

Designers Lighting Forum

I WANTED MY CUSTOM LIGHTING FIXTURE TO LOOK LIKE A GOLDEN ROCKETSHIP BUT I ENDED UP WITH A PAPER AIRPLANE!

Larry Lieberman
Luma-Spec Lighting

March 7th, 2023



The logo features a stylized 'LS' monogram in gold and black on the left, followed by the text 'Luma-Spec' in a large, black, sans-serif font, and 'LIGHTING' in a smaller, black, all-caps, sans-serif font below it.

Luma-Spec
LIGHTING

Your Decorative Lighting Experts



The
Lighting
Dude

Speaker: Larry Lieberman

Presented By

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Luma-Spec
LIGHTING

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— Questions related to specific materials, methods, and services will be addressed at the conclusion of this presentation.

I WANTED MY CUSTOM LIGHTING FIXTURE TO LOOK LIKE A GOLDEN ROCKETSHIP BUT I ENDED UP WITH A PAPER AIRPLANE!

Overview of the course:

Specifying Custom Lighting is challenging and for those who says it's easy, are destined to get something less than what they expected. Learn about the pitfalls, best practices, communication, timeline management, controlling the costs, warranty and support. When to consider if custom is right for the project and can it save you money. Hear about real-world successes like the making of Harry Potter's Gringotts Wizarding Bank chandeliers and another case study of projects that did not go so well and why. Learn Tips and Tricks to be successful. Don't get caught with a paper airplane when you convinced your customer they would have a golden Rocketship.

I WANTED MY CUSTOM LIGHTING FIXTURE TO LOOK LIKE A GOLDEN ROCKETSHIP BUT I ENDED UP WITH A PAPER AIRPLANE!

At the end of this course, participants will know:

- When a custom lighting solution is viable
- The limitations and how to avoid the pitfalls
- The timeline and process
- What to present to clients that includes an informed scope of custom lighting; the steps involved, the time, the risk, and the rewards
- Time Travel

COURSE OBJECTIVES

- This is not a course about highlighting Aesthetics
 - Or paper airplanes
- When to consider on
- What design features s
- What is the process you are considering
- Learn the role of all parties involved
- What to consider regarding maintenance
- Time Travel



WHEN DO YOU CONSIDER GOING CUSTOM

Is custom always expensive ?

Three main driving cost factors

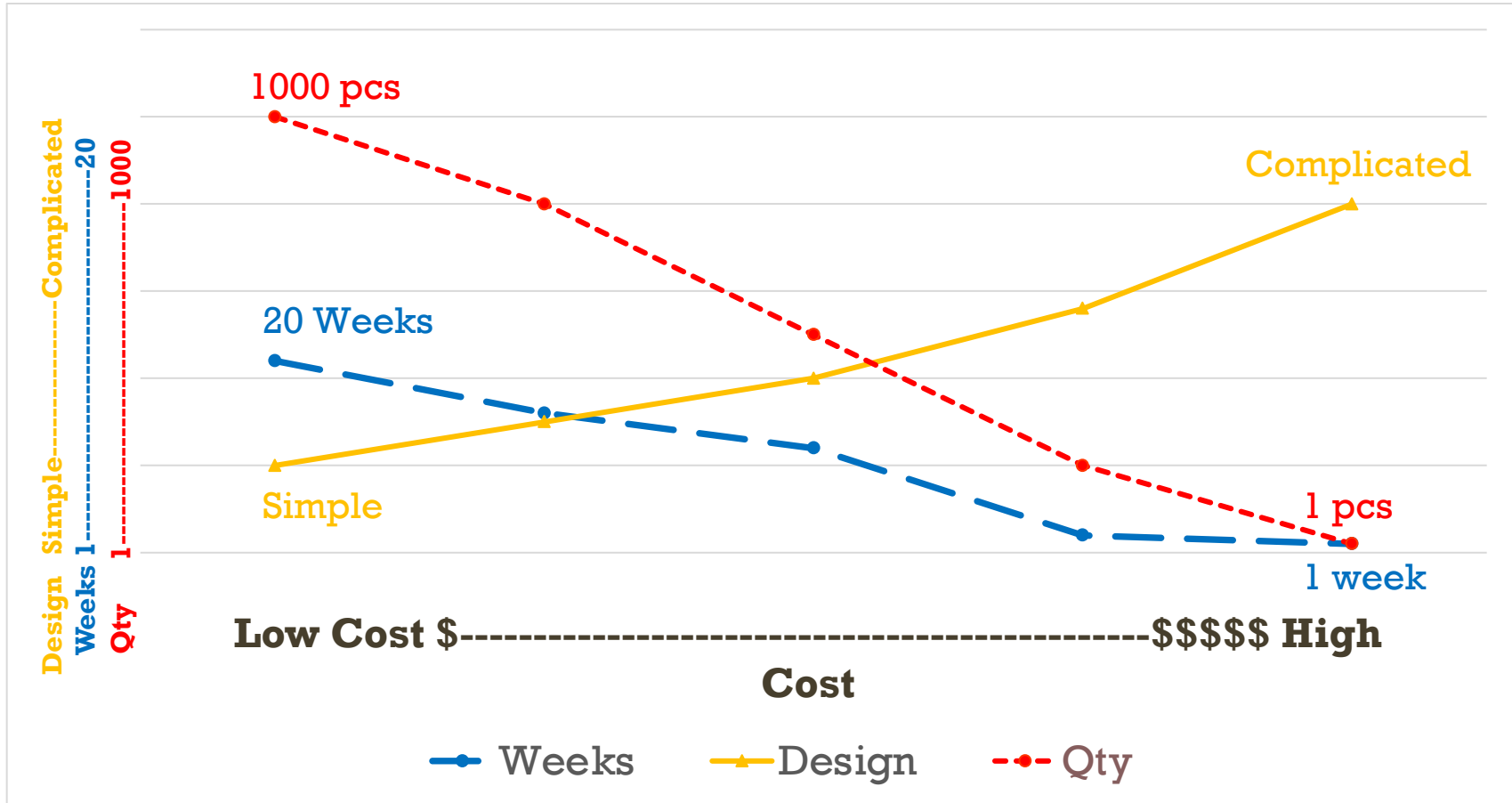
Design

Quantity

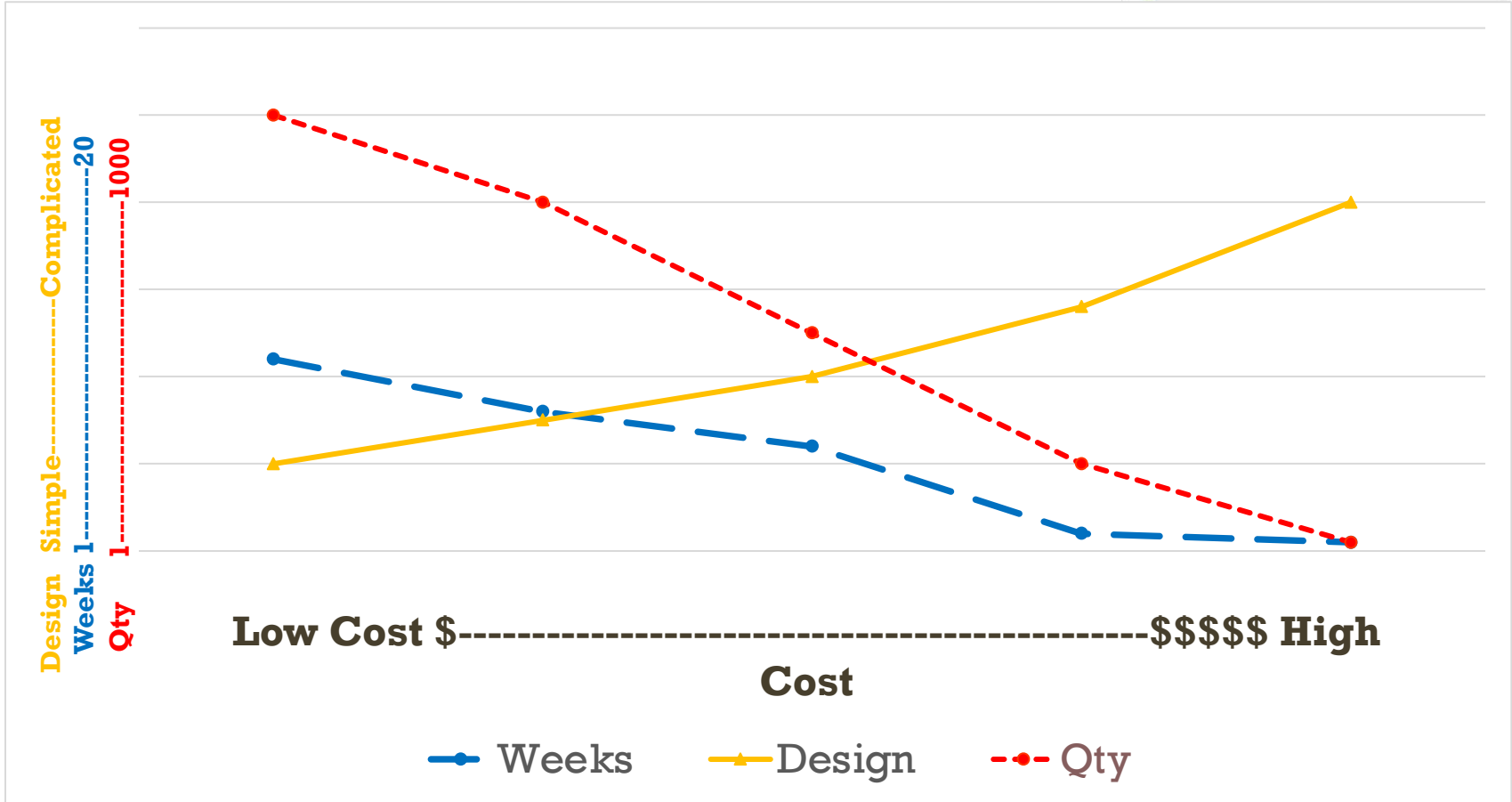
Delivery



THREE MAIN COST FACTORS



THREE MAIN COST FACTORS

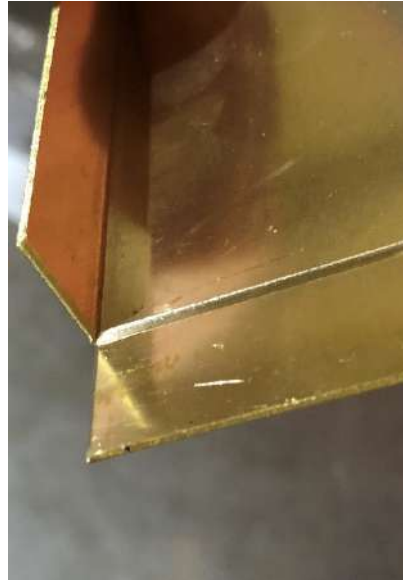
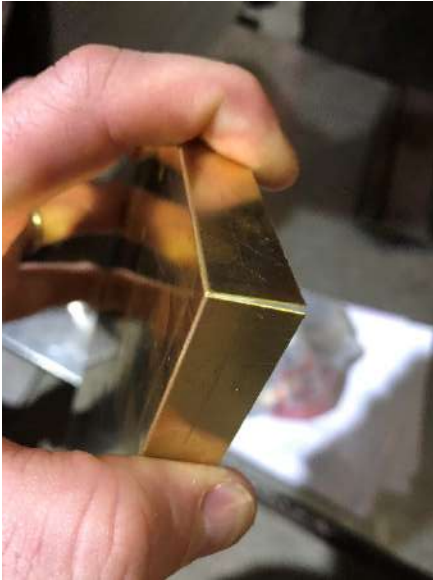


THREE MAIN COST FACTORS

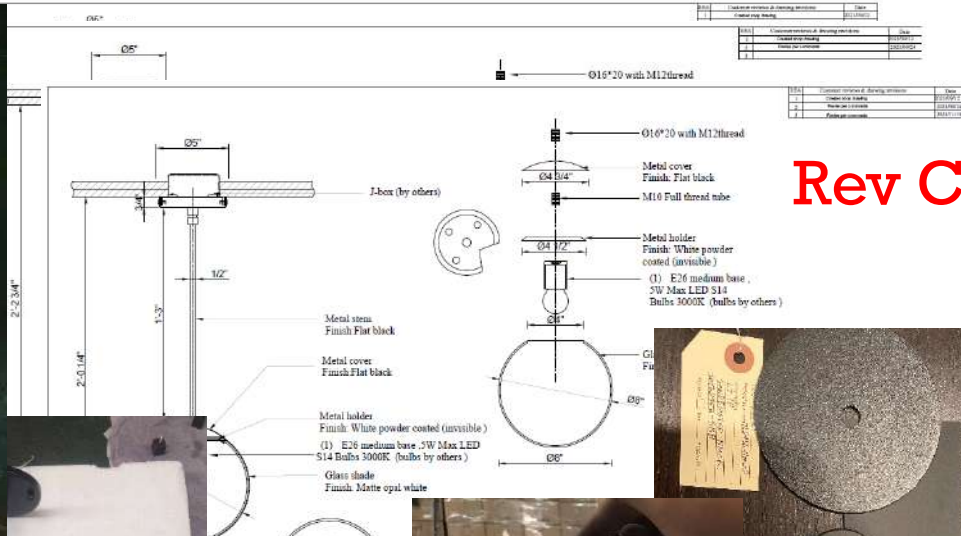
Quantity

Engineering costs

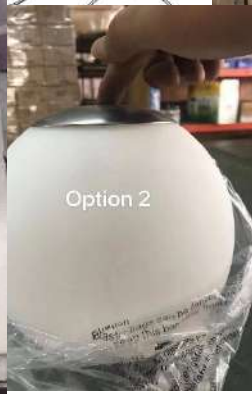
Engineer your design for the specific capabilities.



Fixture Type:
B2B P/N#: WDNW



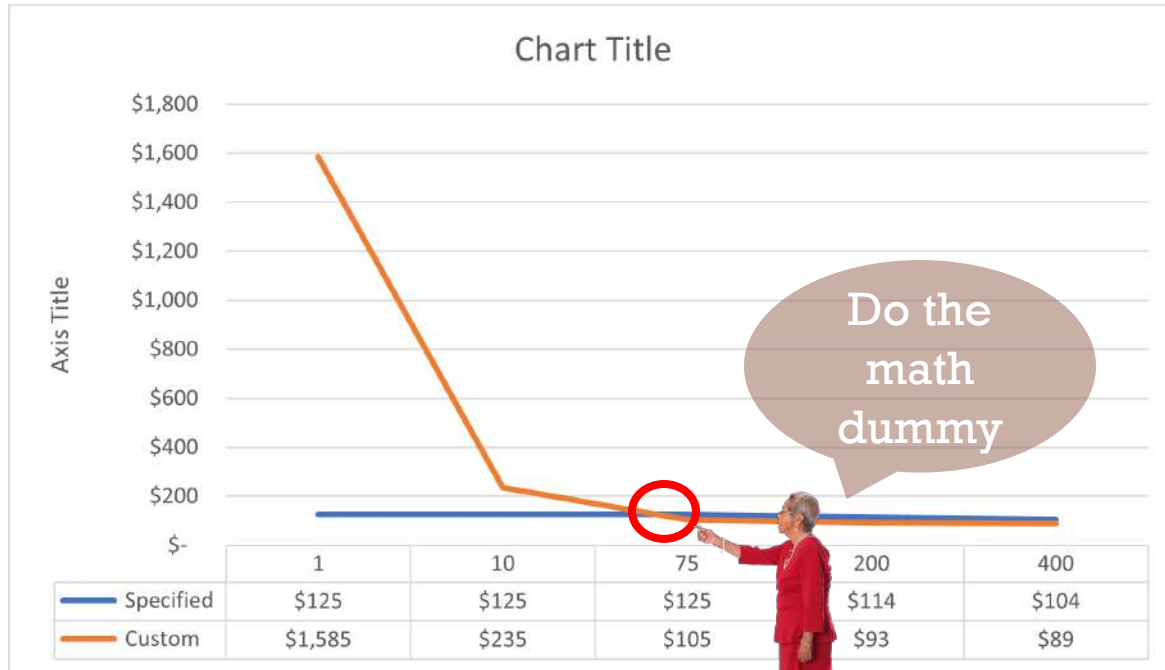
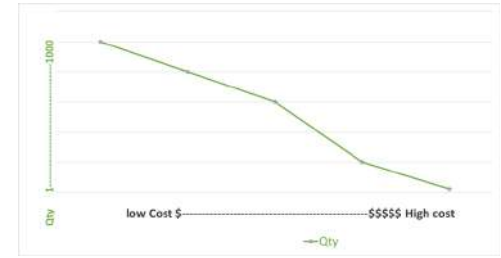
Rev C



THREE MAIN COST FACTORS

Quantity

Engineering costs	\$	1,500
Pc Price	\$	125
	\$	85



← I know she's mean 😞



THREE MAIN COST FACTORS

Quantity

Engineering costs

Engineer your design for the specific factory capabilities.

Have to create the documentation to communicate everything

For example:

The plug type.... length of the cord....color... wire gauge

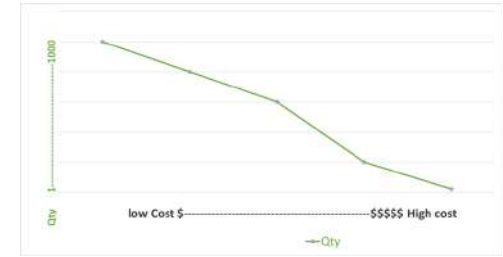
.....Etc Etc Etc

Convert the design to meet UL standards and use specialized common lamp hardware

Provide finish samples

Engineering for shipping and installation

TOOLING



THREE MAIN COST FACTORS

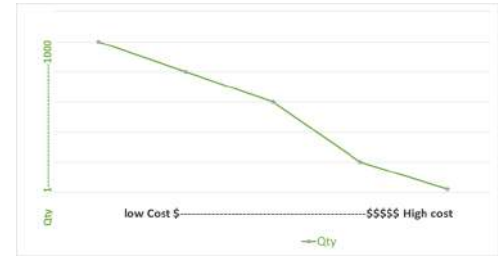
Quantity

Tooling

Can be referred to as Mold charges, Jigs or NRE.

What is it?

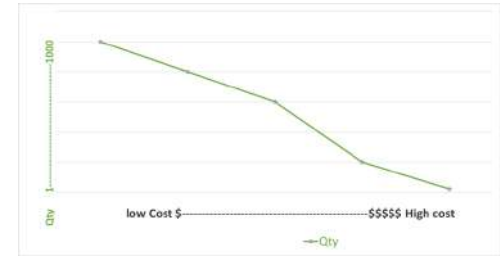
These are custom tools and molds to specifically make your product.



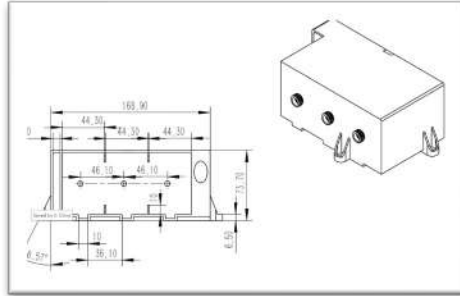
THREE MAIN COST FACTORS

Quantity

Tooling



Metal Castings



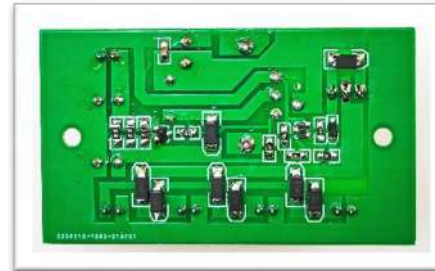
Plastic Molds



Glass Molds



Extrusions



Circuit Boards



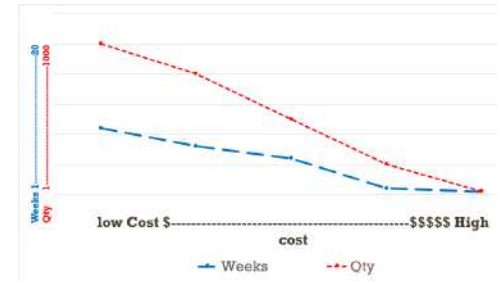
Custom Glass Factory



THREE MAIN COST FACTORS

Delivery Lead Time

Normal lead times vary based on the product needed



Fast = Expensive

Slow = Lower Cost

Domestic

1-2 weeks – Does not happen, if they tell you they can do it, run

2-4 weeks – If possible, 50% up charge over normal delivery

4-8 weeks – Doable but 20% upcharge

8-20 weeks – Normal range per quote

Imported

4-10 week by Air is possible (repeat orders are 8 weeks ocean)

10-16 is normal to ship ocean

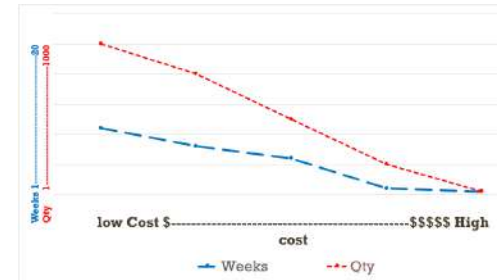
20-22 weeks before on job site



THREE MAIN COST FACTORS

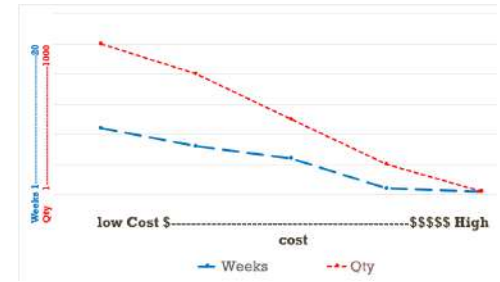
Imported

- China has an incredibly high skilled labor force for high quantity production work
- China's - The Lighting City



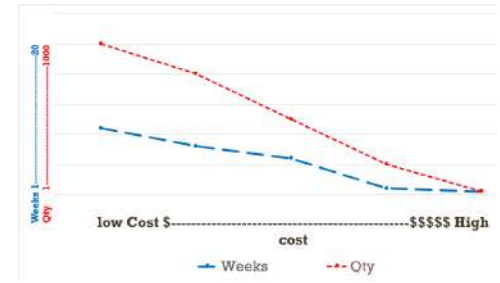


THREE MAIN COST FACTORS

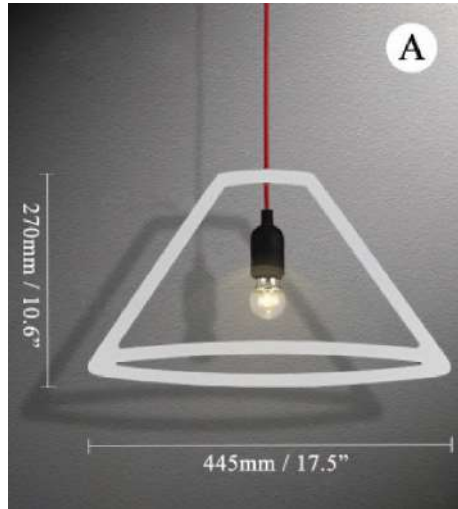


THREE MAIN COST FACTORS

In a quantity of 5 which is the most and least expensive?



A



Laser cut metal frame
Single socket red cord
Powder coated finish

B



Casted commercial
Plumbing parts
Wood base

C

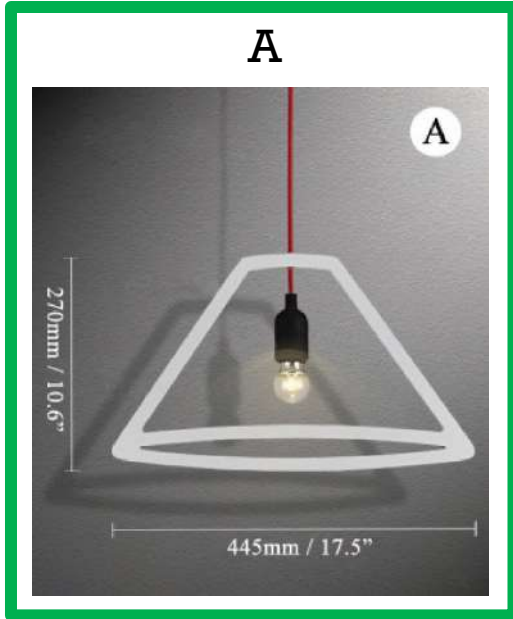
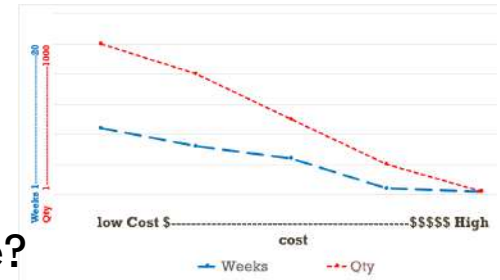


Custom glass
Standard socket, metal rod
Plated finish

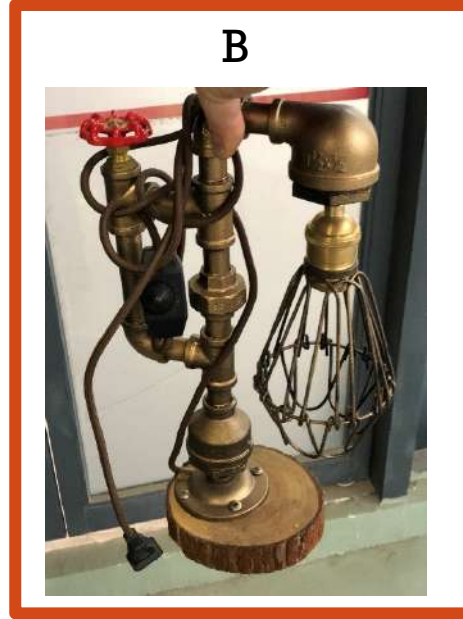


THREE MAIN COST FACTORS

In a quantity of 500 which is the most and least expensive?



Laser cut metal frame
Single socket red cord
Powder coated finish



Casted commercial
Plumbing parts
Wood base



Custom glass
Standard Socket, metal rod
Plated finish

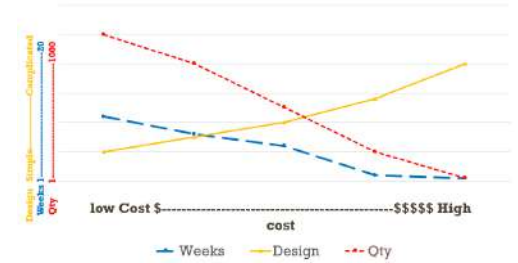


THREE MAIN COST FACTORS

Design

This is all you!

Start with the budget.
Know the quantity.
Know how fast you need it.



THREE M



BRASSY GOLD

PPS-6530



GOLD

\$15.48/lb

MONACO COP

PPB-4520

SH FLY

\$22.79/lb



FIXTURE DESIGN

- *There are two ways custom fixtures are conceived:*

1. Developing a design based on ideas and inspiration

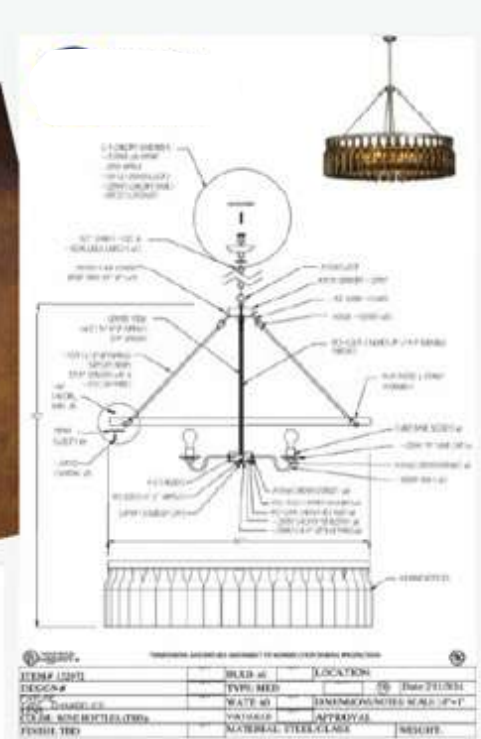
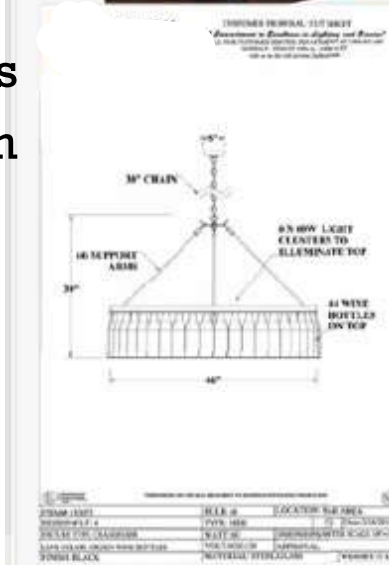
2. Modifying existing fixtures



DESIGN DEVELOPMENT

Ideas and inspiration for fixtures are endless

- Provide a description of desired outcome
- Provide a sketch
- Provide detailed computer renderings
- Print materials or internet images with modifications or ideas
- Idea boards show the design of the space
- Work with manufacturers and brainstorm



MODIFY EXISTING DESIGNS

- Change the basic specification – dimensions, color, lamping, material, etc.
- Add or remove features – arms, shades, tiers, etc.
- Add or remove functions – fans, downlights, uplights, spotlights, etc.
- Take inspiration from one type of fixture to produce another – use a wall sconce design for a matching chandelier or pendant, etc.



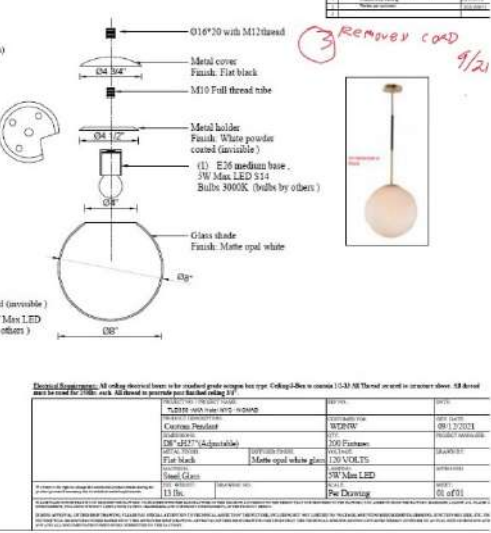
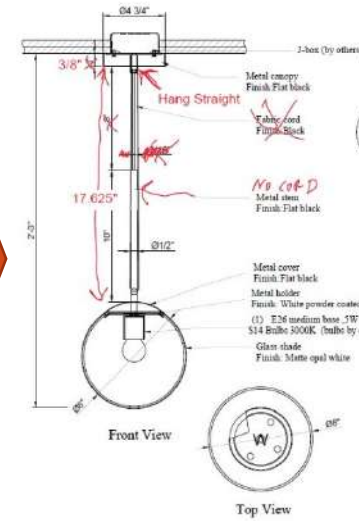
MODIFY EXISTING DESIGNS



Single Pendant

Dimensions: 21.50" Tall x 11.75" Wide

Sockets: Bulbs (1) x 60 Watt E26 Medium (Not Included)



Electrical Requirements: All wiring should be done in the enclosed plastic enclosure box type. Ceiling & Box to contain 15-20 W. The total wattage on the enclosure should be listed and a label for 200W max. All listed in general per back panel wiring 17"

Part No.	Description	Quantity	Notes
001001	016"10 with M12 thread	1	
001002	Metal cover	1	Finish: Flat black
001003	M10 Full thread nibe	1	
001004	Metal holder	1	Finish: White powder coated (available)
001005	(1) E26 medium base .5W Max LED S14 Bulbs 3000K (bulbs by others)	1	
001006	Glass shade	1	Finish: Matte opal white glass
001007	Metal cover	1	Finish: Flat black
001008	Metal holder	1	Finish: White powder coated (available)
001009	(1) E26 medium base .5W Max LED S14 Bulbs 3000K (bulbs by others)	1	
001010	Glass shade	1	Finish: Matte opal white
001011	Per Drawing	01 of 01	



MODIFY EXISTING DESIGNS



8675833 | 72" Wide Castle Ring 24 LT Chandelier

ADD TO COMPARE



8678306 | 54" Wide Castle Ring 24 LT Two Tier Chandelier

ADD TO COMPARE



8679397 | 62" WIDE CASTLE RING 16 LIGHT CHANDELIER

ADD TO COMPARE



8676308 | 60" Wide Castle Ring 20 Light Chandelier

ADD TO COMPARE



8676114 | 36" Wide Castle Ring 18 LT Two Tier Chandelier

ADD TO COMPARE



8675964 | 72" Wide Castle Ring 24 Light Chandelier

ADD TO COMPARE



8676200 | 60" Wide Castle Ring 20 Light Chandelier

ADD TO COMPARE



8676278 | 72" Wide Castle Ring 36 LT Two Tier Chandelier

ADD TO COMPARE



Custom Contract Lighting has semi-custom designs.

Everything is made custom but if you can base it on an existing design you save money on NRE.

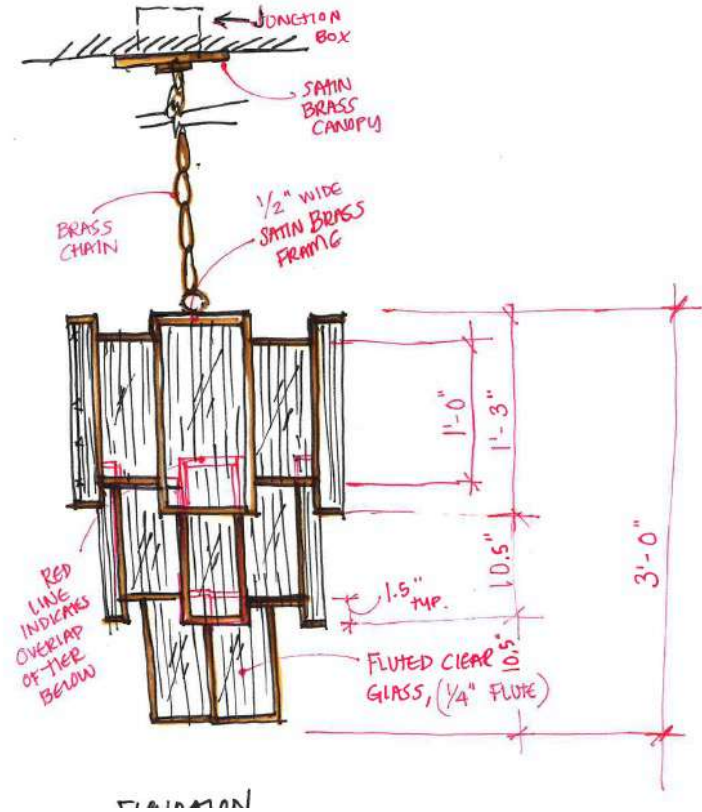
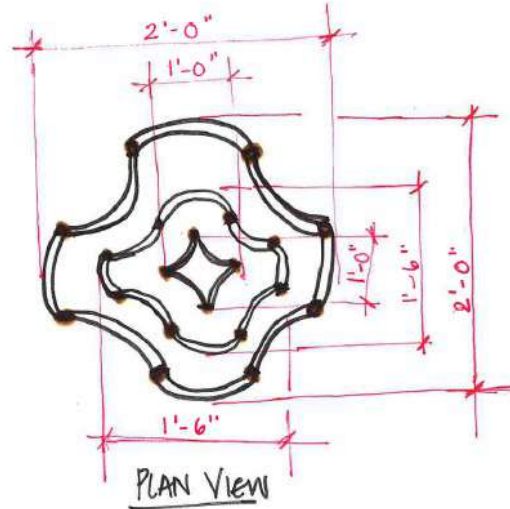
These are all rings that have been modified custom orders over the years.



NEW DESIGNS - EXAMPLES OF RENDERINGS



RENDERING VIEW











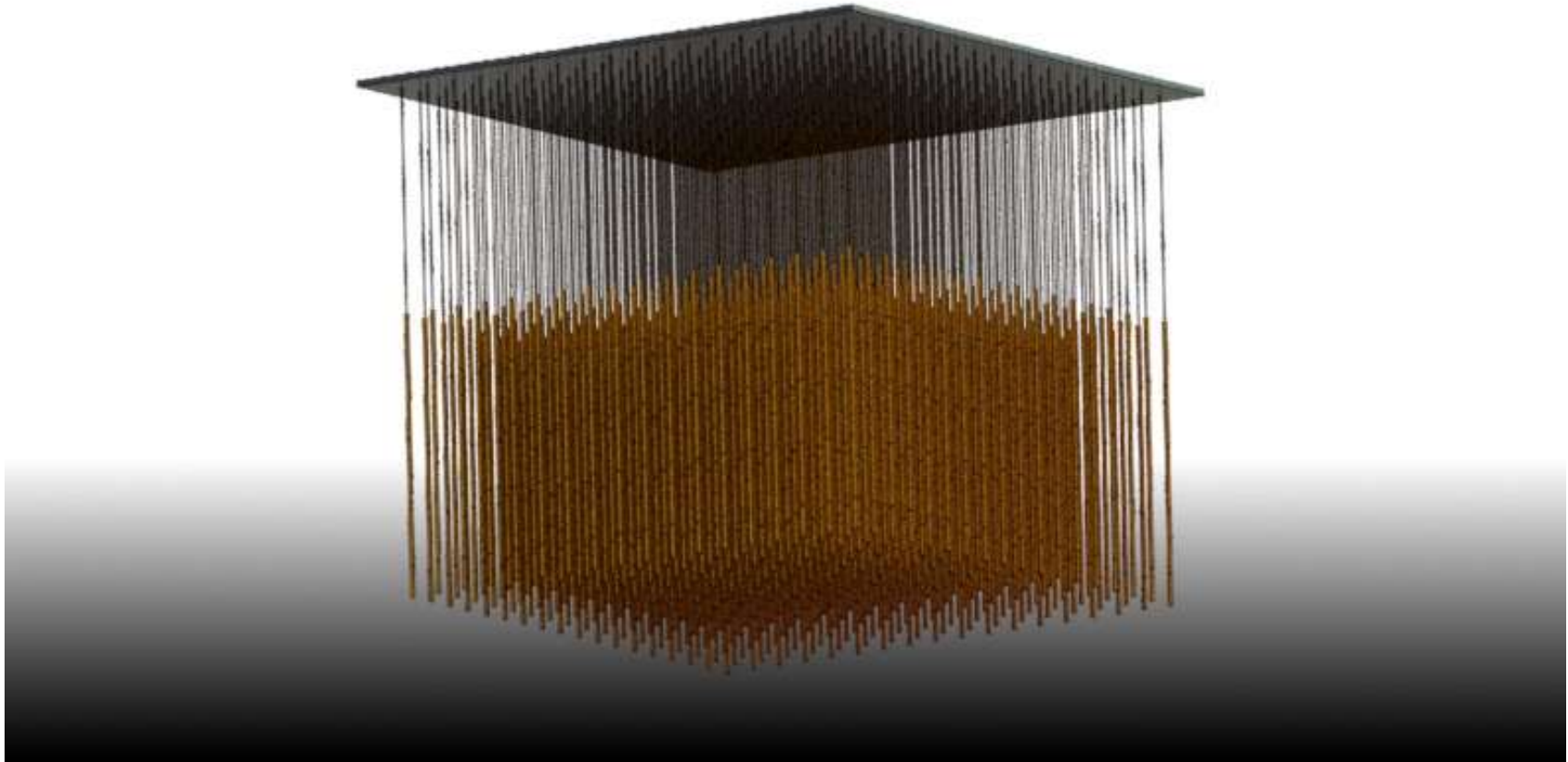














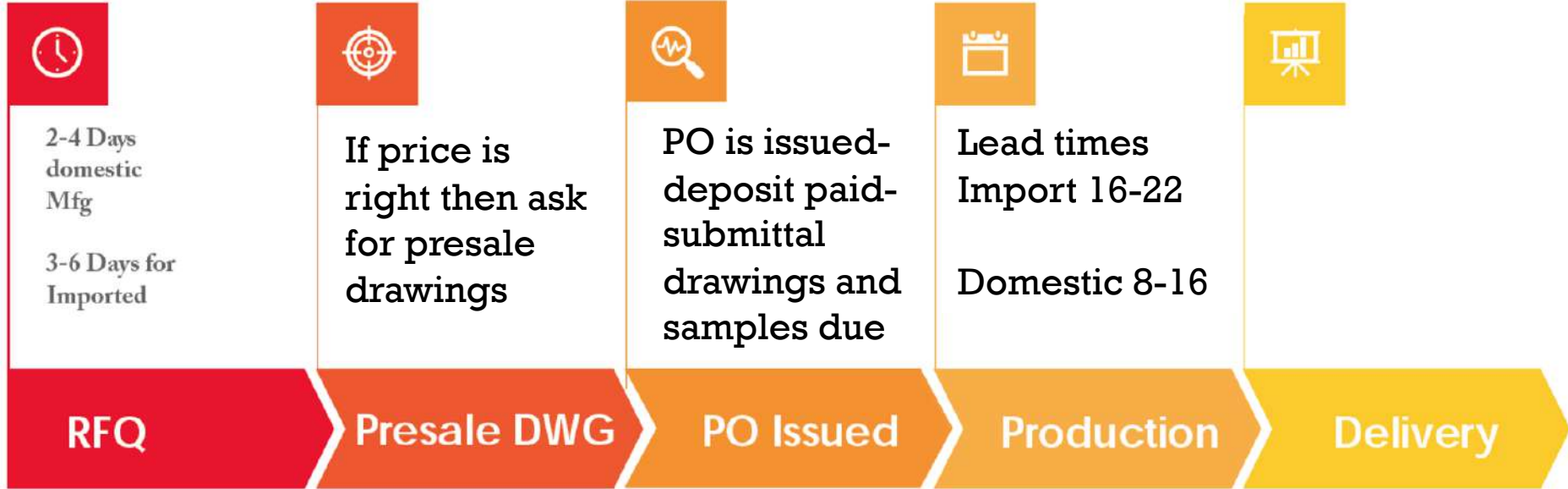


WHAT'S THE PROCESS

- ☑ Start with the budget
- ☑ Know the quantity
- ☑ Know how fast you need it
- ☑ Contact your Reps early in process
- ☑ Connect to the custom manufacturer
- ☑ Request a distributor net quote from Rep (DN Price)



WHAT'S THE PROCESS



QUOTE STAGE

Date: 9/12/2018
 Quote: 18RA0200
Lamy@royalcontrast.com

P.O. #

Quotation

For: Project: 1 Met

Tel: Rep: Empire
 Fax:

ITEM	QTY	PART #	DESCRIPTION	UNIT PRICE	EXT. PRICE
1	10.00	Custom	<p>Custom Wall Sconce As per Designer provided sketches Dimensions to be 6" W x 50" H Weight to be approx TBD Finish to be Brushed Nickel; Frosted Glass</p> <p>Diffuser: Diffuser type to be Glass Shade Diffuser size to be TBD Diffuser finish to be Frosted</p> <p>Backplate: Backplate type to be Rectangular Backplate size to be TBD Backplate finish to be Brushed Nickel</p> <p>Lamping: Lamping Qty 4 Lamping type to be E29 Lamping voltage to be 100V Total Wattage to be 240W</p>		0



Quote

44547

Issue Date	Quote Valid Until	Customer	Shipping Notes
12/17/2021	1/16/2022	Customer	FOB Holtsville NY
Project	Ship To		
TLD1061 - Numbered Wall Sconce	Customer		

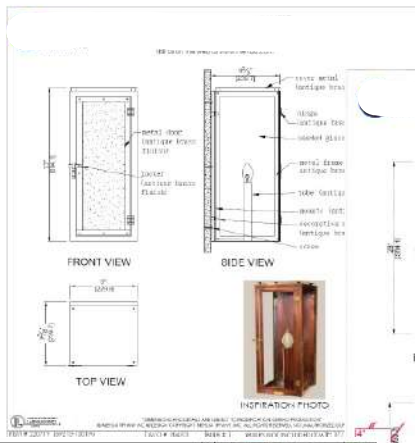
Notes:
 Lead time is 20+/- Weeks from PO and approval
 Terms 50% w/po -50% before shipping
 If Qty's change Please request a quote
 Quote is good for 30 Days.
 Quote is subject to full Terms and conditions from TLD available upon request or can be accessed on web site.

Line	ITEM NO	Pictures	SIZE	Description	QTY	UNIT COST	TOTAL COST
1	TLD1061 Numbered Wall Sconce		W8**H24**Deep:7	Indoor Wall Sconce Metal With black Power Coat +white acrylic (No Textured back Plate) (1) GU10 Socket (1)7W GU10 Bulbs not included Photo is reference, see Drawing. Qty min 100 Requote for a different qty due to shipping costs	100	\$386.00	\$ 38,600.00

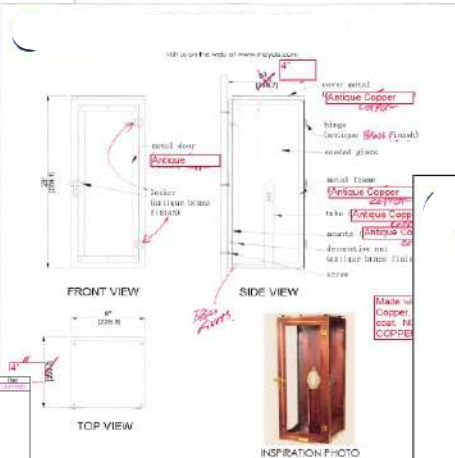


PRESALE DRAWING STAGE

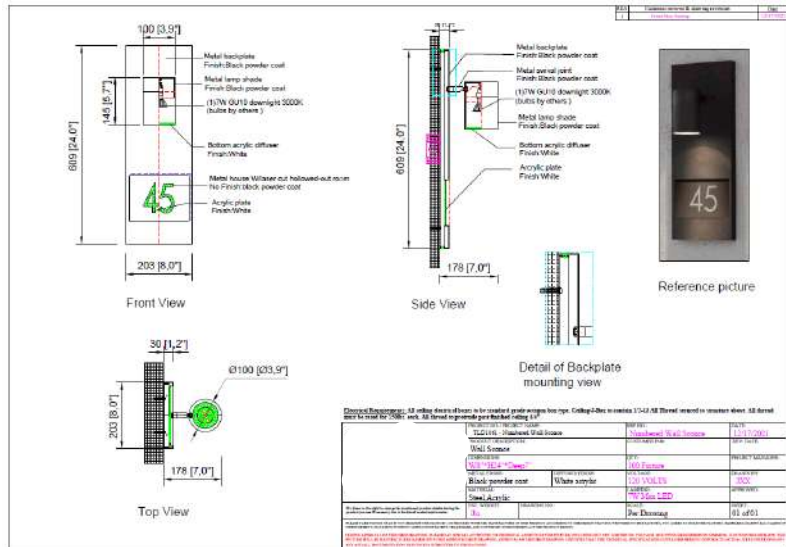
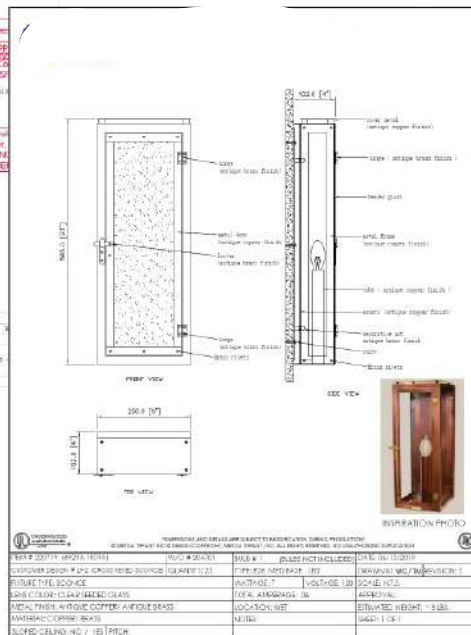
PRE-SALES DRAWINGS



MARKED UP PRE-SALES DRAWINGS



SHOP DRAWINGS



AFTER PO — SUBMITTAL DRAWINGS & FINISH SAMPLES

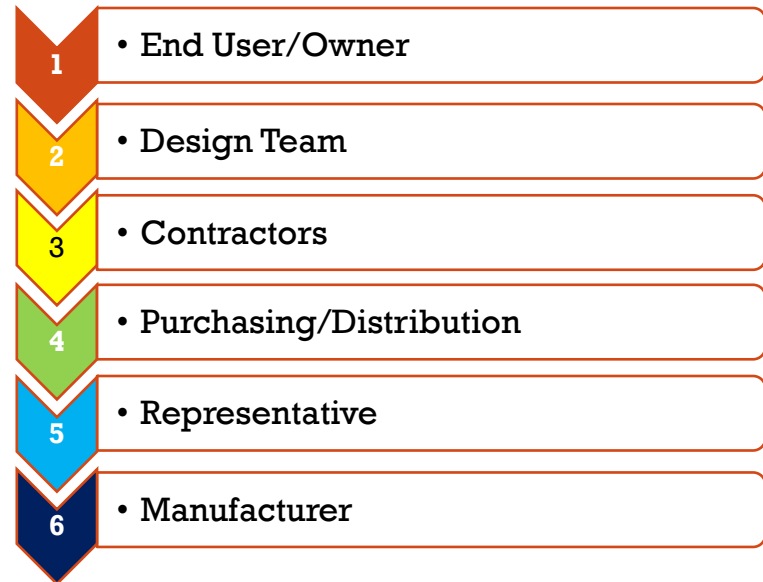
- Submittal drawings submitted for approval
- All finishes should be approved
- Approval process is required
 - We can't make anything unless we have approvals
 - This is the **#1 reason** for product being late



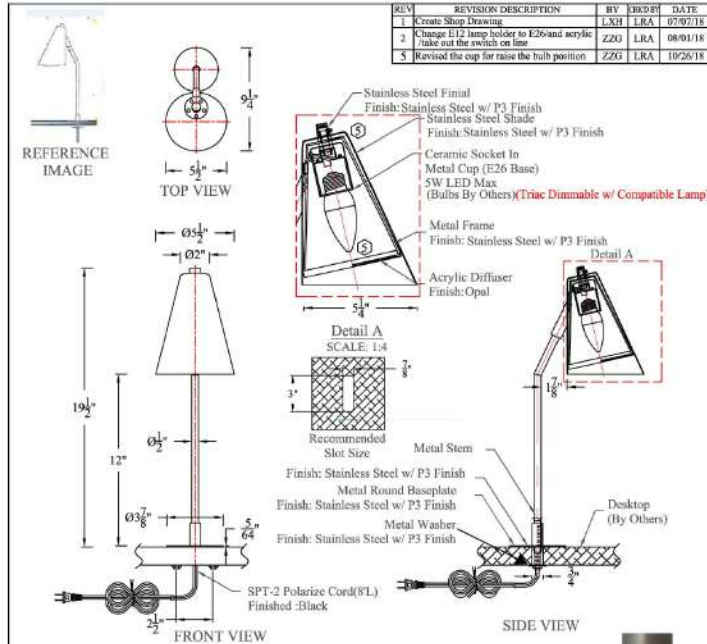
WHO

There are several parties involved between the design and installation of a custom lighting package.

This is one model of how many different groups may be involved in a typical custom lighting project.

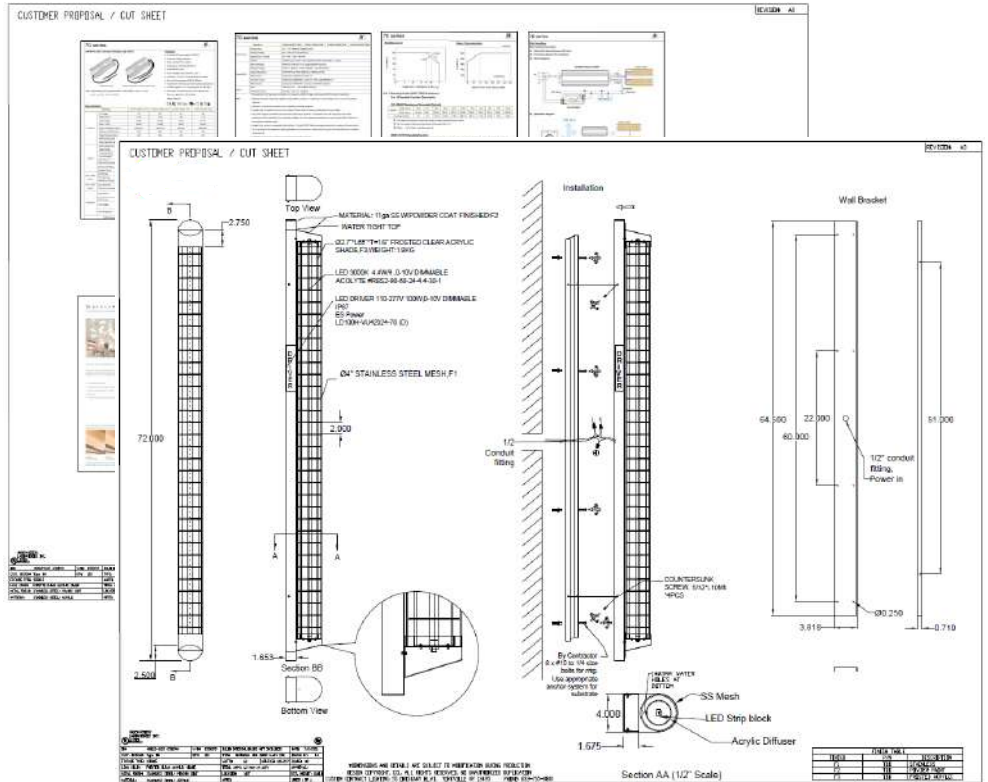


SUBMITTAL DRAWINGS EXAMPLE



P3 Finish Sample

PROJECT NO. / PROJECT NAME: 18RA0134		CUSTOMER REF NO.:
PRODUCT DESCRIPTION: Table Top Mounted Table Lamp		LIGHT SOURCE: (1) MAX. 4W LED Lamps with E26 Base 2700K
INPUT VOLTAGE: 120 VOLTS	ROYAL INPUT POWER: 4 WATTS	DIMMING TYPE: (Triac Dimmable w/ Compatible Lamp)
EST. WEIGHT: 5 lbs.	RCL FIXTURE ID: XXX	FIXTURE CERTIFICATION: UL
SHEET: 01 of 02	SHEET SIZE: A	SCALE: 1:6
SUBMIT NAME: Overview		WE RESERVE THE RIGHT TO CHANGE THE PRODUCT OR PROJECT DETAILS DURING THE PRODUCT PROCESS IF NECESSARY DUE TO TECHNICAL REQUIREMENTS.



MAINTENANCE



- Any part that required tooling to make will be super expensive to maintain later but extra parts are really cheap with order.
- Generally you want to recommend 5-10% of attic stock for custom.
- During the concept phase take a moment and consider:
 - How will it be cleaned
 - How will fixture be accessed
 - Safety features
 - Access to replacement of the LED drivers
 - How can the LEDs be replaced? Consider that the LEDs today may not be available in a year. Can the product be upgraded?



WHAT HAVE WE LEARNED!!!



WHAT HAVE WE LEARNED!!!

Both of these fixtures sell for almost the same cost.

True Or False



Simple Double shade
49" OD x 20" High



Circular LED Pendant
38" OD x 15" H

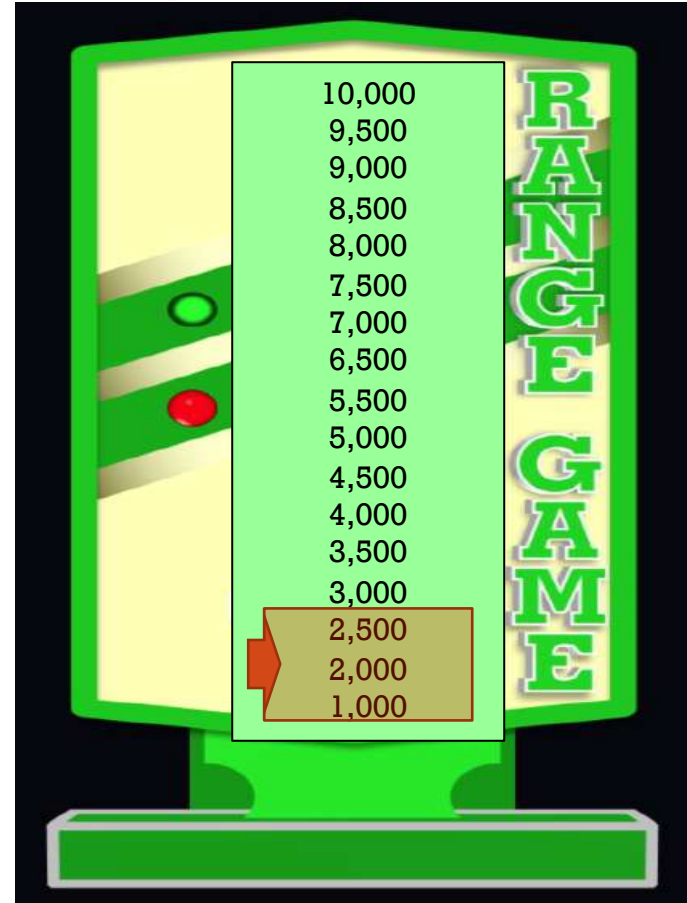


WHAT HAVE WE LEARNED!!! \$4600

Guess the correct price range?



Polished Stainless Steel
18" H x 60" Dia
Qty: 9 - Imported



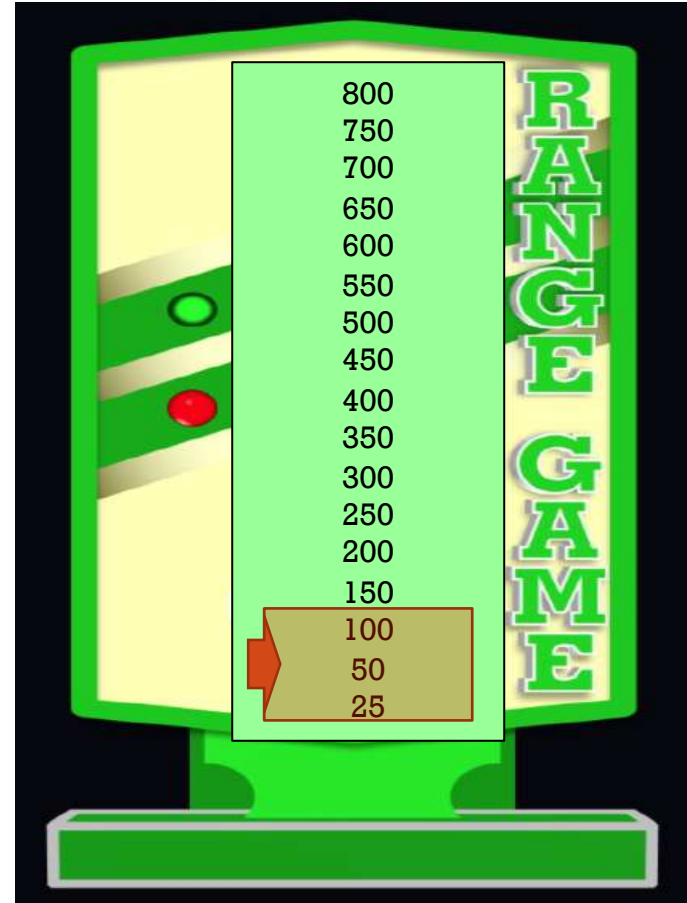
WHAT HAVE WE LEARNED!!!

\$349

Guess the correct price range



National account
32" LED Ring
Custom Color
Qty: 150 - Imported



SUMMARY

- Lighting can redefine a space
- Plan early for the right price
- Quantity, lead time and overall design
- Work with your reps and factory early
- Demand is growing - Stand out from the crowd

This concludes The American Institute of Architects
Continuing Education Systems Course



QUESTIONS & COMMENTS?

Remember to complete your course evaluations.

THANK YOU!



LS Luma-Spec LIGHTING

Your Decorative Lighting Experts



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Larry@TheLightingDude.com

631-683-8900

This concludes the Dudes presentation

