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Brighter Thinking – The Neon Group Forms to Represent the Neon Lighting Industry

PHOENIX, AZ - SEPTEMBER 2008 – **The Neon Group**, a new non-profit organization, has formed to represent the interests of the neon lighting industry to a growing consumer market interested in clean, efficient and time-proven lighting solutions.

The Neon Group's membership is a network of professionals including neon component manufacturers, supply distributors, power supply manufacturers, wholesale neon tube benders, sign makers, lighting designers and artists. It represents the many facets of this American tradition, from the artisans who utilize neon to the engineers who perfect its efficiency and expand its applications. **“By creating a united front, we are protecting the interests of the neon trades, educating a misinformed public and promoting awareness of neon as a valuable lighting system,”** asserts Loren Hudson, president of The Neon Group.

The group uses quantified data to endorse neon lighting as a product that in many ways outperforms LED and fiber optics systems currently popular in the lighting and signage market. **The Neon Group's message sites environmental and financial benefits** (neon signage requires less energy, contains fewer hazardous chemicals and lasts longer than other lighting methods) **as well as creative benefits** (neon gas can produce a more complete color spectrum compared to the relatively few colors available from LED and fiber optics).

In recent years, neon signage has come under misguided political fire, even becoming outlawed in certain jurisdictions. **The Neon Group** has formed in light of such action to provide factual information about the environmental impact of neon, as well as to re-

introduce neon as an environmentally responsible and creatively flexible lighting solution to consumers swayed by the novelty of LED and fiber optics. The marketing strategies proposed by **The Neon Group** include legislative advocacy and educational workshops.

Professionals in the neon trades are encouraged to become a member of The Neon Group to help strengthen the network and build cooperative efforts within the industry. The group is headquartered in Phoenix, Arizona and a Membership Application form is available online at www.theneongroup.org.

For more information, please contact The Neon Group office at 866.637.6264, or online at www.theneongroup.org