

Board Summary

Elemental LED, Inc.
 1195 Park Avenue, Emeryville, CA 94608
 Randy Holleschau, President and CEO
 Company Headquarters

Date: March 16, 2017
 Main Location: Carson City, Nevada

Business Type: New County: Washoe County Development Authority Representative: Stan Thomas, EDWAN

APPLICATION HIGHLIGHTS

- Elemental LED, Inc. is considering relocating their Corporate Headquarters operation from Emeryville, California to Reno, Nevada.
- The relocation would involve the purchase of an approximate 60,000 square foot warehouse and office facility.
- The target date for the initial move of the production and manufacturing division is June 1, 2017, with operations to commence July 1, 2017. Shortly after July 1 the company plans to move its customer service, marketing, finance, supply chain and engineering divisions to Reno.

PROFILE

Elemental LED, Inc. is a leading U.S. engineering and technology company that creates, develops, manufactures, markets and sells, configured and integrated LED lighting solutions. The company is America's largest provider of low-voltage linear lighting solutions and operates two sales divisions, Diode LED and Business Solutions. Diode LED, the manufacturing and wholesale division of the company, is a premier supplier of LED lighting solutions that provides linear, task, and accent lighting solutions for commercial and residential application. The Business Solutions division focuses on the consulting, design, and engineering of large-scale innovative LED lighting solutions that cater to a wide array of clients including retail, hospitality, and display companies. Elemental LED currently has offices in California and the United Kingdom. *Source: Elemental LED, Inc.*

SIGNIFICANCE OF ABATEMENTS IN THE COMPANY'S DECISION TO RELOCATE/EXPAND

Elemental LED, Inc.'s decision to consider relocating its corporate headquarters to the Reno area is due to several factors, including the business tax structure, cost of living and logistical advantages offered by the region. Other factors include the market opportunities available by locating in Nevada's business-friendly environment. In addition, Elemental LED, Inc. is aware of the benefits of Nevada's Tax Incentive Program, and this is a critical factor in the decision to relocate the company's headquarters and operations to Reno. *Source: Elemental LED, Inc.*

REQUIREMENTS	Statutory	Application	Sufficient	% Over / Under
Job Creation	50	80	Yes	60%
Average Wage	\$21.35	\$42.84	Yes	101%
Equipment Capex (SU & MBT)	\$1,000,000	\$1,865,000	Yes	87%
Equipment Capex (PP)	\$1,000,000	\$1,865,000	Yes	87%

INCENTIVES	Requested Terms	Estimated \$ Amount
Sales Tax Abmt.	Abated to 2% for 2 years	\$106,771
Modified Business Tax Abmt.	50% for 4 years	\$167,422
Personal Property Tax Abmt.	50% for 10 years	\$68,820
Total		\$343,013

JOB CREATION	Contracted	24-Month Projection	5-Year Projection
	50	80	100

OTHER CAPITAL INVESTMENT	Land	Building Purchase	BTS / Building Improvements
	\$0	\$3,000,000	\$2,000,000

ECONOMIC IMPACT ESTIMATES (10-Year Cumulative)	Total	Construction
Total Jobs Supported	242	21
Total Payroll Supported	\$139,629,158	\$888,075
Total Output Estimate	\$490,853,350	\$3,176,631

Estimate includes jobs, payroll & output by the company assisted as well as the secondary impacts to other local businesses.

NEW TAX REVENUE ESTIMATES (10-Year Cumulative)	Direct	Indirect	Total
Local Taxes			
Property	\$615,298	\$2,978,402	\$3,593,700
Sales	\$74,425	\$2,005,367	\$2,079,792
Lodging	\$0	\$68,385	\$68,385
State Taxes			
Property	\$29,972	\$179,277	\$209,249
Sales	\$63,300	\$865,701	\$929,001
Modified Business	\$884,170	\$799,259	\$1,683,429
Lodging	\$0	\$1,900	\$1,900
Total	\$1,667,165	\$6,898,291	\$8,565,456

IMPACT ASSESSMENT	Economic Impact per Abated Dollar	New Total Tax per Abated Dollar
	\$1,431	\$24.97

EMPLOYEE BENEFITS

- Percentage of health insurance plan covered by company: 78%.
- Health care package cost per employee - \$7,120 annually with options for dependents.
- Overtime, PTO/Sick/Vacation, Merit increases, COLA adjustments, Tuition Assistance, Retirement Plan / Profit Sharing / 401 (k), Bonuses, Stock Options.

NOTES

- Percentage of market outside of Nevada: 99%.
- The company is also considering California, Fairfield, Modesto, Sacramento, and Arizona, Phoenix as potential locations.

February 3, 2017

Director Steve Hill
Governor's Office of Economic Development
808 West Nye Lane
Carson City, NV 89703

Re: Elemental LED

Dear Steve:

EDAWN hereby supports the application of Elemental LED for the Sales & Use Tax Abatement, Modified Business Tax Abatement, and Personal Property Tax Abatement incentives.

Elemental LED is a U.S. based engineering and technology company that creates, develops, manufactures, markets and sells innovative LED lighting solutions. The company is looking to open a production operation in Reno, Nevada area.

The company will be investing approximately \$1,865,000 for capital equipment in the first 2 years and plans to hire 80 employees by the end of the first 2 years at an average wage of \$42.84 per hour.

The company's compensation package includes medical, vision, and dental benefits, overtime, PTO/sick/vacation, merit increases, COLA adjustments, tuition assistance, bonus, retirement plan /401K, and stock options. Employee health insurance is covered 78% by the company and commences after 3 months from the date of hire.

EDAWN supports this application as the company meets three of three incentive requirements. Your consideration and support of the incentive application for Elemental LED is a significant factor in their pending decision to expand in northern Nevada and speaks favorably to the State's business-friendly environment.

Sincerely,



Stan Thomas
EDAWN, Executive Vice-President
Business Development



February 2, 2017

Governor's Office of Economic Development
808 West Nye Lane
Carson City, NV 89703

Dear Commission Members:

Elemental LED, Inc. is a leading U.S. based engineering and technology company that creates, develops, manufactures, markets, and sells innovative, configured, and integrated LED lighting solutions. We are America's largest provider of low-voltage linear lighting solutions with offices in California and the United Kingdom. The company's two sales divisions, Diode LED and Business Solutions, focus on providing superior, patented technology and award-winning solutions to tens of thousands of customers annually. The plan under consideration is to relocate from the current headquarters location in Emeryville, California, to the Reno, Nevada area. We would hire and train employees, and begin production and manufacturing from the local Reno area. The target date for the initial move of the production and manufacturing division is June 1, 2017, with operations to commence July 1, 2017. In quick succession, we would move the customer service, marketing, finance, supply chain and engineering divisions to Reno.

The decision to consider relocating the corporate headquarters operation to the Reno area is due to several factors, including the business tax structure, cost of living and logistic advantages offered by the region. In addition, Elemental LED, Inc. is aware of the benefits of the State Incentive Program, and this also is a critical factor in deciding whether to relocate headquarters and operations to Reno.

The relocation plan to Reno would involve purchase of an approximate 60,000 square foot warehouse and office facility, and substantial investments in additional equipment. In order to staff and manage headquarters and operations, the plan would be to employ a total of 70 employees (estimating 50% relocation from California) on-site, growing to 80 employees by Year 2. The average hourly rate of employees is projected to be \$42.84.

We are excited about the market opportunities presented by this potential relocation and the advantages that locating this facility in Reno would offer our company. In conjunction with Nevada's business-friendly environment, we see this as a first step in what would be increased growth for Elemental LED, Inc.

Sincerely,

A handwritten signature in black ink, appearing to read "Jeffrey Johnson".

Jeffrey Johnson
CFO and EVP, Administrative Services

Elemental LED, Inc.
Office: (925) 273-7603
Email: jeff.johnson@elementalled.com
Web: www.elementalled.com

ECONOMIC DEVELOPMENT

Incentive Application

Company Name: Elemental LED, Inc.

Date of Application: February 2, 2017

Company is an / a: (check one)

New location in Nevada

Expansion of a Nevada company

Section 1 - Type of Incentives

Please check all that the company is applying for on this application:

Sales & Use Tax Abatement

Sales & Use Tax Deferral

Modified Business Tax Abatement

Recycling Real Property Tax Abatement

Personal Property Tax Abatement

Other: _____

Section 2 - Corporate Information

COMPANY NAME (Legal name under which business will be transacted in Nevada) Elemental LED, Inc.		FEDERAL TAX ID # 46-2971218	
CORPORATE ADDRESS 1195 Park Avenue	CITY / TOWN Emeryville	STATE / PROVINCE CA	ZIP 94608
MAILING ADDRESS TO RECEIVE DOCUMENTS (If different from above)	CITY / TOWN	STATE / PROVINCE	ZIP
TELEPHONE NUMBER (877) 564-5051	WEBSITE www.elementaled.com		
COMPANY CONTACT NAME Jeff Johnson	COMPANY CONTACT TITLE CFO/EVP Administrative Services		
E-MAIL ADDRESS jeff.johnson@elementaled.com	PREFERRED PHONE NUMBER (925) 273-7603		

Has your company ever applied and been approved for incentives available by the Governor's Office of Economic Development? Yes No

If Yes, list the program awarded, date of approval, and status of the accounts (attach separate sheet if necessary):



Section 3 - Program Requirements

Please check two of the boxes below; the company must meet at least two of the three program requirements:

- A capital investment of \$1,000,000 in eligible equipment in urban areas or \$250,000 in eligible equipment in rural areas are required. This criteria is businesses. In cases of expanding businesses, the capital investment must equal at least 20% of the value of the tangible property owned by the business.
- New businesses locating in urban areas require fifty (50) or more permanent, full-time employees on its payroll by the eighth calendar quarter quarter in which the abatement becomes effective. In rural areas, the requirement is ten (10) or more. For an expansion, the business must increase employees on its payroll by 10% more than its existing employees prior to expansion, or by 25 (urban) or 6 (rural) employees, whichever is greater.
- In urban areas, the average hourly wage that will be paid by the business to its new employees is at least 100% of the average statewide hourly in rural areas, the average hourly wage will equal or exceed the lesser of the county-wide average hourly wage or statewide average hourly wage.

Note: Criteria is different depending on whether the business is in a county whose population is 100,000 or more or a city whose population is 60,000 or more (i.e., "urban" area), or if the business is in a county whose population is less than 100,000 or a city whose population is less than 60,000 (i.e., "rural" area).

Section 4 - Nevada Facility

Type of Facility:

Headquarters

Service Provider

Technology

Distribution / Fulfillment

Back Office Operations

Manufacturing

Research & Development / Intellectual Property

Other: _____

PERCENT OF COMPANY'S NEVADA LOCATION MARKET OUTSIDE OF NEVADA 99%	EXPECTED DATE OF NEW / EXPANDED OPERATIONS (MONTH / YEAR) Jul-2017		
NAICS CODE / SIC 334413	INDUSTRY TYPE LED Manufacturing		
DESCRIPTION OF COMPANY'S NEVADA OPERATIONS Hdqtrs/operations facility for LED manufacturing company including warehouse, distribution, sales, engineering, marketing, finance, supply chain.			
PROPOSED / ACTUAL NEVADA FACILITY ADDRESS TBD	CITY / TOWN Reno-Sparks Area	COUNTY Washoe County	ZIP
WHAT OTHER STATES / REGIONS / CITIES ARE BEING CONSIDERED FOR YOUR COMPANY'S RELOCATION / EXPANSION / STARTUP? California/Fairfield, Modesto, Sacramento; Arizona/Phoenix			

Section 5 - Complete Forms (see additional tabs at the bottom of this sheet for each form listed below)

Check the applicable box when form has been completed.

- 5 (A) Equipment List
- 5 (B) Employment Schedule
- 5 (C) Evaluation of Health Plan

Section 6 - Real Estate & Construction (Fill in either New Operations/Startup or Expansion, not both.)

New Operations / Start Up - Plans Over the Next <u>Ten</u> Years	Expansions - Plans Over the Next <u>10</u> Years
<p>Part 1. Are you currently/planning on leasing space in Nevada? No</p> <p>If No, skip to Part 2. If Yes, continue below:</p> <p>What year(s)? _____</p> <p>How much space (sq. ft.)? _____</p> <p>Annual lease cost of space: _____</p> <p>Do you plan on making building tenant improvements? _____</p> <p>If No, skip to Part 2. If Yes *, continue below:</p> <p>When to make improvements (month, year)? _____</p> <hr/> <p>Part 2. Are you currently/planning on buying an owner occupied facility in Nevada? Yes</p> <p>If No, skip to Part 3. If Yes *, continue below:</p> <p>Purchase date, if buying (month, year): <u>Mar-2017</u></p> <p>How much space (sq. ft.)? <u>60,000</u></p> <p>Do you plan on making building improvements? Yes</p> <p>If No, skip to Part 3. If Yes *, continue below:</p> <p>When to make improvements (month, year)? <u>Apr-June 2017</u></p> <hr/> <p>Part 3. Are you currently/planning on building a build-to-suit facility in Nevada? No</p> <p>If Yes *, continue below:</p> <p>When to break ground, if building (month, year)? _____</p> <p>Estimated completion date, if building (month, year): _____</p> <p>How much space (sq. ft.)? _____</p>	<p>Part 1. Are you currently leasing space in Nevada? _____</p> <p>If No, skip to Part 2. If Yes, continue below:</p> <p>What year(s)? _____</p> <p>How much space (sq. ft.)? _____</p> <p>Annual lease cost at current space: _____</p> <p>Due to expansion, will you lease additional space? _____</p> <p>If No, skip to Part 3. If Yes, continue below:</p> <p>Expanding at the current facility or a new facility? _____</p> <p>What year(s)? _____</p> <p>How much expanded space (sq. ft.)? _____</p> <p>Annual lease cost of expanded space: _____</p> <p>Do you plan on making building tenant improvements? _____</p> <p>If No, skip to Part 3. If Yes *, continue below:</p> <p>When to make improvements (month, year)? _____</p> <hr/> <p>Part 2. Are you currently operating at an owner occupied building in Nevada? _____</p> <p>If No, skip to Part 3. If Yes, continue below:</p> <p>How much space (sq. ft.)? _____</p> <p>Current assessed value of real property? _____</p> <p>Due to expansion, will you be making building improvements? _____</p> <p>If No, skip to Part 3. If Yes *, continue below:</p> <p>When to make improvements (month, year)? _____</p> <hr/> <p>Part 3. Do you plan on building or buying a new facility in Nevada? _____</p> <p>If Yes *, continue below:</p> <p>Purchase date, if buying (month, year): _____</p> <p>When to break ground, if building (month, year)? _____</p> <p>Estimated completion date, if building (month, year): _____</p> <p>How much space (sq. ft.)? _____</p>

*** Please complete Section 7 - Capital Investment for New Operations / Startup.**

*** Please complete Section 7 - Capital Investment for Expansions below.**

BRIEF DESCRIPTION OF CONSTRUCTION PROJECT AND ITS PROJECTED IMPACT ON THE LOCAL ECONOMY (Attach a separate sheet if necessary):

Anticipated build-out of facility with projected financial impact to local economy of max. of \$2M for construction-related improvements, and approximately \$2M for equipment, machinery, furniture and fixtures.

Section 7 - Capital Investment (Fill in either New Operations/Startup or Expansion, not both.)

New Operations / Start Up	Expansions
How much capital investment is planned? (Breakout below):	How much capital investment is planned? (Breakout below):
Building Purchase (if buying): <u>\$3,000,000</u>	Building Purchase (if buying): <u>\$0</u>
Building Costs (if building / making improvements): <u>\$2,000,000</u>	Building Costs (if building / making improvements): <u>\$0</u>
Land: <u>inc.</u>	Land: <u>\$0</u>
Equipment Cost: <u>\$1,865,000</u>	Equipment Cost: <u>\$0</u>
Total: <u>\$6,865,000</u>	Total: <u>\$0</u>
	Is the equipment purchase for replacement of existing equipment? _____
	Current assessed value of personal property in NV: _____
	(Must attach the most recent assessment from the County Assessor's Office.)

Section 8 - Employment (Fill in either New Operations/Startup or Expansion, not both.)

New Operations / Start Up	Expansions
How many full-time equivalent (FTE*) employees will be created by the end of the first eighth quarter of new operations?: <u>80</u>	How many full-time equivalent (FTE*) employees will be created by the end of the first eighth quarter of expanded operations?: _____
Average hourly wage of these <u>new</u> employees: <u>\$42.84</u>	Average hourly wage of these <u>new</u> employees: _____
	How many FTE employees prior to expansion?: _____
	Average hourly wage of these <u>existing</u> employees: _____
	Total number of employees after expansion: _____

* FTE represents a permanent employee who works an average of 30 hours per week or more, is eligible for health care coverage, and whose position is a "primary job" as set forth in NAC 360.474.

OTHER COMPENSATION (Check all that apply):

- | | | | |
|---|--|---|---|
| <input checked="" type="checkbox"/> Overtime | <input checked="" type="checkbox"/> Merit increases | <input checked="" type="checkbox"/> Tuition assistance | <input checked="" type="checkbox"/> Bonus |
| <input checked="" type="checkbox"/> PTO / Sick / Vacation | <input checked="" type="checkbox"/> COLA adjustments | <input checked="" type="checkbox"/> Retirement Plan / Profit Sharing / 401(k) | <input checked="" type="checkbox"/> Other: <u>Stock Options</u> |

BRIEF DESCRIPTION OF ADDITIONAL COMPENSATION PROGRAMS AND ELIGIBILITY REQUIREMENTS (Attach a separate sheet if necessary):

New employee eligibility for other comp. subject to successful completion of 3-mo. introductory period with company.

Section 9 - Employee Health Insurance Benefit Program

Is health insurance for employees and an option for dependents offered? Yes (**copy of benefit plan must be attached**) No

Package includes (check all that apply):

- | | | | |
|---|--|--|--|
| <input checked="" type="checkbox"/> Medical | <input checked="" type="checkbox"/> Vision | <input checked="" type="checkbox"/> Dental | <input checked="" type="checkbox"/> Other: <u>Life, short/long-term disab. insurance</u> |
|---|--|--|--|

Qualified after (check one):

- | | | | |
|--|---|---|---|
| <input type="checkbox"/> Upon employment | <input type="checkbox"/> Three months after hire date | <input type="checkbox"/> Six months after hire date | <input checked="" type="checkbox"/> Other: <u>First day of month following hire</u> |
|--|---|---|---|

Health Insurance Costs:	Percentage of health insurance coverage by:
Cost of health insurance for company (annual amount per employee): <u>\$ 7,120.00</u>	Company: <u>78%</u>
Health Plan annual out-of-pocket maximum (individual): <u>\$ 3,500.00</u>	Employee: <u>22%</u>

[SIGNATURE PAGE FOLLOWS]

Section 10 - Certification

I, the undersigned, hereby grant to the Governor's Office of Economic Development access to all pertinent and relevant records and documents of the aforementioned company. I understand this requirement is necessary to qualify and to monitor for compliance of all statutory and regulatory provisions pertaining to this application.

Being owner, member, partner, officer or employee with signatory authorization for the company, I do hereby declare that the facts herein stated are true and that all licensing and permitting requirements will be met prior to the commencement of operations. In addition, I and /or the company's legal counsel have reviewed the terms of the GOED Tax Abatement and Incentives Agreement, the company recognizes this agreement is generally not subject to change, and any material revisions have been discussed with GOED in advance of board approval.

Jeff Johnson

Name of person authorized for signature



Signature

CFO/EVP Administrative Services

Title

February 2, 2017

Date

Nevada Governor's Office of Economic Development

555 E. Washington Ave., Ste 5400 • Las Vegas, Nevada 89101 • 702.486.2700 • (Fax) 702.486.2701 • www.diversifynevada.com

Site Selection Factors

Company Name: Elemental LED, Inc.

County: Washoe

Section I - Site Selection Ratings

Directions: Please rate the select factors by importance to the company's business (1 = very low; 5 = very high). Attach this form to the Incentives Application.

Availability of qualified workforce:	<u>4</u>	Transportation infrastructure:	<u>4</u>
Labor costs:	<u>5</u>	Transportation costs:	<u>4</u>
Real estate availability:	<u>4</u>	State and local tax structure:	<u>5</u>
Real estate costs:	<u>5</u>	State and local incentives:	<u>5</u>
Utility infrastructure:	<u>4</u>	Business permitting & regulatory structure:	<u>5</u>
Utility costs:	<u>4</u>	Access to higher education resources:	<u>4</u>

OTHER FACTORS & RATINGS:

5(B) Employment Schedule

Company Name: Elemental LED, Inc.

County: Washoe

Section 1 - Full-Time Equivalent (FTE) Employees

Directions: Please provide an estimated list of full time employees [columns (a) through (d)] that will be hired and employed by the company by the end of the first eighth quarter of new / expanded operations. For example, if the effective date of new / expanded operations is April 1, 2015, the date would fall in Q2, 2015. The end of the first eighth quarter would be the last day of Q2, 2017 (i.e., June 30, 2017). Attach this form to the Incentives Application.

A qualified employee must be employed at the site of a qualified project, scheduled to work an average minimum of 30 per week, if offered coverage under a plan of health insurance provided by his or her employer, is eligible for health care coverage, and whose position of a "primary job" as set forth in NAC 360.474.

(a) New Hire Position Title/Description	(b) Number of Positions	(c) Average Hourly Wage	(d) Average Weekly Hours	(e) Annual Wage per Position	(f) Total Annual Wages
Executives: C-Level/VP	10	\$117.11	40	\$243,588.80	\$2,435,888.00
Directors	6	\$68.16	40	\$141,772.80	\$850,636.80
Managers/Supervisors	10	\$41.50	40	\$86,320.00	\$863,200.00
Engineers/IT/Ops Professionals	9	\$41.25	40	\$85,800.00	\$772,200.00
Marketing/Purchasing Professionals	4	\$41.25	40	\$85,800.00	\$343,200.00
Inside Sales	2	\$30.41	40	\$63,252.80	\$126,505.60
Customer Service/Acctg Techs - Hourly	19	\$25.00	40	\$52,000.00	\$988,000.00
Mfg./Shipping-Receiving Techs - Hourly	20	\$18.00	40	\$37,440.00	\$748,800.00
TOTAL	80			\$42.84	\$7,128,430.40

Section 2 - Employment Projections

Directions: Please estimate full-time job growth in Section 2, complete [columns (b) through (c)]. These estimates are used for state economic impact and net tax revenue analysis that this agency is required to report. The company will not be required to reach these estimated levels of employment.

(a) Year	(b) Number of FTE(s) Projected	(c) Average Hourly Wage	(d) Payroll
3-Year	80	\$42.84	\$7,128,430.40
4-Year	88	\$43.27	\$7,919,686.17
5-Year	100	\$43.70	\$9,089,639.81

5(C) Evaluation of Health Plans Offered by Companies

Company Name: Elemental LED, Inc.

County: Washoe

Total Number of Full-Time Employees:	80
Average Hourly Wage per Employee	\$42.84
Average Annual Wage per Employee (implied)	\$89,107.20
Annual Cost of Health Insurance per Employee	\$7,120.00
Percentage of Cost Covered by:	
Company	78%
Employee	22%
Health Plan Annual Out-of-Pocket Maximum	\$3,500

Generalized Criteria for Essential Health Benefits (EHB)

[following requirements outlined in the Affordable Care Act and US Code, including 42 USC Section 18022]

Covered employee's premium not to exceed 9.5% of annual wage	2.3%	<input type="checkbox"/> MMQ
Annual Out-of-Pocket Maximum not to exceed \$6,600 (2015)	\$3,500	<input type="checkbox"/> MMQ

Minimum essential health benefits covered (Company offers PPO):

- (A) Ambulatory patient services
- (B) Emergency services
- (C) Hospitalization
- (D) Maternity and newborn care
- (E) Mental health/substance use disorder/behavioral health treatment
- (F) Prescription drugs
- (G) Rehabilitative and habilitative services and devices
- (H) Laboratory services
- (I) Preventive and wellness services and chronic disease management
- (J) Pediatric services, including oral and vision care

No Annual Limits on Essential Health Benefits

I, the undersigned, hereby declare to the Governor's Office of Economic Development that the facts herein stated are true, and that I have attached sufficient plan information for GOED to independently confirm the same.

Jeff Johnson
Name of person authorized for signature


Signature

CFO/EVP Admin. Services
Title

2/2/2017
Date

EXECUTIVE SUMMARY



Elemental LED, Inc. is a leading U.S based engineering and technology company that manufactures an extensive high-quality portfolio of superior linear, accent, and task LED lighting. Our products feature unparalleled CRI and R values that produce flawless, and vibrant high-fidelity color rendering.

We are proud to be America's largest provider of linear LED lighting inspiring lighting professionals with our innovative technology, unmatched quality, and best-in-class customer experience.

Founded in 2008, Elemental LED has capitalized on the exciting, underserved, and expanding market of "configured" LED lighting solutions. We offer a variety of linear and other forms of accent, ambient, and task lighting, coupled with power supplies, controllers, switches, and accessories. Elemental LED delivers significant value by assisting in the optimal pairing of LED products and ancillary components into a proven solution that achieves the customer's desired lighting effect.

Diode LED is a branded division of Elemental LED, Inc. servicing the wholesale marketplace. Elemental LED created the Diode LED product line to inspire architects, lighting designers, and specifiers to envision the most creative lighting effects imaginable, and to support the needs of contractors, electricians and the designer in each of us.

We are solely focused on delivering high-quality and complete LED lighting solutions and continuously develop products that disrupt the market and make LED lighting easier to incorporate into any residential or commercial project. We design and engineer our products to be the highest performing in the industry in color consistency, high quality color rendering (high CRI and R9 through R14 values), heat management, quality construction and more.

Diode LED is a widely recognized brand inspiring tremendous loyalty with lighting designers, architects, product specifiers, electricians, and general contractors. Our products are carried by over 1,500 lighting showrooms and electrical distributors throughout the country. Diode LED partners and sells through 8 of the top 10 Electrical Distributors, which control almost 6,000 sales locations.

Diode LED delivers tailored product, programs and services specifically for the wholesalers' customer base. We are dedicated to making it easy by helping customers understand, adopt and benefit from LED lighting solutions through our combined LED lighting technology, customized product portfolio and extensive support services offering.

Based in Emeryville CA, we offer same-day shipping, project support, expert technical advice and extensive technical specification resources to simplify lighting design, configuration and installation.



Our Promise to You

We are proud to be a different type of manufacturer. We build active partnerships with our independent representatives that focus on a long term relationship and success with our brands. Our goal is to ensure you are able to capitalize on your territory's potential and grow your business.

As an independent sales representative and an extension of the Diode LED brand, this is our promise to you.



We are committed to providing resources that support your success.

- *Product training*
- *In-field customer visits*
- *Dealer incentive programs*
- *Product sample programs and displays*
- *Tools to support your customer's success*

To boost your success our Dealer support goes beyond our ability to help them demonstrate the impact of incorporating specialized LED lighting into a customer's project. We help their customers determine technical specifications and meet electrical code compliance. We can help customers mitigate the challenges of new and retrofit LED lighting projects. Our Custom Assembly Program provides solutions tailored to specific projects that include custom finished tape light, custom cut channel lengths and fully loaded channel fixtures with tape light.

- *Superior Quality Products*
- *Patented and Proprietary Solutions*
- *In-Field Sales Team*
- *Unparalleled Customer Service*
- *Custom Design & Assembly*
- *40% Year over Year Growth*
- *\$20 Million Inventory - Same Day Shipping*
- *96% Customer Retention*
- *Specification & Project Support*
- *Solid-State Lighting Metrology Lab*
- *UL & Class II Certification*
- *Innovative Displays and Demo Kits*



Elemental LED is a dynamic trendsetter with the strategic vision to maintain our leadership in the configured LED solutions marketplace. The Company succeeds because of our dedication to innovation in product development, delivering high-quality products and best-in-class services. We are committed to helping customers understand, adopt, and benefit from LED lighting solutions through our technical knowledge, extensive and innovative LED product portfolio, and service offerings. Providing a rewarding customer experience is the key ingredient to increasing our customer base.



Product Highlights

Diode LED offers LED lighting solutions that stand apart from those of other manufacturers by promoting a culture of continuous improvement through certification and safety with premium performance. Explore these unique products and find out why Diode LED is your choice for quality and performance.



Architectural Grade Tape Light - As the undisputed tape light provider we carry more variety in stock and sell more than 3.5 million feet of liner tape lighting annually.



SWITCHEX™, our most exciting new patent-pending product combines a driver and dimmer switch into a single unit that fits the standard gang box dimension. This solves common incompatibility issues with dimmer and driver combinations and offers superior dimming performance, all in a form factor that makes low voltage LED lighting installation easier than anything on the market today.



FENCER™ Under Cabinet with Premium Diffusion - This 98 CRI, 120V direct-connect under-cabinet light fixture incorporates customized lensing that eliminates any visible LED light “dots”.



CHROMAPATH™, our highly successful patent-pending product line of aluminum mounting channels, which provide a stylish, functional housing for tape light that can be mounted or recessed on virtually any flat surface. The Company continually expands this product line and features.



CLICKTIGHT PRO™, our patent-pending, next-generation connector for LED Tape Light. It solves a number of installation challenges by offering more universal tape light compatibility, stronger connection, ease of installation, and a universal wire adapter.



HYDROLUME™, the only custom-configured LED strip light in the market that is UV resistant, waterproof, saltwater safe, chlorine resistant, and fully submersible. It is designed specifically to perform in extreme environments including custom assembly and seal of each order in our production facility to ensure long term performance and integrity.



OMNIDRIVE™, a family of low-cost, superior performing Electronic Dimmable Drivers, which provide smoother, flicker-free dimming for LED lighting systems when compared to magnetic dimmable drivers.



SPOTMOD™ Gimbal LED Fixture, a fully recessed LED fixture with adjustable gimbal for directed LED lighting.