

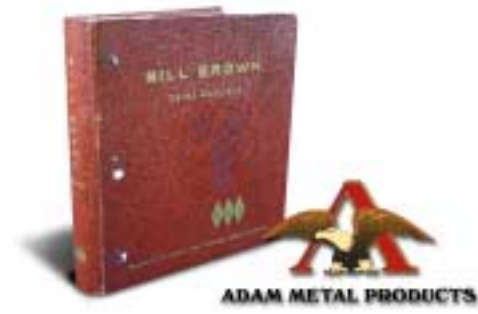
Celebrating the First 50 Years



50 THE

It all began with a dream. Or, let's call it a "vision"—that the new fluorescent lighting industry could be better served by a knowledgeable sales force with access to all the best products.

And who better to make it happen than ... Bill and Norma Brown?



1955

In April 1955, Bill Brown, the “nicest man in town,” and his wife, Norma, launch Bill Brown Sales from the back porch of a co-op apartment where they live with their children, Randi and David. Bill spends his days in the field as a rep for his first factories: Adam Metal Products, Aetna Pipe Products, Canning-Pekara Metal Products, H.H. Fluorescent, Skol Manufacturing, and Sylvania Lighting. Norma is the inside person and handles the office. To support the family and keep BBS solvent, Bill works from



5:00 p.m. to midnight at the Skokie Post Office — where he learns how many pieces of paper can be put in an envelope for the price of a single stamp!

When Bill first calls on Lithonia in 1955, it isn't the giant we know today. On the way to the appointment, his car breaks down in Atlanta and he has to take a bus to the plant. After the meeting, Bob Freeman, son of Lithonia founder Sam Freeman, comes out of the building to find Bill

wondering how to get back to his car. Bob offers Bill a ride and dinner at his home. They arrive to learn that Bob and his wife have a dinner party to go to and their baby-sitter has canceled. So Bill offers to baby-sit, and gets dinner, a room for the night and a ride back to his car in the morning in return. What Bill wouldn't do to close a sale! The friendship and business association that begins that day will endure for 50 years.



1957

BBS begins representing the new Steel Craft Fluorescent (now Steel Craft Industries) that Arthur Meister has opened using his settlement for losing a finger while doing sheet metal work.



1958

BBS moves from the apartment to a storefront at 3642 Montrose Avenue, a location recommended by Lud Dannenberg of Duray Fluorescent. Bill starts his day calling on Duray and ends his day calling on Duray. Robertson becomes a BBS-represented factory. The Brown family grows by one with Gayle's birth on April 16.



1961

Bill and Norma celebrate the arrival of their fourth child, Steve, on January 31.

1962

BBS outgrows its facility on Montrose Avenue. Inspired by his dad, who believes in building real estate for rental and living space, Bill and Norma build an office building at 6246 N. Pulaski Road.

1965

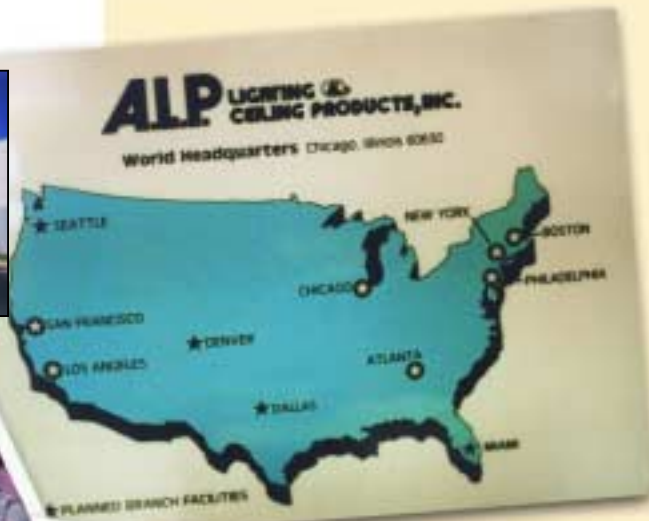
Ida Weiss signs on as Bill Brown's right-hand person in the office, bringing the office staff to three full-time employees and one part-time high school girl.

1969

Sheffield Plastics, a major customer, suggests they'd like to put a plastic extruder in the Chicago area. Without anything in writing, Bill starts a new BBS headquarters at 1601 Tonne Road in Elk Grove Village that will accommodate Sheffield's extrusion operation.

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1972

A.L.P. is born. After the Sheffield deals falls through and the American Louver company terminates its representation agreement, Bill and Norma change direction. Drawing on their positive attitudes, vision and exceptional determination, they start a “buy-and-sell” distributorship for all types of lighting panels. With no sales to support the overhead at the Elk Grove Village facility, Norma finds a new home for BBS/A.L.P. at 5315 W. Touhy Avenue in Skokie, Illinois. They move with the help of David and his high school buddies.

Space is limited at the Touhy Avenue location, so Bill looks for creative ways to clear inventory. A freshman in college, David unexpectedly receives a consignment of black lights and a message from dad: “There has to be a big market for black lights on a college campus.” A billing statement for the inventory arrives within 30 days!

The year continues on a positive note with the opening of BBS/A.L.P.–West in South El Monte, California. Bill Foley’s at the helm. BBS begins its 30-year representation of R.L.R. Industries.

1973

Schumacher Transformer joins the ever-growing family of BBS-represented factories.

1976

Bill and Norma are excited to have son David join the company part-time after graduating from Case Western Reserve. David attends Loyola Law School while learning the business by working in Customer Service, Purchasing and as the Import/Export Manager.

1977

BBS moves to 5475 Northwest Highway in Chicago, where it stays for the next 13 years, expanding from one building to two. Karen Mitchell begins her career with the company in March. Those who know her would be surprised to hear about her quiet demeanor during those first few years!

1978

Fire destroys the BBS/A.L.P.–West offices and warehouse. Customers and competitors alike offer their support to help BBS recover from the disaster.

1979

BBS/A.L.P.–Southeast is launched with the purchase of Gladwin Plastics in Atlanta, Ga. Donna Johnson joins the accounting department, for a total of 35 employees in Chicago and L.A. Steve Brown starts working part-time.



Mr. Bill Brown
8177 Brown Sales Company, Inc.
5475 Northwest Highway
Chicago, Illinois 60630

Dear Bill,
It is with great pleasure that I
celebrate the anniversary of your representation of BBS/A.L.P.
I'm sure "seniority" of this magnitude is
I look forward to at least a second term of equal
I thought the enclosed token of recognition would
appropriate and would be something you could display with
in your office.
Continued success and good health.

Best regards,
Richard A. Bent
President



1980

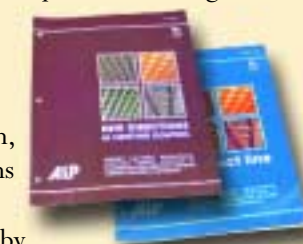
David joins the company full time after graduating from Loyola Law School and passing the Illinois Bar Exam. A sign of the times, BBS/A.L.P. gets its first computer!

1981

BBS/A.L.P.–East opens in Farmingdale, New York.

1983

The Pennsauken, N.J., plant opens and proves the skeptics wrong by becoming a state-of-the-art manufacturing plant, the finest of its kind in the United States. Steve Brown joins the company in August after graduating from the University of Illinois and passing the CPA exam. Dave Michaelis begins managing the Pennsauken facility, with the mission of building a louver manufacturing, injection molding and vacuum metalizing operation. Bill Bartnicki arrives on the scene in Customer Service.



1985

Steve Brown relocates to the West Coast office as Regional Sales Manager.

1986

BBS/A.L.P.–East and the BBS/A.L.P.–Pennsauken merge. Dave Michaelis is promoted to Vice President of Manufacturing.

1987

BBS/A.L.P.–Corporate moves to its current location in Niles, Ill., and the Atlanta facility begins manufacturing aluminum louvers.

1988

BBS/A.L.P.–Denver begins operating in a facility about the size of A.L.P.'s original home on Touhy Avenue. The company now has five sales offices and two manufacturing locations, as well as International, Engineering and Advertising Departments, computer programmers and formal quality control. BBS reps Tri-Lite Plastics, Inc.

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THE 90s



1990 Kim LaVeau's career with BBS/A.L.P. gets underway as an Export Documentation Clerk/International Customer Service Rep.

1992 Toshiba selects BBS for its U.S. representation.

1993 The BBS "Feet on the Street" sales force goes international with the addition of Sal Tejada.

1995 Steve Dix comes aboard as Assistant Operations Manager at the Pennsauken facility, responsible for fabrication and warehousing at all branches.

1996 BBS begins representing the Fulham Company of San Diego.

1997

Bill is presented the Spirit of Life Award by the City of Hope for his commitment to life, extensive involvement in community affairs and leadership in the lighting industry. Donations to the Wm. M. Brown Honorary Research Fellowship in Diabetes help further the work to find a cure. Adam Mayse is hired in Atlanta as the company's first Manufacturing Engineer.

1998

Steve Brown returns to the corporate office, taking on the responsibilities of CEO. Tom Less retires as Pennsauken Operations Manager and Steve Dix assumes full responsibility for the plant.

2000

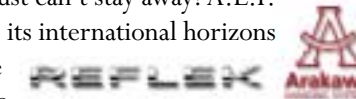
Bill and Norma celebrate 50 happy years of marriage and what Bill calls his "most important partnership." Dallas Buchanan comes aboard in February to guide the BBS/A.L.P. Marketing and Sales crew. BBS goes international with the opening of a warehouse in Birmingham, England. Outgrowing their second building in Atlanta, BBS builds a new plant in Lithia Springs, Ga.

2001

Bill semi-retires. The Monterrey, Mexico, location opens at the Martel Industrial Park with Adam Mayse as Plant Manager.

2002

Bill un-semi-retires. Business is booming and he just can't stay away! A.L.P. expands its international horizons with the purchase of Triboro Wiring Devices. Arakawa Hanging Systems and Reflek Corporation join the manufacturers represented by BBS.



2003

Tripair, Inc. becomes part of the BBS factory family. Neil Ferency rejoins BBS, covering the East Coast, and Bob Murphy puts his feet on the street on the West Coast.



2004

Robertson Worldwide returns to the BBS factory lineup. The sales force expands when Kurt Puffpaff becomes another pair of feet on the street. A.L.P. outgrows its space in Monterrey and builds a 100,000 square foot facility nearby, which is dedicated in November. The thermoforming program has Indestruct-A-Puffs rolling off the production line. After two years of negotiations, A.L.P. acquires Steel Craft Industries. The revitalization effort begins with relocating its operations to Atlanta and Monterrey.



Gene Lindemann joins the Feet on the Street sales force, covering the Mid-Atlantic region, and the addition of Benjamin Buchanan on the West Coast increases the sales team to seven.

GOING FORWARD

The Brown family continues to guide the company on a course of steady growth, with Bill as Chairman, Steve as CEO, and David as President/COO. They are dedicated to doing their best for the more than 800 employees in seven locations who are Bill Brown Sales/A.L.P.

Never satisfied with the status quo, Bill Brown believes that only the most motivated, capable people can work at BBS/A.L.P. — a philosophy that challenges all to grow, learn and improve.

The customers who started with BBS in 1955 still account for a large portion of today's customer base, which says a lot about the man at the top. There, enthusiastic as ever, you will find Bill Brown, who envisions a better future for himself, his family, and the customers and employees of BBS/A.L.P.

A visionary never stops dreaming, and Bill Brown dreams big!



THE 00s



The Bill Brown Sales Family of Factories

Adam Metal Products — High quality residential and commercial fluorescent fixture housings. Standard products include display strips, under-cabinet fixtures for T-5, T-8, T-12 and T-2 lamps, and basic and decorative bathroom/corridor lights. Standard products can be customized to meet customer requirements for dimensions, features, materials (aluminum or stainless steel) and finishes.

A.L.P. Lighting Components — The industry's most sophisticated louvers and decorative ceiling panels.

Arakawa & Co. — Cable grippers for suspended lighting fixtures, signs, artwork and displays.

Reflek — Metal forming, fabrication, and finishing for the lighting, food service, medical, optical, automotive, and appliance industries.

Robertson Worldwide History — The largest North American manufacturer of compact fluorescent and specialty ballasts, including models for specialty lighting applications such as germicidal ultraviolet, medical equipment, aquariums, home appliances, and gaming and vending machines.

Steel Craft Fluorescent — The largest North American manufacturer of unwired T-5, T-8 and T-12 fluorescent lighting fixtures, with a broad line of strip, industrial, recessed, surface and wraparound models.

Triboro — Injection and compression molding; metal forming and shaping.

Tripar — Stamped and deep-drawn metal housings for decorative fixtures, faceplates, and recessed downlighting.

Wiremaid — Wire guards for fluorescent fixtures, emergency and exit lights, clocks, control panels, strips, fans and other industrial equipment.



ADAM METAL PRODUCTS



A.L.P.
LIGHTING COMPONENTS, INC.
WEB SITE: WWW.ALPLIGHTING.COM



Arakawa
HANGING SYSTEMS

REFLEK



INNOVATIVE LIGHTING SOLUTIONS

Steel Craft



A.L.P.

