

NEWS



Series



from a selection of 4 professional quality lens options
flush diffused, flush louver, flush micro reflector or a
drop lens to achieve unique and professional optical
solutions as either indirect and direct light.

The MAGIC LED Linear fixture is a 1.3" wide architectural
linear luminaire with a slim and discreet profile. Standard
lengths of 2', 4', and 8', can be easily joined together in
seamless runs of desired length enabling imaginative
geometric design when combined with our selection of pattern
joiners. Available in Uplight, Downlight or as a combination of
in Pendant, Flush Mount or Wall Mount.



Welcome New Sales Partner

We are delighted and proud to announce that GS Lighting is our new sales partner in their territory.
Please warmly welcome they join Above All Lighting family.



4 Marketing + E-Mail Campaign Design

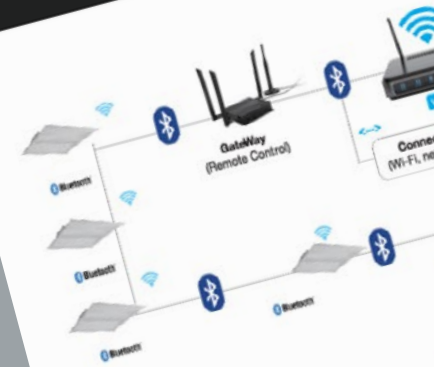
Platform: PC & Mobile

ABOVE ALL
www.AboveAllLighting.com

Troffer Retrofit Kits with Networked Lighting



Energy Monitor



ABOVE ALL
www.AboveAllLighting.com

MOON SERIES LOW BAY



Pendant Mount



Hook Mount



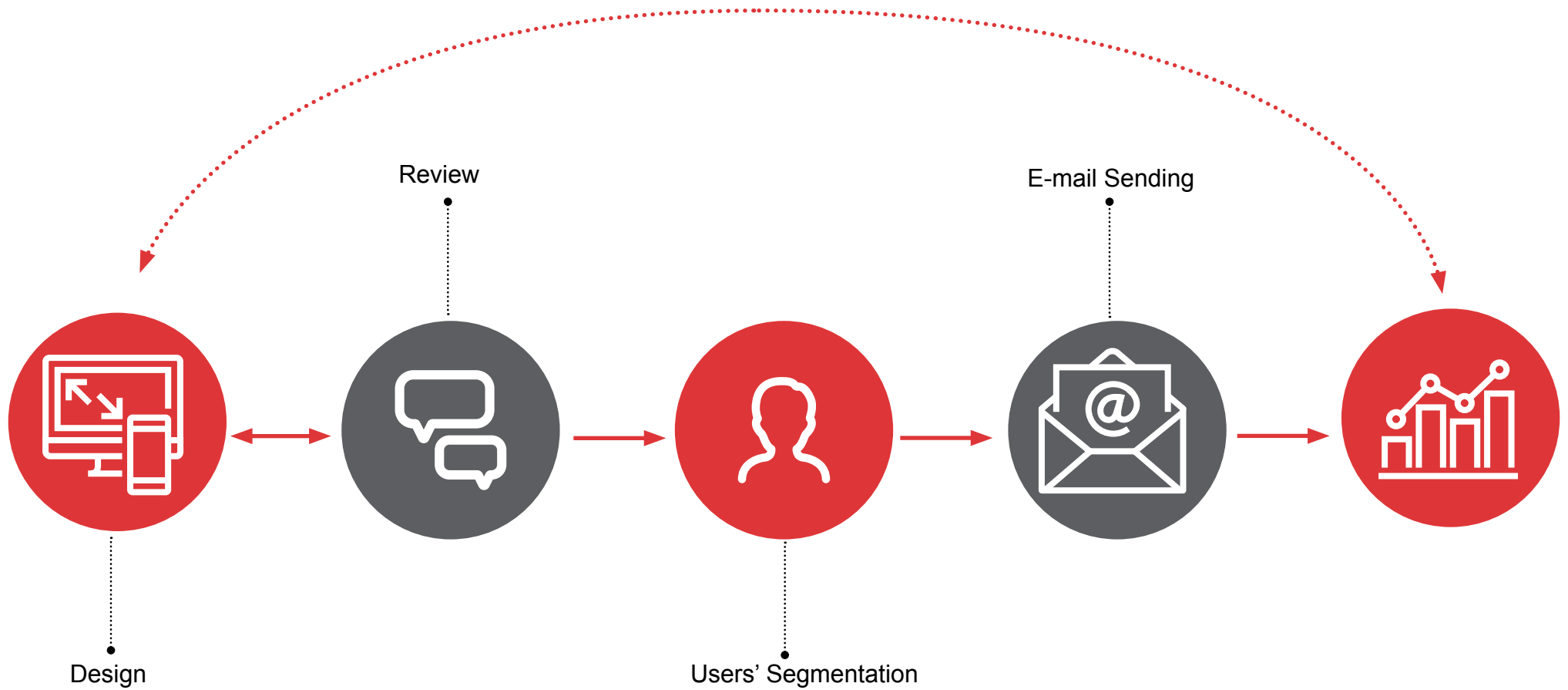
Surface Mount

Low Glare Design

Better Light, Better Life, Above All Others

Learn More

Design Process



Objective

- Promote Above All products
- Send Invitation for Event and Exhibition
- Greeting for build friendly relative with customers

My Roles

Designer, Market analysis

Tools

Photoshop, Illustrator, After Effect, Dreamweaver, HTML, CSS, Salesforce, Mail champ

Learned

E-mail campaign design, Marketing analysis

Design

Design template of graphics and composition

A. HTML E-Mail Design (2017-2021)

- Graphic Design Proposal Option
- HTML Template Design

A

1

ABOVE ALL
www.AboveAllLighting.com

Magic Linear Fixtures

NEW Wall Light Series

SPOT CYLINDER ERATO EUDORA

THETIS FIREFLY LANTERN

STARRYSHY PLOTO POULYNOE COBBLE

Better Light, Better Life, Above All Others

Please Contact Local Agent For More Information.

[FIND MY AGENT](#)

Visit www.AboveAllLighting.com

[f](#) [in](#) [t](#)

E-mail to Unsubscribe
1501 Industrial Way N. Toms River, New Jersey 08755 | Tel: 866-222-8866 | E-mail: info@AboveAllLighting.com

Graphic Design
Proposal Option

2

ABOVE ALL
www.AboveAllLighting.com

NEWS

NEW Wall Light Series

SPOT CYLINDER ERATO EUDORA

THETIS FIREFLY LANTERN

STARRYSHY PLOTO POULYNOE COBBLE

Magic Linear Fixtures

Watch Video

Pendant

The MAGIC LED Linear fixture is a 1.3" wide architectural linear luminaire with a slim and discreet profile. Standard lengths of 2', 4', and 6', can be easily joined together in seamless runs of desired length enabling imaginative geometric design when combined with our selection of pattern joiners. Available in Uplight, Downlight or as a combination of in Pendant, Flush Mount or Wall Mount.

Surface

Choose from a selection of 4 professional quality lens options including flush diffused, flush louver, flush micro reflector or a diffused drop lens to achieve unique and professional optical lighting solutions as either indirect and direct light.

For various mounting options, lens options, achievable beam angles all combining to allow for maximum creativity with seamless patterns of light, choose Magic led Linear

Wall Mount

Welcome New Sales Partner

We are delighted and proud to announce that GS Lighting is our new sales partner in their territory. Please warmly welcome they join Above All Lighting family.

GS

GS Lighting Group is a leading lighting service company representing lighting manufacturers to the design, engineering, distribution and contracting communities. Our focus is on professional lighting systems for the commercial, education, healthcare, athletic, industrial and residential markets.

GS Lighting Group was established in 1980 with a focus on improving any space with the use of indirect lighting. Today, we are a leading manufacturer's representative in the lighting industry. We are committed to being a lighting solutions provider with quality lighting for meeting requirements, all design and architectural needs.

GS Lighting Group is committed to providing our customers with unparalleled support and the highest possible level of service in our pursuit of business excellence. We pride ourselves on being a lighting solutions provider that meets the requirements of all clients and projects. "Everyone has the right to quality light." GS Lighting Group is a lighting agency that embraces a simpler and more energy efficient look. The fact that decades have seen many changes in the lighting industry, but our vision to improve an environment with light still remains our focus.

Visit www.AboveAllLighting.com

[f](#) [in](#) [t](#)

E-mail to Unsubscribe
1501 Industrial Way N. Toms River, New Jersey 08755 | Tel: 866-222-8866 | E-mail: info@AboveAllLighting.com

Review
Revise

Review

Review for choice of contents with Marketing and Sales teams



2

B

C

Review

Revise, Template Design & Test

HTML Template Design

```

!doctype html>
<html>
<head>
<meta charset="UTF-8">
<title>Untitled Document</title>
<style type="text/css">
@import url("Magic Linear2103163.css");

a:link {
    color: #000000;
    text-decoration: none;
}
a:visited {
    color: #000000;
    text-decoration: none;
}
a:hover {
    color: #cc3333;
    text-decoration: underline;
}
a:active {
    color: #000000;
    font-family: Gotham, "Helvetica Neue", Helvetica, Arial,
    sans-serif;
    text-decoration: none;
}
.TEXT {
    color: #000;
    font-weight: normal;
    font-style: normal;
    font-size: 16px;
    text-align: left;
}
.BLUEHEAD {
    font-family: Gotham, "Helvetica Neue", Helvetica, Arial,
    sans-serif;
    color: #de3637;
    font-size: 36px;
}
</style>
</head>

<body text="#FFFFFF" link="#FFFFFF" alink="#FFFFFF" style="text-align:
center; color: #000000; font-size: 24px; font-style: normal; font-family: Go-
tham, 'Helvetica Neue', Helvetica, Arial, sans-serif; font-weight: normal;">
<table width="1220" height="974"
" border="0" align="center" cellpadding="0" cellspacing="0">

<tr>
<td height="50" colspan="9" bgcolor="#FFFFFF"><p class="TEX-
T"><span style="font-style: normal; font-weight: bold;">GS Lighting
Group</span> is a leading lighting service company representing
lighting manufacturers to the design, engineering, distribution and
contracting communities. Our focus is in Architectural Lighting Systems
for the commercial, education, healthcare, athletic, industrial and
residential markets. GS Lighting Group was established in 1990 with a
focus on improving any space with the use of indirect lighting. Today,
we are a leading manufacturer's representative in the lighting industry.
We're continually linking lighting applications with quality lighting from
leading manufactures, with design and architectural intent. GS Lighting
Group is committed to providing our customers with unparalleled support
and the highest possible level of service in our pursuit of business
excellence. Our goal is to help inspire creativity by offering the highest
quality lighting products that meet the requirements of virtually any
project. "Everyone has the right to quality light". GS Lighting Group is
a lighting agency that envisions a brighter and more energy efficient
future. The last two decades have seen many changes in the lighting
industry, but our vision to improve an environment with light still
remains our focus.</p>
<div></div></td>
</tr>
<tr>
<td height="63" colspan="9" bgcolor="#A7A9AC"><div align="cen-
ter">Visit Website: <u><a href="http://www.aboveallighting.com">www.
AboveAllighting.com</a></u></div>
<div align="left"></div> <div align="center"></div> <div
align="left"><a href="http://www.aboveallighting.com/Product/LED-
OUT-DOOR-FIXTURES/LED-Flood-Light/V-LineFloodLight.html"></
a></div></td>
</tr>
<tr>
<td height="28" colspan="9" bgcolor="#EFFFF0"
">&nbsp;</td>
</tr>
<tr>
<td width="38" height="30"
" bgcolor="#EFFFF0"&nbsp;</td>
<td width="376" bgcolor="#EFFFF0"&nbsp;</td>
<td width="22" bgcolor="#EFFFF0"><div align="center"></div></td>
<td width="131" bgcolor="#EFFFF0"><div align="center"><a
href="https://www.youtube.com/channel/UCNvm2PDLwSsdhcMv-
NOI_Og"></div></td>
<td width="107" bgcolor="#EFFFF0"><div align="center"><a
href="https://www.linkedin.com/in/aboveall"></div></td>
<td width="105" bgcolor="#EFFFF0"><div align="center"><a
href="https://twitter.com/Above_All"></div></td>
<td width="26" bgcolor="#EFFFF0"&nbsp;</td>
<td width="389" bgcolor="#EFFFF0"&nbsp;</td>
<td width="31" bgcolor="#EFFFF0"&nbsp;</td>
</tr>
<tr>
<td height="50" colspan="9" bgcolor="#EFFFF0"><span style="
text-align: center; align="center"></span> <div align="center"
class="TEXT">
<div align="left"></div>
</div></td>
</tr>
<tr>
<td height="50" colspan="9" bgcolor="#EFFFF0"><div align="center"
class="TEXT">1501 Industrial Way N, Toms River, New Jersey 08755
| Tel: 866-222-8866 | E-mail: <a href="mailto:info@aboveallighting.
com">info@AboveAllighting.com</a></div></td>
</tr>
</table>
</body>
</html>

" border="0" align="center" cellpadding="0" cellspacing="0">

```

```


<tr>
<td height="50" colspan="9" bgcolor="#FFFFFF"><p class="TEX-
T"><span style="font-style: normal; font-weight: bold;">GS Lighting
Group</span> is a leading lighting service company representing
lighting manufacturers to the design, engineering, distribution and
contracting communities. Our focus is in Architectural Lighting Systems
for the commercial, education, healthcare, athletic, industrial and
residential markets. GS Lighting Group was established in 1990 with a
focus on improving any space with the use of indirect lighting. Today,
we are a leading manufacturer's representative in the lighting industry.
We're continually linking lighting applications with quality lighting from
leading manufactures, with design and architectural intent. GS Lighting
Group is committed to providing our customers with unparalleled support
and the highest possible level of service in our pursuit of business
excellence. Our goal is to help inspire creativity by offering the highest
quality lighting products that meet the requirements of virtually any
project. "Everyone has the right to quality light". GS Lighting Group is
a lighting agency that envisions a brighter and more energy efficient
future. The last two decades have seen many changes in the lighting
industry, but our vision to improve an environment with light still
remains our focus.</p>
<div></div></td>
</tr>
<tr>
<td height="63" colspan="9" bgcolor="#A7A9AC"><div align="cen-
ter">Visit Website: <u><a href="http://www.aboveallighting.com">www.
AboveAllighting.com</a></u></div>
<div align="left"></div> <div align="center"></div> <div
align="left"><a href="http://www.aboveallighting.com/Product/LED-
OUT-DOOR-FIXTURES/LED-Flood-Light/V-LineFloodLight.html"></
a></div></td>
</tr>
<tr>
<td height="28" colspan="9" bgcolor="#EFFFF0"
">&nbsp;</td>
</tr>
<tr>
<td width="38" height="30"
" bgcolor="#EFFFF0"&nbsp;</td>
<td width="376" bgcolor="#EFFFF0"&nbsp;</td>
<td width="22" bgcolor="#EFFFF0"><div align="center"></div></td>
<td width="131" bgcolor="#EFFFF0"><div align="center"><a
href="https://www.youtube.com/channel/UCNvm2PDLwSsdhcMv-
NOI_Og"></div></td>
<td width="107" bgcolor="#EFFFF0"><div align="center"><a
href="https://www.linkedin.com/in/aboveall"></div></td>
<td width="105" bgcolor="#EFFFF0"><div align="center"><a
href="https://twitter.com/Above_All"></div></td>
<td width="26" bgcolor="#EFFFF0"&nbsp;</td>
<td width="389" bgcolor="#EFFFF0"&nbsp;</td>
<td width="31" bgcolor="#EFFFF0"&nbsp;</td>
</tr>
<tr>
<td height="50" colspan="9" bgcolor="#EFFFF0"><span style="
text-align: center; align="center"></span> <div align="center"
class="TEXT">
<div align="left"></div>
</div></td>
</tr>
<tr>
<td height="50" colspan="9" bgcolor="#EFFFF0"><div align="center"
class="TEXT">1501 Industrial Way N, Toms River, New Jersey 08755
| Tel: 866-222-8866 | E-mail: <a href="mailto:info@aboveallighting.
com">info@AboveAllighting.com</a></div></td>
</tr>
</table>
</body>
</html>

" border="0" align="center" cellpadding="0" cellspacing="0">

```

HTML E-Mail Design Projects


Above All New Website Online




www.AboveAllLighting.com

New Website is Online!

Wow, New Website
Access New Website
From PC, Pad, or Mobile Phone



Product Pages Upgrade With More Details Features



Lighting Calculator- Lighting Tool Kit


INDOOR LAYOUT TOOL

1 Choose Product Model No.
2 Upload Floor Plan Image
3 Click Each Section to Display Data

OUTDOOR LAYOUT TOOL

1 Choose Product Model No.
2 Upload Floor Plan Image
3 Click Each Section to Display Data

Better Light, Better Life, Above All Others
Visit www.AboveAllLighting.com



E-mail to Unsubscribe
1501 Industrial Way N. Toms River, New Jersey 08755 | Tel: 856-222-8866 | E-mail: info@AboveAllLighting.com



www.AboveAllLighting.com

New Website is Online!

Wow, New Website
Access New Website
From PC, Pad, or Mobile Phone



Moon Series Low Bay is Launch

ABOVE ALL
www.AboveAllLighting.com

MOON SERIES LOW BAY



Pendant Mount

Hook Mount

Surface Mount

Better Light, Better Life, Above All Others

LED Outdoor Lighting

Learn More

LED Indoor Lighting

Learn More

Controls

Learn More

Please Contact Local Agent For More Information.

Get A Quote

Visit www.AboveAllLighting.com

E-mail to Unsubscribe

1501 Industrial Way N. Toms River, New Jersey 08755 | Tel: 866-222-6866 | E-mail: info@AboveAllLighting.com

ABOVE ALL
www.AboveAllLighting.com

MOON SERIES LOW BAY



Pendant Mount

Hook Mount

Surface Mount

Better Light, Better Life, Above All Others

Design

From 2021, we changed to Mail Champ design instead of HTML E-mail design. The process changes graphic and mail champ template design together then send to Marketing and Sales teams' review. Then team members can review interactive demo E-mail for better understand design. It saves a lot time to coding template.

B. Mail champ design (2021-present) Troffer Retrofit with Network Controls

ABOVE ALL
www.AboveAllLighting.com

Troffer Retrofit Kits with Networked Lighting Controls

Energy Monitor and Saving

Rebate on DLC listed Networked Lighting Controls

Offers a prescriptive rebate up to \$95/DLC-qualified LED luminaire when combined with a DLC-qualified networked control system (Rebate is Different base on Utility and States)

Wireless Energy Saving
Occupancy/Daylight harvesting occurs automatically

Inspiration

Contact your local agent now.

FIND MY AGENT

Facebook, Twitter, LinkedIn icons

Forward

ABOVE ALL
www.AboveAllLighting.com

Troffer Retrofit Kits with Networked Lighting Controls

Energy Monitor and Saving

Energy Monitor and Saving

Diagram showing a Gateway (Remote Control) connected to Troffer fixtures via Bluetooth. The Gateway connects to a network (Wi-Fi, network cable, etc.) and syncs data to the cloud. A mobile app (App + SaaS) is used to control the system.

Energy Monitor and Saving

NLC brochure

Rebate on DLC listed Networked Lighting Controls

Offers a prescriptive rebate up to \$95/DLC-qualified LED luminaire when combined with a DLC-qualified networked control system (Rebate is Different base on Utility and States)

Wireless Energy Saving
Occupancy/Daylight harvesting occurs automatically

Inspiration

Integrate T-grid Linear Light



Integrate T-grid Linear Light

The Integrate T-grid Linear Lights features detachable structure and triple-side unique optic design allowing direct and indirect lighting with 120 degree beam angle. Universal mounting brackets are designed for various standard 15/16" or 9/16" removable T-grid ceiling installation. Seamless continuous runs and flexible lighting patterns create unlimited ceiling lighting effect.



- Mounting brackets and led module are detachable
- Triple-side unique optic design
- Various standard 15/16" or 9/16" ceiling mount compatible
- Seamless continuous runs
- Flexible lighting patterns achievable
- RJ45 terminals for easy driver connection

[Visit Products →](#)



Agent Partner Introduction

We are delighted to introduce our agent Mac's II Agencies



Established in 1980, Mac's II Agencies represents top lighting, lighting controls, power & electrical manufacturers. Mac's II Agencies provides training and technical support on the latest industry standards and best practices made available through manufacturers and governing bodies, and drives demand for electrical solutions through sales and marketing campaigns, promotes sales training and provides sales incentives for our distributor partners. Our Specification Sales, Project Sales and Design & Engineering Representatives offer our customers solutions that meet their immediate and long-term project needs. We elevate manufacturer brands and offer superior value through customized sales & marketing plans, optimized customer visits, sales-call agendas and much more.

Mac's II Agencies offers a positive, respectful and nurturing environment in which our employees can grow. We empower and recognize the accomplishments of our people and encourage collaborative thought. We are proponents of change, innovation and technology. [Visit Web](#)

www.AboveAllLighting.com

Please Contact Local Agent For More Information.

Get A Quote



Integrate T-grid Linear Light

The Integrate T-grid Linear Lights features detachable structure and triple-side unique optic design allowing direct and indirect lighting with 120 degree beam angle. Universal mounting brackets are designed for various standard 15/16" or 9/16" removable T-grid ceiling installation. Seamless continuous runs and flexible lighting patterns create unlimited ceiling lighting effect.



- Mounting brackets and led module are detachable
- Triple-side unique optic design
- Various standard 15/16" or 9/16" ceiling mount compatible
- Seamless continuous runs
- Flexible lighting patterns achievable
- RJ45 terminals for easy driver connection

[Visit Products →](#)



Agent Partner Introduction

We are delighted to introduce our agent Mac's II Agencies



Established in 1980, Mac's II Agencies represents top lighting, lighting controls, power & electrical manufacturers.

Mac's II Agencies provide training and technical support on the latest industry standards and best practices made available through manufacturers and governing bodies, and drives demand for electrical solutions through sales and marketing campaigns, promotes sales training and provides sales incentives for our distributor partners. Our Specification Sales, Project Sales and Design & Engineering Representatives offer our customers solutions that meet their immediate and long-term project needs. We elevate manufacturer brands and offer superior value through customized sales & marketing plans, optimized customer visits, sales-call agendas and much more.

Mac's II Agencies offers a positive, respectful and nurturing environment in which our employees can grow. We empower and recognize the accomplishments of our people and encourage collaborative thought. We are proponents of change, innovation and technology. [Visit Web](#)

www.AboveAllLighting.com



Please Contact Local Agent For More Information.

Get A Quote



Users' Segmentation

Contractor, Distributors, Engineers, Lighting Designers, Agents, Utility, Influencers



Contractor



Distributors



Engineer



Lighting Designer



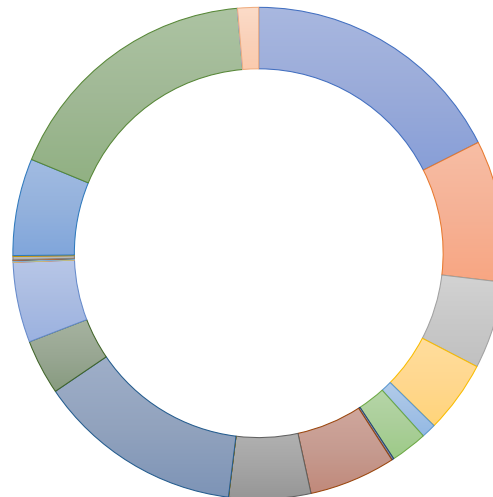
Agents



Utility



Influencers



- Lighting designer1
- Lighting designer2
- Architecture designer in BC
- ESCO
- Light only esco
- Solar esco
- Mechanical Contractor
- NECA contractor
- Independent contractor
- Distribution
- Utility1
- Utility2
- Engineer
- ArchitectConsultantEngineer
- ArchitectConsultantOther
- ArchitectEngineer
- ConsultantDistributor
- ConsultantDistributorOther
- ConsultantElectrical ContractorEngineer
- ConsultantRetailer

E-mail Sending

Campaign set up and schedule sending target user's segments



Analytics

Bollard Series

INSPIRATION

- Vista 25
- Norway House Health Centre
- 1820 Maple Ave Bollard

Please Contact Local Agent For More Information.

FIND MY AGENT

www.AboveAllLighting.com

Facebook, Twitter, LinkedIn icons

Forward To Friend

Above All Bollard Series (Copy 06)

Switch report ▾

Overview Click Performance Content Optimizer Social Analytics360

3,568 Recipients

Audience: Above All Lighting Inc (Tags: ES00)
Subject: Above All Bollard Series

Delivered: Tue, Jun 21, 2022 10:00 am
View email · Download · Print · Share

| | | | |
|--------|---------|---------|--------------|
| 754 | 602 | 62 | 4 |
| Opened | Clicked | Bounced | Unsubscribed |

Successful deliveries: 3,506 (98.3%)
Total opens: 856
Last opened: 10/14/22 10:51AM
Forwarded: 0

Clicks per unique opens: 79.8%
Total clicks: 4,945
Last clicked: 6/23/22 9:55PM
Abuse reports: 0

Best practices met:

- Skimmability: 0 out of 0 (Good job)
- Text & Visuals: 1 out of 1 (Great work)
- Links & CTAs: 2 out of 3
- Typography: 0 out of 0 (Looking good)

We analyzed your email content and have 1 suggestions for improvement to try next time. [View Report →](#)

Click performance
See how many times contacts clicked each of the links in your email. [View Click Map](#)

Top links clicked

| | |
|---|------|
| https://www.abovealllighting.com/product/LED-OUT-DOOR-FIXTURES/LEDBOLL... | 1045 |
| https://www.abovealllighting.com/inspiration/Vista25.html | 971 |
| https://www.abovealllighting.com/inspiration/Norwayhousehealthcentre.html | 951 |
| https://www.abovealllighting.com/inspiration/1820MapleAveBollard.html | 927 |
| https://www.abovealllighting.com/ | 545 |

[View All Links](#)

Campaign benchmarking

Your email campaign performance compared to similar businesses.

[Learn more about campaign benchmarking](#)

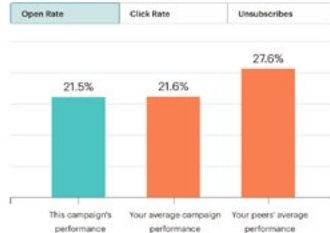
Characteristics you and your peers share

Industry: **Manufacturing**
Your industry was either self reported or predicted using natural language processing techniques. You can update it in [your settings](#).

Audience demographics: **Over 65% Male, from 45 and up**

Audience size: **50,000 - 500,000**

How your email campaign compares

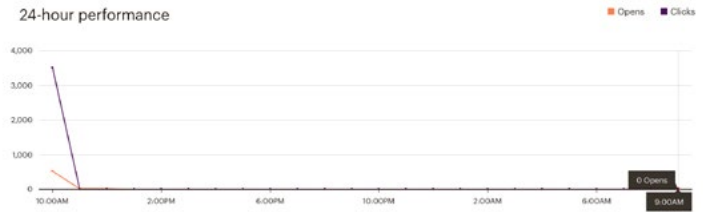


Predicted demographics



[Learn more about predicted demographics](#)

24-hour performance



Subscribers with most opens

| | |
|---------------------------------|---|
| adam@lynxmail.com | 9 |
| service@lightingmaintenance.com | 5 |
| Richard.Tovey@hpl.com | 5 |
| info@abovealllighting.com | 6 |
| care@esenergy.com | 7 |
| View More | |

Social performance

| | |
|---------|---------------------|
| 0 | 3 |
| Twitter | Campaign URL clicks |

Top locations by opens



Recommended next action: Schedule emails across time zones

Users like you see an increase in open rates when using Timewarp to send emails at a consistent time they choose, regardless of time zones.

[Learn About Timewarp](#)

Copyright © 2022 Above All Lighting Inc. All rights reserved. You are receiving this email because you opted in via our website.

Our mailing address is:
Above All Lighting Inc
1128 Thomas Street, Monmouth Hwy
Parsippany, NJ 08859

[Add us to your address book](#)

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#)

