

Alloy LED Donates LED Light Fixtures to Habitat for Humanity

The US-based LED lighting manufacturer and distributor has donated over \$60,000 worth of their ThruLine Under Cabinet LED Fixtures.

JUNE 5, 2018 - EMERYVILLE, CA. Alloy LED has made a donation, worth over \$60,000, of the first generation of their ThruLine Under Cabinet LED Fixture to the northern California chapter of Habitat for Humanity. The Energy Star rating for this under cabinet light guarantees a superior combination of energy efficiency and quality of light for residential and commercial installations. ThruLines feature a high CRI value of 90+ CRI, which means they render colors, especially warm tones, accurately.

Alloy LED Marketing Director Dan Nelson says, "As owners of a company headquartered in California that manufactures energy-efficient lighting, we felt like we were in a unique position to help Habitat for Humanity in their mission to provide affordable housing and furnishings to families in northern California. These fixtures not only provide great-looking light and have a long lifespan, they also ensure that energy savings are passed on to those who benefit from Habitat's services. They're also a fixture that's familiar to most electricians, making it a fast installation for Habitat's volunteers."

"This donation from Alloy LED is really appreciated. It's a big help in fulfilling our mission to build community, hope and homes in the Bay Area." said David Gray, a Business Development consultant for Habitat for Humanity East Bay/Silicon Valley. "What we'll do with these fixtures is offer them for sale in our Oakland ReStore location. Here in the Bay area it's really challenging to get families into affordable homes, and proceeds from sales at the ReStores help create affordable mortgages, and provide financial counseling and renovation costs. Items from the ReStores are also available to these families at a discount to make it easier to furnish their homes with what they need. These ReStores also help support Habitat initiatives like our new one to build bridge homes for the homeless in the South Bay and East Bay."

ThruLine fixtures offer a variety of benefits for under cabinet LED lighting. These Energy Star-rated LED fixtures connect directly to AC house power, with no need for an external transformer, which makes installation quick and easy. The fixtures emit bright, warm light that can be dimmed using a common household dimmer switch, and with the diffuser cover, the LEDs emit a smooth, even light with no hotspots. Sturdy construction provides protection from dust, grease, and moisture and ensures years of use.

About: Alloy LED is a manufacturer and distributor of superior LED lighting solutions that enhance the way people live and work. Alloy offers products through wholesale and commercial sales channels, serving electrical distributors, lighting showrooms, specifiers, architects, and general contractors.

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