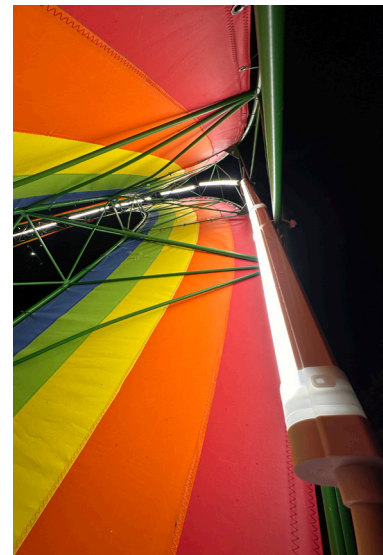


## FESTIVAL ARCHWAY IRISH FEST - MILWAUKEE, WISCONSIN

'NOT ONLY ARE THE LIGHTS SO MUCH BRIGHTER, BUT THEY'RE ALSO WATERPROOF AND WILL LAST US FOR YEARS TO COME!'



### PRODUCT USED

LBI 65—Linear Barkit Internal Driver IP65 Rated



### ACCESSORIES USED

3 FT Incoming Power Kit



6-inch/48-inch Linking Cable



### SITUATION

In 1981, the very first Milwaukee Irish Fest premiered, and almost 45 years later, it has become known as the world's largest Irish celebration. An average of 100,000 attendees and 4,000 volunteers come together each year—and now, they can all enjoy the newly lit rainbow entrance that welcomes them! The Annual Milwaukee Irish Fest sought a more reliable, sustainable, and weather-resistant solution to beautifully illuminate their entrance arch.

### SOLUTION

The arch was retrofitted with (12) 4 FT LBI 65 fixtures and (6) 2 FT LBI 65 fixtures. Incoming power and linking cables were used to seamlessly connect the LBI 65s, creating a continuous lighting run throughout the entire archway.

### RESULT

Today, the festival proudly features a brilliantly illuminated arch that warmly welcomes guests. The LBI 65, with its IP65 rating, offers a dependable solution that stands up to unexpected rain—unlike traditional string or tape lights. The festival also developed an award-winning recycling program that earned them the right to be named "The Green Festival," proudly partnering with us to advance energy-efficient lighting solutions and reinforce their commitment to sustainability. With its waterproof design, easy connectivity, and sustainability, the LBI 65 proved to be the ideal choice for this project, delivering both reliability and convenience year after year.

## Light Efficient Design