennsylvania.**

FCFCU prides itself on the care it shows for the growth and financial well-being of its members. That same care and attention applies just as much to its employees, which is why when the organization moved into its new 55,000 square-foot office space, the potential health and comfort benefits of quality solar shading was an integral part of the new work environment. To make the most of that potential, FCFCU contracted Kay & Sons to install Legrand shading on each of the company's three floors.

#CUHAPPY



The planning for FCFCU's new board room was overseen by a steering committee comprised of directors and managers from across the organization, with the aim of creating a private, secure space that was also comfortable and technologically efficient. Motorized Legrand commercial shading was the go-to choice.





The design of FCFCU's headquarters included built-in ceiling pockets, making the installation of Legrand shades a simple and efficient process that was able to move forward even as construction was underway. ☞



# EVERYTHING WENT SWIMMINGLY

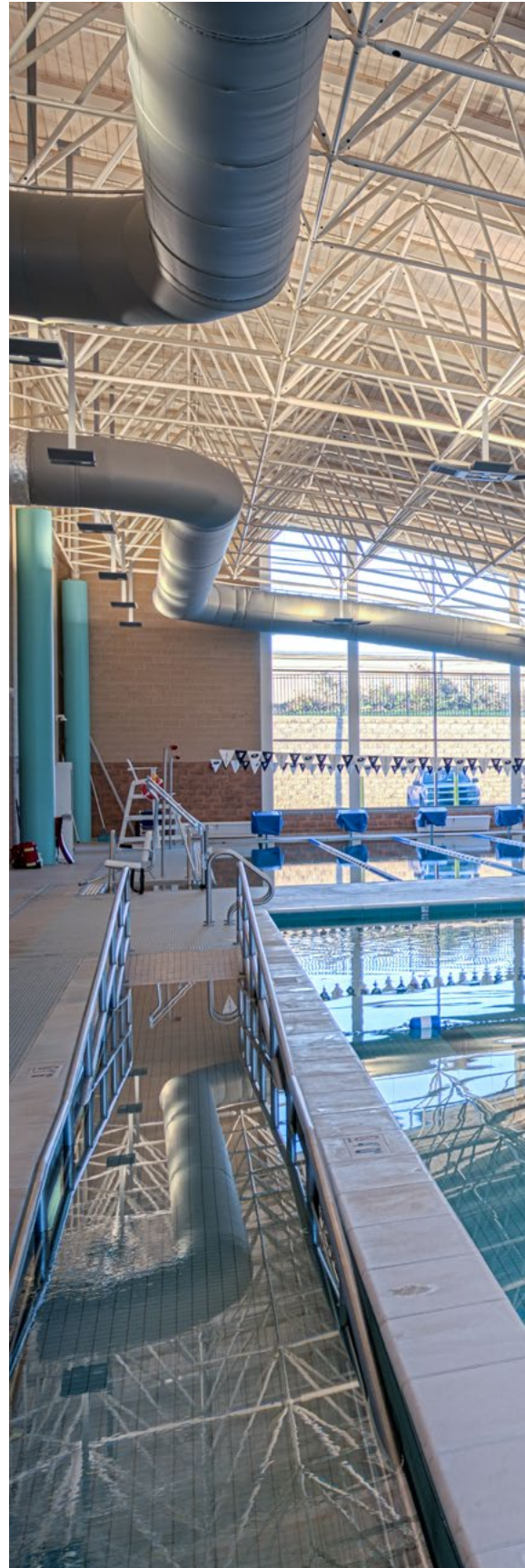
It's Fun to Shade at the YMCA



**There's a number of reasons why Kay & Sons partners with Legrand commercial shading,** but VP and General Manager Brian Caldwell has some specifics. "Legrand bolsters our company's reputation. Their ability to fulfill orders and the ease of working with them helps us stay in front as a competitor in the marketplace."

In the summer of 2019, Kay & Sons was contracted to install shading for a 13,800 square footage pool area of the Willow Grove YMCA in the nearby town of Hatboro. Though the job came specified for the shade product of another manufacturer, Kay & Sons went with Legrand. With faster delivery and service, the overall cost effectiveness of Legrand proved advantageous for the project.

Housing four Olympic-sized pools, the indoor swimming area at the Willow Grove YMCA needed a reliable shading system that could accommodate the constant moisture and humidity of its interior. With anti-rust, zinc-plated brackets and durable, water-resistant fabric, Legrand commercial shading was the perfect fit for this unique project.







**But wait, there's more:** The folks at Willow Grove YMCA liked their Legrand shades so much that they are bringing back Kay & Sons to install new Legrand shading for the enormous, south-facing windows of their gymnastic room. ☐





# RETROFIT AND READY

Working during COVID  
in Plymouth Meeting

**For Kay and Sons, the big advantage of partnering with Legrand is simply the ease of doing business.** VP and General Manager Brian Caldwell puts it this way: "No one needs any more complication in their lives, right? We look for people who can deliver on time, make quality products, and are available to help when we have questions and basically do the things they say they're going to do. We believe Legrand does those things, which is why we continue to do more and more business with them. And I can only expect this will grow over time as their platform continues to grow."



On every floor, the sleek uniformity of Legrand Commercial shades inside 401 Plymouth Meeting office space enhance the building's exterior facade, adding lines to compliment the architectural detail.

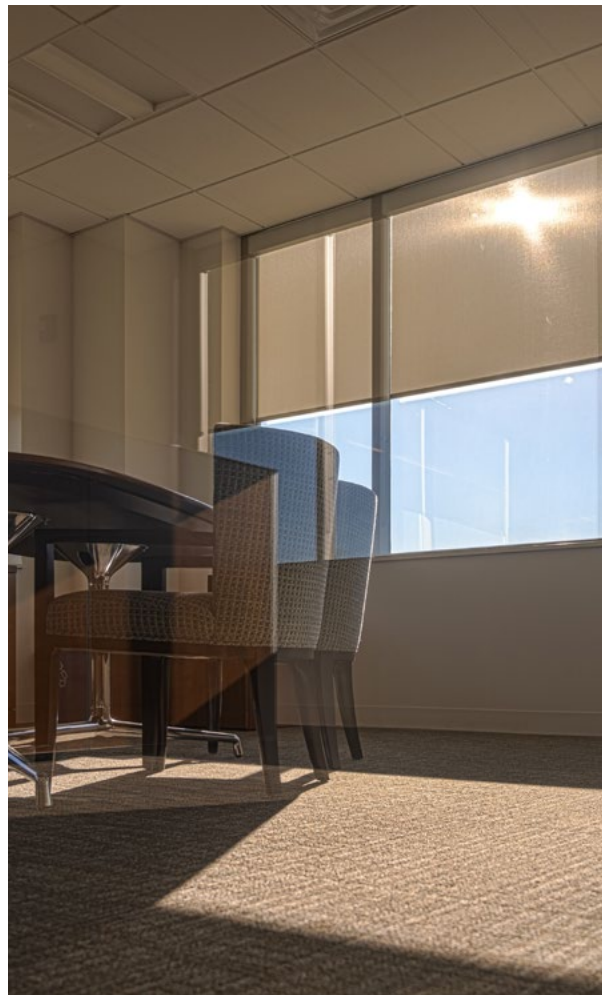
**The business relationship between Kay & Sons and Legrand** was perhaps never better tested than during a recent full-building retrofit at 401 Plymouth Road in Plymouth Meeting, Pennsylvania. Not because of the location or the building structure, but because of the timing of the job itself which was primarily installed during the COVID-19 pandemic.

Even during the pandemic, when other manufacturers in the Kay & Sons network were shutting down, Legrand released and delivered the order on time for 401 Plymouth, enabling the company to actually stay ahead of schedule on the installation.





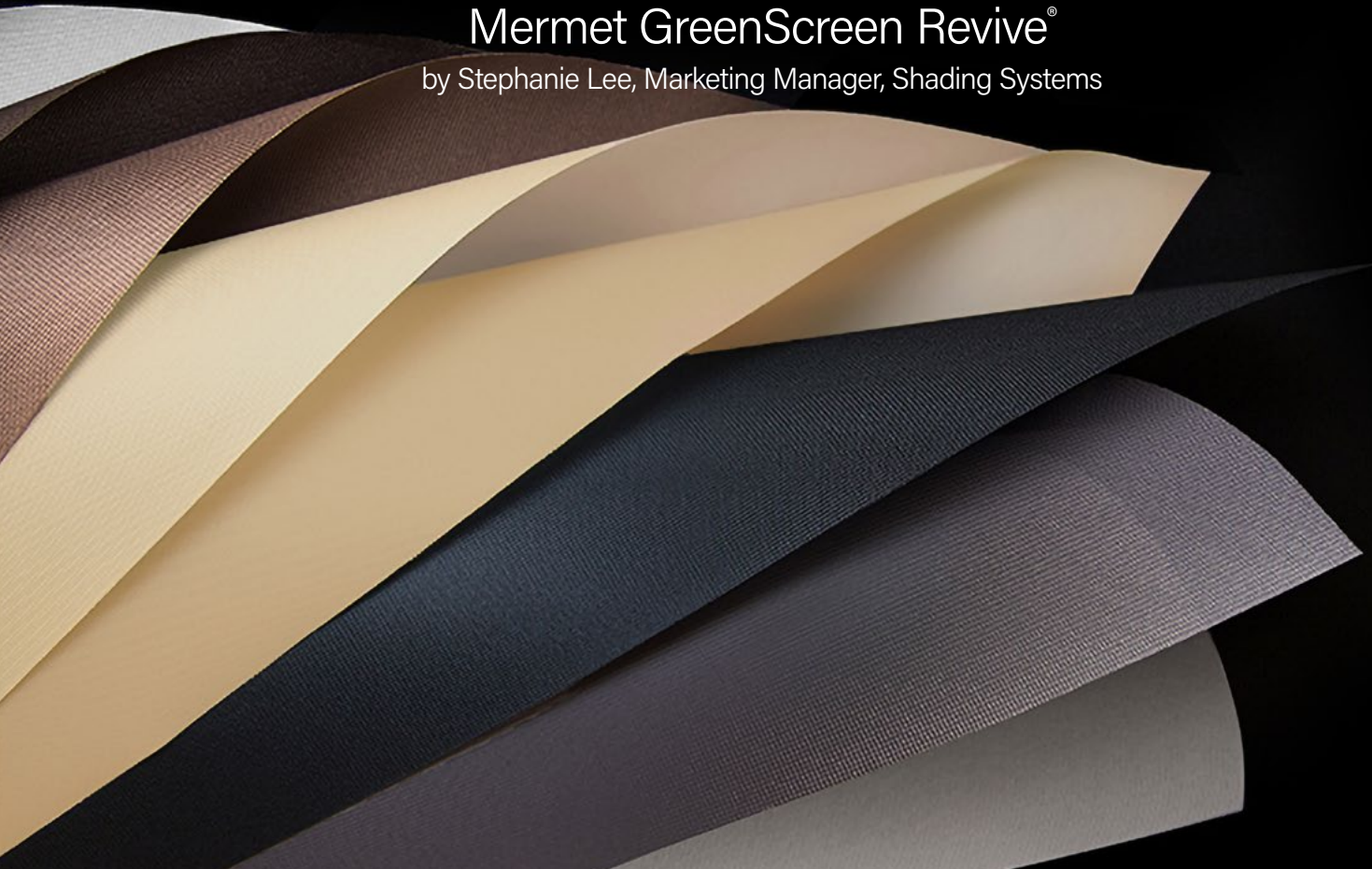
**Making the most of quality solar shading technology while also saving on overall project costs,** Kay & Sons outfitted 401 Plymouth Meeting with 844 Legrand's Teleshades, each featuring a unique two-part cassette system designed to reduce installation time and minimize repair follow-up. ☐



# FOCUS ON FABRIC

## Mermet GreenScreen Revive®

by Stephanie Lee, Marketing Manager, Shading Systems



### **We know there are several factors to consider when selecting your shade fabric.**

One of importance in today's commercial buildings is sustainable production. Our spotlight this quarter is on Mermet's GreenScreen Revive® fabrics, which are created with minimal environmental impact.

### **Beautiful fabrics, Responsible materials**

Mermet's GreenScreen family of recyclable fabrics are the industry's most technically advanced performance screens for sustainable interiors. Manufactured from post-industrial plastic waste and

post-consumer recycled water bottles, GreenScreen Revive® fabrics have a unique sustainability story.

The flagship product of Mermet's recyclable fabric offerings, GreenScreen Revive® warp-knitted fabrics are made of 100% PVC-free polyester and contain up to 89% Repreve fibers. The recycled content within the fibers used to make GreenScreen Revive® is derived from post-industrial plastic waste and post-consumer repurposed water bottles. In fact, each yard of GreenScreen Revive® fabric contains up to 11 post-consumer water bottles.



**“Each yard of GreenScreen Revive® fabric contains up to 11 post-consumer water bottles.”**

**How is it made?**

Mermet has partnered with green manufacturing powerhouse, Unifi to make the GreenScreen Revive® fabrics possible. Unifi specializes in creating Repreve recycled fibers. Repreve transforms recycled plastic bottles into amazing products you use every day.

The process starts with the collection of plastic waste, which is cut into small pieces. Those pieces are melted and spun into yarn. The yarn is knit into fabric, which is then dyed and used to produce the GreenScreen Revive® fabric. Then, it's ready for shade fabrication.

In addition to its recyclable content, GreenScreen Revive® is Cradle to Cradle Certified™ Bronze, PVC free, and made in the USA. Available in 1% and 5% openness in nine different colors, GreenScreen Revive® combines functionality, aesthetic and sustainability.

To learn more and order a sample, visit [go.legrand.us/commercial-fabrics](https://go.legrand.us/commercial-fabrics) ☐

# LEGRAND SPOTLIGHT

Achieve Energy Efficiency and Flexible Design  
with Digital Lighting Management from Legrand

**Digital Lighting Management, also referenced to as “DLM” is an intelligent, distributed lighting control system that automatically maximizes lighting energy efficiency in commercial spaces.**

Designed, delivered and services by Legrand, Wattstopper DLM can scale from stand-alone control of individual rooms to centralized control of a floor, a building, or an entire campus. It is the ideal solution for every type of space from private offices, to open floor applications, to networking across facilities. The size and complexity of the system is up to you!

With DLM, you don't need to sacrifice building design and easy maintenance for energy code compliance. The system is code compliant, out of the box, and programmable for even further energy savings. Set your dimming levels and pre-programmed room settings to take guessing out of energy management. Our accompanying DLM Design and Programming Software, LMCS-100, allows for further insights in how your spaces are being used to enable better decisions about occupancy and controls. DLM enables you to layer your choice of control strategies to meet project goals, from energy code compliance to building aesthetics, simplified maintenance and enhanced energy performance.



### **What does the system contain?**

Wattstopper DLM is a scalable, best-in-class platform that provides control infrastructure at every switch, outlet, and lighting load for optimal energy performance. Control options include room controllers for switched or dimmed lighting loads, or for plug loads; wired or wireless digital occupancy sensors; sleek switches and handheld remotes; versatile daylighting sensors; lighting control panels; tools for remote configuration, scheduling and system management; and interfaces providing connectivity to third party devices. A DLM touchscreen may be added in place or with multi-scene dimmer switches for an elevated user experience. For building-wide monitoring and management, multiple DLM local networks may be connected to an industry standard open protocol network for control by a network bridge or building automation system (BAS). Our customizable system also comes with complete wireless options for your retrofit or new construction needs.

### **Recent Accolades**

In 2018, DLM qualified as an Interior system in the DesignLights Consortium (DLC) Qualified Product List (QPL) for Networked Lighting Controls. This was an important distinction as DLC certification is a requirement for many utility rebate programs. It also signifies that the product meets all DLC required features and that the manufacturer has formally reported information on additional features for comparison purposes. Charles Knuffke, Wattstopper Systems VP and Evangelist at Legrand commented, "We're pleased to be included in the DLC's Networked Lighting Controls QPL and extremely impressed by the depth of technical information the DLC collected from each manufacturer. Providing the information they required for a system as broadly capable as DLM was no small undertaking."



**“DLM continues to be the easiest and fastest commercial lighting platform on the market.”**

DLM Room Controller paired with Occupancy Sensor in Open Office Application



DLM 5-Scene Selector Dimmer Switch in Open Office Application


In 2019, this product was awarded Product of the Year by Electrical Construction & Maintenance (EC&M), in the Lighting Control Systems category. The EC&M Product of the Year awards program recognizes new and innovative products in the electrical industry. "DLM continues to be the easiest and fastest commercial lighting platform in the market, bringing an unbeatable combination of smart software and easy-to-install hardware," said Steven Cottam, Services Program Director at Legrand. "We're enabling businesses to create the momentum needed for project wins and accelerate project timelines."

### **DLM and Shades**

This year, we are bringing together our commercial shading products with our DLM system to provide best in class lighting and shade control for our customers. Stay tuned for more information about this exciting launch.

### **About Wattstopper**

Wattstopper, a product line of Legrand, offers the most comprehensive line of simple, scalable, and flexible energy-efficient lighting controls and solutions for commercial and residential applications. The Wattstopper range of products, programs, and services has been helping customers save energy, meet sustainability initiatives, and comply with energy codes for more than 30 years. DLM solutions meet industry needs for products that satisfy energy codes, and they adapt to new energy management and transformative lighting requirements by focusing on improving the experience in critical areas of the project journey from design, mobilization, installation, and first use.

To learn more, visit [legrand.us/Wattstopper](https://www.legrand.us/Wattstopper) 



DLM Lighting Sensor

# PARTING SHOT

100 YEARS LATER

Broad Street and City Hall Tower, Philadelphia, PA. Thank you Philly!



A woman with her hair in a bun, wearing a sleeveless grey dress with ruffles and a necklace, stands in a forest. She is positioned behind a large, white, rectangular shading screen that is suspended from a wooden frame. The screen is partially lowered, and the woman's shadow is cast onto it. The background consists of tall, thin trees in a forest setting.

COMMERCIAL SHADING SOLUTIONS

# SEIZE THE DAYLIGHT

Daylight is the best kind of light — and daylighting control from Legrand lets you bask in the best of what each day brings. Introducing Commercial Shading, the perfect complement to Legrand's high performance dimming and customizable lighting controls. Don't chase the sun, let Legrand's Shading Solutions optimize your daylight blend — on into the sunset. [legrand.us/shades](http://legrand.us/shades)

 **legrand**<sup>®</sup>



**COMMERCIAL SHADING SOLUTIONS**

# SEIZE THE DAYLIGHT

Daylight is the best kind of light — and daylighting control from Legrand lets you bask in the best of what each day brings. Introducing Commercial Shading, the perfect complement to Legrand's high performance dimming and customizable lighting controls. Don't chase the sun, let Legrand's Shading Solutions optimize your daylight blend — on into the sunset. [legrand.us/shades](https://www.legrand.us/shades)

