

Solatube: Innovation in Daylighting

In the 1980s sole Australian inventor, Steve Sutton, created the concept of the tubular skylight; an energy-efficient alternative to the poorly designed and leak prone traditional skylights that were on the market at the time. His concept involved a light-capturing system positioned on the rooftop that redirected light down through a highly reflective cylinder to a diffuser at the ceiling level.

A patent was sought and in 1990 Solatube was founded, with a group of Sydney-based entrepreneurs providing the expertise necessary to launch the revolutionary product. The original Solatube was listed by the *Daily Telegraph* newspaper as one of the top Australian inventions of the twentieth century, and today continues to be distributed around the globe.

In 1992, Solatube North America was established and following a company restructure in 1998, Solatube International was launched to manage worldwide operations, continuing to do so today from its California headquarters.

Over the years Solatube has continued to introduce more innovative products onto the market, as well as accessories such as the integrated electric light and ventilation kits that further enhance the functionality of the skylights.

In August 2000, Solatube's commercial division was added and the SolaMaster® Series was launched as the first line of tubular skylights designed specifically for commercial buildings.

In recent years major advances have seen the introduction of revolutionary products such as Infinity®, a new reflective tubing material providing unprecedented reflectivity for optimal lighting performance, and the Solatube Daylight Dimmer™, an optional feature enabling controlled, adjustable daylighting at the flip of a switch.

All Solatube products not only meet but exceed relevant Australian Standards, winning Solatube the approval of environmental agencies and governments internationally, including the independent and non-profit National Fenestration Rating Council in the USA, which has certified eight Solatube products with the prestigious "Energy Star" rating.

Demand for Solatube's innovative daylighting products in the commercial market is on the rise, particularly as more research linking daylighting to benefits such as improved health, increased worker productivity and student performance comes to light.

With increased regulation on residential energy-efficiency, homeowners are also turning to energy-efficient lighting options. Many major homebuilders have embraced Solatube daylighting systems as a versatile lighting option that can be simply and affordably integrated into home designs. Factory pre-assembled parts speed up installation by as much as 50% compared to conventional lighting.

Now, over two decades later amidst increasing calls for sustainable and energy efficient solutions, Solatube continues to bring consumers the latest in energy efficient lighting, ventilation and solar solutions. The company prides itself on offering a blend of traditional craftsmanship, cutting-edge design and engineering, together with the finest in customer service while upholding a strong sense of social and environmental responsibility.

A clear focus on quality, service and accountability underlies Solatube's vision to become the world's most innovative provider of energy efficient lighting, ventilation and solar solutions.

The future looks bright for Solatube with several new products currently in development, each demonstrating the company's unrivaled commitment to state-of-the-art technology and design.

For further information contact Solatube on 13 16 19 or visit www.solatube.com.au

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For media enquiries, a selection of high-resolution images or to arrange an interview please do not hesitate to contact Jill Johnson at OMC Media on +613 9867 6822 or 0409 217 624.