**NXT LEVEL LIGHTING TRAINING**

**END-USER MESSAGING**

**TOOL OVERVIEW**

**>>** The following messaging is available to help utilities position their lighting professionals who have achieved NXT Level designation to building owners or managers (i.e., end users) who decide who to hire for their lighting projects.

**>>** For additional resources, visit our comprehensive Utility Marketing Toolkit at: [nxtleveltraining.com/utilitytoolkit](http://nxtleveltraining.com/utilitytoolkit)

**SHORT-LENGTH OPTION**

NXT Level lighting professionals are specially trained to provide the latest and most efficient solutions for your lighting retrofit projects.

Learn more at [nxtleveltraining.com](http://nxtleveltraining.com/).

**MEDIUM-LENGTH OPTION**

By completing a cutting-edge lighting training designed for the Northwest market, NXT Level lighting professionals are specially trained to provide the latest and most efficient lighting techniques and technologies. NXT Level designees offer expert evaluation, analysis and implementation to maximize your commercial lighting performance.

To find a NXT Level professional, visit: [nxtleveltraining.com/nxt-level-designated-companies](http://nxtleveltraining.com/nxt-level-designated-companies)

**FULL-LENGTH OPTION**

By completing a cutting-edge lighting training designed for the Northwest market, NXT Level lighting professionals are specially trained to provide the latest and most efficient lighting techniques and technologies, with expertise including:

* Expert lighting system evaluation including existing lighting equipment, lighting conditions, human factors and redesign feasibility
* In-depth analysis of LED technology and applications including evaluating new lighting products for performance, energy use and reliability
* Optimal control type and technology selection for projects, including control systems compatibility and interoperability with other controls and lighting components
* Project alignment with, and access to, available utility incentives that lower project cost

For the best lighting across Idaho, Montana, Oregon and Washington, look for the NXT Level designation badge. And, for even more advanced lighting professionals, look for the NXT Level 2 badge indicating designees who have completed additional, more advanced training in at least one area of specialization.

Find a NXT Level lighting professional at: [nxtleveltraining.com/nxt-level-designated-companies](http://nxtleveltraining.com/nxt-level-designated-companies)