



# Luminocity

inspired outdoor lighting





# WHY LIGHTING?



## Why make outdoor lighting your next home project?

A beautiful home deserves to be admired. At **Luminocity**, our philosophy is that outdoor lighting should enhance the natural beauty of your home. We accentuate your home's unique architectural features through elegant designs customized to your tastes. Our lighting is subtle, but the results are remarkable. Whether you're entertaining family and friends on a warm summer evening, or cuddling up by a fire on a brisk winter night, we offer lighting designs to meet any budget. Our expert designers can bring out the best in any property.

## Why choose Luminocity?

For us, outdoor lighting is more than a business—it's a passion. **Karl Lundberg**—Luminocity's founder—has served over 1,000 customers across Central Indiana in his 17-year outdoor lighting career. Karl's experience, professional certifications, and attention to detail set him a cut above other contractors. In addition to Karl's certification as a professional Outdoor Lighting Designer, the Luminocity team includes two Certified Low Voltage Lighting Technicians. Luminocity has the passion and know-how to tackle any design you can imagine.

Luminocity's focus on excellence and exacting professionalism is no accident. Before entering the outdoor lighting world, Karl served our country in the Marine Corps. Like all Marine recruits, Karl entered boot camp and experienced countless inspections by hard-bitten drill instructors. He quickly learned that he could only avoid the drill instructor's ire by paying meticulous attention to detail. Although Karl retired from the Marine Corps Reserve in 2009, he still strives for excellence in everything he does. This careful attention to detail is apparent in each Luminocity installation.

## Simple Design Philosophy, Stunning Results

You've worked hard to make your home your own. You've customized every detail, big and small. You've carefully chosen the ideal paint palette, curated meaningful artwork for each room, and arranged the furniture in a perfectly inviting layout.

***Why should your outdoor lighting be any different?***





# HAVE AN EXISTING LIGHTING SYSTEM?



Even though more and more people have outdoor lighting today, many are not happy with their current systems. This could be because of an uninspiring design, problematic fixtures and bulbs, faulty wiring and timers, or old and outdated equipment. Lighting can have such a positive effect on your home's safety, atmosphere, and property value, so there's no reason to settle for less when it comes to your outdoor lighting.

**Luminocity** offers comprehensive lighting upgrades that will give you the results you've always imagined. Invest in a reliable lighting system that will make your property look stunning for years to come.

**Contact us today to find out how a *Luminocity upgrade* could transform your home.**



A **Luminocity** system upgrade includes:

- Replacing fixtures with premium-quality, integrated LED fixtures
- 80% energy reduction from current halogen system
- Installing new timing systems that actually work
- Replacing faulty connections with permanent underground connections
- Cleaning up messy wiring that was not buried correctly the first time
- Taking the time to expertly design a beautiful lightscape that shows off the property

# DISCOVER THE LUMINOCITY DIFFERENCE

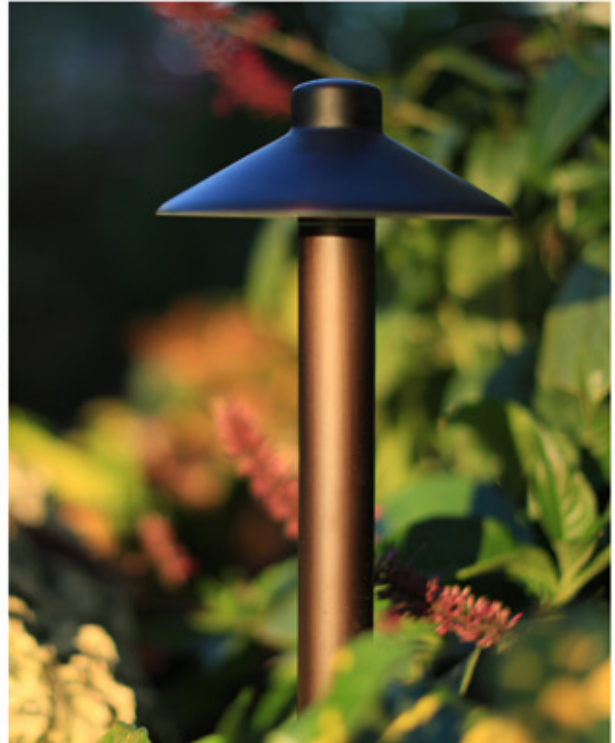
Karl Lundberg and his team are the best in the industry because of the steps they have taken to differentiate themselves from other lighting companies.

Luminocity is proud to be one of the few outdoor lighting companies in Indiana to be a member of the Association of Outdoor Lighting Professionals (AOLP). This is the organization which has set the standard for excellence in the landscape lighting industry.

Karl is the only outdoor lighting professional in Indiana to have completed the rigorous 3-year Certified Outdoor Lighting Designer (COLD) course—giving him additional lighting design knowledge. Additionally, he and his Senior Installer are 2 of only 5 Certified Low Voltage Lighting Technicians (CLVLT) in Indiana. This ensures that proper procedures are always followed during each installation.

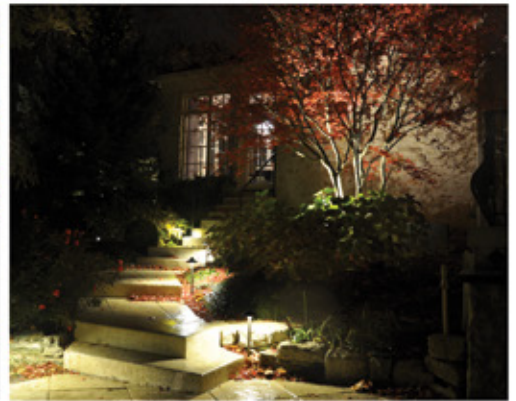
Professional certification is important to Luminocity. After all, you wouldn't hire an unlicensed electrician to install your indoor lighting, so why should your outdoor lighting be any different?

It is important to choose the right company to realize your vision and to achieve the results that you want. From fixture selection to lighting design and installation, the Luminocity team is involved in every aspect of the lighting process to ensure that your lighting system meets your exacting standards.





# PORTFOLIO





As Seen In

*Good Housekeeping*

SMART LIVING: **INDIANAPOLIS**

# Light Up Your Life

Luminocity adds elegance, security, and functionality to your home.

Outdoor lighting is a feature for many homes. It adds beauty and security. Homes with quality lighting look elegant and stately.

Luminocity's sole focus is outdoor lighting. Serving Central Indiana since 2005 with hundreds of installations under its belt, and more importantly, hundreds of happy customers. This isn't by accident.

It starts with a fundamental difference. If Luminocity runs with military precision, it's for a good reason. Karl Lundberg, the company's owner, served for 30 years in the United States Marine Corps, retiring as a Colonel. He achieves his mission by doing the following:

- Paying Attention to Details—Doing things the right way every time.
- Service to Others—Helping customers create and achieve their vision, from design through installation. He follows that up with the best service possible.

## Experience the Difference

Working with an expert in any field is important if you want the best results. Outdoor lighting is no different.

Lundberg has more than 10 years of experience in the industry and makes it a point to keep current with the latest innovations in outdoor lighting and design. He and his team receive training from industry-leading manufacturers, and as a member of the Association of Outdoor Lighting Professionals, Lundberg continues to further his expertise and network with other outdoor lighting professionals from across the United States. This experience, education, and passion for excellence sets Luminocity apart.

## Design

Every design begins with careful consideration as to which features of the home and landscaping should be accented with lights and which areas should remain dark. Making sure that the façade of the home is properly bathed in light—while ensuring the lighting doesn't interfere with life in the home—is achieved through thoughtful design. Fixtures placed near passage areas often require filters to help minimize glare and maintain proper illumination. Knowing which trees to highlight and which to keep dark are also key elements of lighting design.

## Choosing a Contractor

As with any home improvement project there are numerous options for outdoor lighting. The wrong choice will be noticeable night after night and year after year.

"We used Karl and his team at our two homes over the past 10 years. Luminocity has design knowledge. Other companies ask, 'What do you want?' while Karl asked, 'What is your outdoor lifestyle,' 'How do you use your yard,' and 'What are you looking to achieve?'" says Greg Papagiannis, a longtime Luminocity customer. "They are easy to work with and are always neat and very respectful of our home. Simply put, our outdoor lighting has been the single best investment we have made in our home!"





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