



**NEWS RELEASE**  
*For Immediate Release*

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**EverLast® Illuminates America’s Oldest Brewery**  
*Yuengling® Brewery Retrofits Bottling Plant with Induction Lighting Technology*

**JACKSON, MI** – April 22, 2009 – Yuengling® Brewery, America’s oldest brewery located in Pottsville, Pennsylvania, recently retrofitted more than 500 fixtures in their bottling plant with EverLast® Induction Lighting. Yuengling® Brewery felt that the lighting in all their facilities should be the same quality as the beverage they brew, so the switch from the less productive metal halides to instant-strike, long-lasting, and virtually maintenance free EverLast® Induction Lighting was a no-brainer. Yuengling® Brewery knew EverLast® fixtures would provide the quality, energy-efficient lighting the brewery so desperately needed, in fact the fixtures have even exceeded their expectations.

“EverLast® Induction Lighting has performed so well, that in some areas we were able to not only reduce the electrical consumption by 50 to 60 percent but actually reduce the amount of fixtures by 50 percent by changing out every other one,” says Nicholas Ferraioli, COO of USA Energy Management, who approved the EverLast® installation at Yuengling® Brewery. “The energy-saving and low-maintenance EverLast® Fixtures have reduced the bottling plant’s lighting electrical load from 202,000 watts per hour, to 89,000 watts per hour.”

With a virtually maintenance free 100,000 hour lamp life rating, energy savings up to 70 percent, unmatched lumen maintenance, faster ROI than LED or HID technology EverLast® Induction Lighting Technology has solved the technological setbacks of metal halide, HID and LED sources. In addition, EverLast® Lighting Technology meets the Department of Energy’s high efficiency standards – making it today’s smartest choice for illuminating warehouses, facilities, and commercial buildings.

Yuengling® Brewery has already recognized the advantages of switching to EverLast® and has been able to effectively reduce maintenance and energy costs, giving them an additional competitive edge. Low maintenance, energy-efficiency and high quality means bottom-line savings and increased safety for workers frequently bothered by poor quality indoor lighting. In its continued effort to implement green technology in its manufacturing process, Yuengling® will continue working with Suncoast Solar Power and EverLast® to retrofit their 1.2 million square foot Tampa Bay facility.



*EverLast® Induction High Bays Illuminates Yuengling® brewery and assembly areas*

Everlast Lighting is distributed by: Eco-\$mart, Inc. (888)329-2705 / (941)377-9460 fx / [info@eco-smart.com](mailto:info@eco-smart.com)