

# NORIBACHI

**FOR IMMEDIATE RELEASE**

## **NORIBACHI ANNOUNCES A NEW 3-TIERED BINNING SOLUTION THAT DELIVERS MORE LIGHT ENGINE CUSTOMIZATION**

**LOS ANGELES, CA – October 1, 2014:** Noribachi, a leading U.S.-based custom LED manufacturer for high output commercial and industrial solutions, is proud to announce the launch of its 3-tiered binning solution that delivers more light engine customization.

The 3-tiered binning solution delivers a wider range of LED applications for its customers. The Top Bin, available for a premium, is for design rich projects that require high-performance and specific lighting characteristics. The Standard Bin, where most projects fall, will provide general LED characteristics and can be used in a wide range of projects that require high-output solutions. The Economy Bin is the most cost-effective option when specific LED attributes are not a factor.

“We are excited to introduce the Top Bin, Standard Bin and Economy Bin options for our light engines,” said Farzard Dibachi, Co-Founder of Noribachi. “The new binning solution ties in perfectly with our Bespoke, Engineered & Specifically Tailored (BEST) methodology. We have always applied our BEST methodology to achieve the highest LED lighting performance and design, and binning will give our customers performance and pricing options at all levels.”

With this manufacturing methodology, we can deliver specific LED attributes including efficacy, exact color temperature, beam angle and CRI as well as application features such as multi-level dimming, high performance cameras, photocells, light distributions and occupancy sensors. Our customized lighting solutions can usually be manufactured in less than 4 weeks.

For example, Pixar Animation Studios used Top Bin LEDs in their recent retrofit project. “We wanted an exact 2700K color temperature match that would replicate the same light as our halogen lighting,” said Brian Torres, Lead Facilities Technician, Pixar Animation Studios. “Noribachi was able to engineer and manufacture exactly what we requested. We were able to match the color temperature while decreasing our energy use by 86%.”

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Existing product spec sheets refer to the Standard Bin. For Top Bin and Economy Bin requests, please contact [sales@noribachi.com](mailto:sales@noribachi.com)

**About Noribachi:**

U.S.-based Noribachi is a leading custom LED manufacturer for high output commercial and industrial solutions. Noribachi applies a Bespoke, Engineered & Specifically Tailored (BEST) methodology to deliver unlimited LED lighting applications.

Noribachi is dedicated to improving the lighting industry by incorporating design and technology to our BEST lighting solutions. For more information, visit [www.noribachi.com](http://www.noribachi.com)

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