

The Fabulous  
**Lighting Maven**  
*Unexpectedly Illuminating*

ACTION-ORIENTED PEARLS OF WISDOM FOR INDUSTRIAL MANAGERS AND CONTRACTORS  
[www.uspowervision.com](http://www.uspowervision.com) • 1963 Park Avenue • Twin Lake, Michigan 49457 • [RMotsch@USPowerVision.com](mailto:RMotsch@USPowerVision.com)

Dear Reader:

There are a myriad of reasons why [our industrial lighting contracting company](#) does what it does, including the altruistic purposes for which we ply our craft. The projects in which we engage inevitably result in energy reductions, which in turn has a positive impact on both human beings and the environment.

The Nitric Oxide (NO<sub>x</sub>) effects are one such reason for our existence. NO<sub>x</sub> is the leading cause of smog, a major contributor to respiratory disease.

**NITRIC OXIDE EFFECTS**

The EPA has published a technical bulleting entitled [Nitric Oxides, Why and How They are Controlled](#), and their narrative as to 'why' is interesting:

“EPA regulates only nitrogen dioxide (NO<sub>2</sub>) as a surrogate for this family of compounds because it is the most prevalent form of NO<sub>x</sub> in the atmosphere that is generated by anthropogenic (human) activities.

“NO<sub>2</sub> is not only an important air pollutant by itself, but also reacts in the atmosphere to form ozone (O<sub>3</sub>) and acid rain. It is important to note that the ozone that we want to minimize is tropospheric ozone; that is, ozone in the ambient air that we breathe. We are not talking about stratospheric ozone in the upper atmosphere that we cannot breathe. Stratospheric ozone protects us and the troposphere from ionizing radiation coming from the sun.”

“NO<sub>x</sub> and Sulfur Oxides (SO<sub>x</sub>) in the atmosphere are captured by moisture to form acid rain. Acid rain, along with cloud and dry deposition, severely affects certain ecosystems and directly affects some segments of our economy. All of these facts indicate an obvious need to reduce NO<sub>x</sub> emissions.”

We can't say it better than that. In very simple terms, “while severity of damage depends on the sensitivity of the receptor, acid deposition and NO<sub>x</sub> “represent a threat to natural resources, ecosystems, visibility, materials, and public health.”

The stuff ain't good. Regardless of where a person stands on the question of man's impact on climate change, it's very difficult to debate whether pollution is bad for people and the environment. This reality drives us to do what we can to reduce energy consumption. When we install an LED lighting system, the reduced kWh's being pulled off the grid result in reduced Nitric Oxide being generated at the power plant, and this appeals to us.

From [Sciencing.com](#), “... the nitrogen oxides that create acid rain promote the formation of ground-level ozone. While ozone high above the Earth helps block ultraviolet radiation, ground-level ozone promotes severe lung problems like chronic pneumonia and emphysema.”



U.S. Power is an industrial energy services company that specializes in the reduction of energy consumption across a broad array of manufacturing and food processing facilities located in Michigan, Ohio, Indiana, Illinois and Wisconsin. In addition, the company publishes a useful curation of lighting-oriented information from the marketplace, and consolidates it into this concise, twice per month letter known as The Fabulous Lighting Maven, distributed to Facilities Managers throughout the nation.

While the company prides itself in its diversity, it owns and operates a niche lighting contracting firm as well, known as U.S. Power Vision, LLC. With a core business in and around industrial LED lighting, it keeps itself and its clients at the cutting edge of illuminating technologies, all aimed at providing – from the eyes to the fingertips – exceptional illumination, superb control and intuitive simplicity.

**YOUR MORNING GRIN**

Denial ain't just a river in Egypt.  
HONESTLY assess your  
lighting systems.

Then call us.

**Ron Motsch**  
**(616) 570-9319**

*Building and Managing a Suite of  
The Most Productive and Admired  
LED Lighting Systems on Earth*

**CLICK HERE FOR MORE DRAMA**