

July, 2019

AmeriLux News



Greenhouse Coverings: LT & Plant Growth "Importance of High Light Transmission"

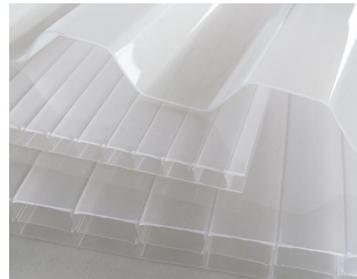
PAR (Photosynthetically Active Radiation) Light Transmission is the spectrum of light that is utilized by plants. Plant growth responds best to the blue and red bands of the visible PAR spectrum. This "visible portion" of the sun's total spectrum of energy is regarded by most horticulturalists as being critical for proper plant growth and development.

PAR light ranges from 400-700 nanometers and is simply a count of photons falling upon a surface in a given time. Photons are packets of energy which make up a stream of light. In horticulture, the number of photons absorbed by a plant's leaves will determine the level of photosynthesis, thereby plant growth. Measuring PAR light can determine whether or not plants are receiving a sufficient amount of usable light. Plants cannot photosynthesize without the proper amount and type of light.



When it comes to light and growing plants in a greenhouse, growers are concerned with light intensity (brightness), light quality (color/whiteness), light duration (daylength), and the ability for light to reach the plants. The amount of light transmittance coming into a

Featured Product LEXAN™ THERMOCLEAR™ 15 8mm 2wall & 16mm 3wall Softlite



LEXAN™ THERMOCLEAR™ Softlite is a 100% light diffusing panel utilizing advanced polymer technology to scatter the sun's solar light in many directions. The result is a softer, diffused light that helps to eliminate hot spots, glare, and shadows.

Research has proven diffused light is more efficiently used by plants than direct light. Scattered light is distributed among all leaves in the canopy resulting in uniform growth, brighter colors, and more usable energy to the plant.

Greenhouse coverings with light diffusing properties provide the optimal growing environment. If you would like to learn more about our technologically advanced polycarbonate products, call 888.602.4441 today for a distributor in your area!

[Product Brochure](#)

[Ask the Tech Expert](#)

Greenhouse is one of the most important factors affecting plant growth and crop production.



When light transmission is deficient or drops below a minimum intensity, plants may fall below their compensation point. A plant's compensation point is the metabolic

point at which the rates of photosynthesis and respiration are equal so that leaves do not gain or lose dry matter. If this happens, photosynthesis slows down or ceases while respiration continues, greatly impacting plant growth, development, and yield.

Greenhouse covering materials have various light transmission values. Compared to glass, acrylic, and polyethylene plastic films, multiwall polycarbonate offers the greenhouse grower the ideal combination of high light transmission, excellent thermal insulation, and outstanding impact strength in a lightweight sheet.

Considering the significant role light transmission plays in greenhouse growing, why is understanding the performance characteristics of different manufacturer's polycarbonate panels so very important?

Stephanie Bitzan, AmeriLux Customer Relations Manager had this response:



"Understanding the performance of each product minimizes the impact of replacement labor costs as well as actual material placement."

If you have a building that is expected to be in use for 20+ years of growing, you should choose a product with the same lifespan. A product with a 10-year warranty may need to be replaced 'twice' in that 20-year period, resulting in extra labor and material costs.

The added benefit of understanding the performance of specific products, such as Softlite, can help counter-balance those costs even more with increased plant growth and/or yield over time."

Polycarbonate warranties address how much light transmission a panel will lose over a period of time. The higher the percentage, the more light transmission is lost. Loss of light transmission has a significant impact on the functionality of a polycarbonate panel, especially in plant growth applications.

The rule of thumb is that for every 1% of light transmission loss, there is a 0.75% - 1% loss of crop yield.



Q. What is the difference between direct light and diffused light?

A. Direct light is intense and bright, creating a sharp contrast between light and shadow. It comes from a single source and focuses on a specific area or object.

Diffused light, however, is softer and illuminates a wider area. It has neither the intensity nor the glare of direct light.

Scattering in many directions, diffused light is spread over and reflected around objects, providing even light distribution.

[More FAQ's](#)

DIY Tip of the Month "Protective Masking Film"



Polycarbonate sheets come covered with a protective masking film. The film indicates the UV protected side which needs to face towards the sun. This protective masking should remain in place to protect the sheet during installation but be removed immediately after the sheet is installed.

Occasionally, the masking can stick to the polycarbonate sheet. To loosen the masking, gently rub with a soft cloth wetted with a product called Fels-Naptha or isopropyl alcohol. Pull off the film, and immediately clean the sheet with a mild soap and thorough water rinse. Fels-Naptha can be found at most local hardware stores.

Do not use other chemicals or sharp objects to remove this protective masking! This may cause permanent damage to the polycarbonate sheet.

Most manufacturers of multiwall polycarbonate market a 6% - 10% loss of light transmission. **LEXAN™ THERMOCLEAR™ 15** has been tested to be better than all other warranted multiwall products by 2 to 6 percentage points. **To learn more, [CLICK HERE](#).**

Note: To avoid accumulated heat effects, store sheets in a cool, dry place out of the direct sun. Installing the sheets with the wrong side out will void the warranty."

Company Highlights

Meet the A-Team | Mike Haberle

In the early part of April, AmeriLux welcomed Mike Haberle to the A-Team. A graduate of the University of Wisconsin MBA program, he has spent the last four years with DISH Network in Denver, Colorado, working his way up to the Finance Manager of the Corporate Financial Planning & Analysis team.

In the most basic terms, Mike's role as Director of Strategic Innovations is to find new and creative ways to help AmeriLux grow profitably. As AmeriLux continues to service more customers and add new product lines of business, one of Mike's challenges is to help position the company so it can continue to exceed the expectations of its customers and team members.

"The biggest challenge with any new role is getting up to speed. It's also the most fun because each day you're learning something new," Mike said. "The people I get to work with are great. If there's one thing I've learned in my relatively short career, it's that the people make the workplace. AmeriLux is fortunate to have a great set of team members that make coming to work each day a joy."

Fun Fact: Mike was a tour guide for Universal Studios in Los Angeles for a summer. He would take a tram full of guests through the movie studio backlot and talk about all the history.



"Coming from a larger company where getting things done was always a challenge, it was important to me to find a place where it was encouraged to just go out and make a positive contribution."



July's Brand Ambassador

This month's Brand Ambassador is Diedra Wilmet. She is being recognized for exemplifying the AmeriLux core value statement "Don't Confuse Activity with Results." Congrats Diedra!

"In my opinion, our culture statement 'Don't confuse activity with results' simply means that although you are busy, it doesn't always mean you are achieving valuable results. In my department, you can easily get caught up in the day-to-day quoting, order entry, etc. You start putting projects on the backburner and lose sight of your underlying goals. For this reason, I think it is important to take a step back sometimes, look at what you are doing, and make sure you are still getting meaningful results. And... not spending all of your time on busy work!" – Diedra Wilmet, Customer Relations Manager

TO LEARN MORE ABOUT HOW WE SUCCEED AT AMERILUX, [CLICK HERE](#)

Links of Interest:

- [When a building has good daylighting, it can enhance the occupants performance and comfort as well as improve the environment and the property owner's bottom](#)

- [line.](#)
• [2019 World Architecture News Awards: Wrapped in a new translucent polycarbonate skin, a once abandoned windmill factory now provides a vibrant hub for the local youth of Viborg, Denmark.](#)
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AmeriLux was named a Constant Contact All Star for 2018. A big "Thank you" to all our subscribers for being part of our monthly newsletter community!

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