

NARVA® NEWS

SUMMER 2011/2012 EDITION

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LEADERSHIP IN L.E.D WORK LAMPS EVIDENT



ALSO IN THIS EDITION:

- When Less is More – Narva's High Output L.E.D Strobe Rotator
- Customer Profile – Hercules Engineering
- Positive & Negative Switching? Problem – Solution!

NEW RANGE
HEAVY DUTY HIGH POWERED
L.E.D WORK LAMPS

Welcome



Hi All

This summer edition of NARVA News is nearly totally dedicated to L.E.D lighting in various applications and functions. I am not a technical person but have been around Automotive Lighting for a very long time, and all I will say on the subject is that we have come a very long way since incandescent and halogen bulbs were introduced into the market place to power up head lamps and work lamps alike. We can now supply an L.E.D work lamp light bar with an astonishing 15000 lumen output making it a true "turning night into day" product. Please ensure you obtain a copy of the new 12 page supplement catalogue on this range of Heavy Duty Work Lamps. Our product team has done a wonderful job ensuring that you as our valued client will receive the best product that is available in the market place.

Looking back on 2011 I can share with you that as a company we went through some serious challenges, but we met them all head on and finished the calendar year on target and above expectations.

In 2012 we look forward to working closely with you and to the release of the new NARVA catalogue. For us to maintain our position as the best catalogue producer in the country we have to better the 2010 version, and from what I have seen thus far I am sure you will not be disappointed.

A happy and above all healthy 2012 is my wish for you all, both in business and personal affairs.

Steve Waterham

Chief Executive Officer

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Slim down with Narva's new



The popular Model 34 and Model 36 Narva L.E.D Trailer Lamps now come in modern ultra slimline styles, with a depth of less than 25mm, they are ideal for box trailers and boat trailers.

These economical high quality lamps feature just 8 high performance L.E.D's coupled with advanced optics to provide an evenly spread, full body of light enhancing both safety and aesthetic appeal. This even spread of light output is in marked contrast to many cheap alternatives available which invariably have hot spots of light where the L.E.D's are located.

for summer

slimline L.E.D trailer lamps



The slim profile coupled with a virtually unbreakable polycarbonate lens significantly reduces the risk of damage whilst the Narva 5 Year L.E.D Warranty provides added peace of mind for the user. The dimensions and performance of these lamps are also an advantage, Model 34 being just 107x107mm and Model 36 156x81mm, both meet ADR and 'E' approval for either vertical or horizontal mounting. The lamp lens incorporates a retro reflector plus an integrated mounting gasket; it is hard wired with 0.5m of 4 core tinned cable and is supplied with stainless mounting bolts and lens screw caps.

"Quality doesn't necessarily have to cost more as our Model 34 and 36 slimline lamps are competitively priced for the home and boat trailer market," said George Davies, Narva Marketing Manager. "To catch the eye of the consumer the lamps are blister packed with full graphics and product features, delivering a strong retail presence," he said.

Narva's new Model 34 and Model 36 Slimline L.E.D Trailer Lamps are available from leading automotive and marine outlets throughout Australia. **N**



Narva leadership in L.E.D work lamps evident

Australia's automotive lighting specialist Narva has further endorsed its position as the leader in L.E.D lighting technology with the release of a special 12 page catalogue supplement dedicated to its extensive range of Heavy Duty, High Powered L.E.D Work Lamps.

Under the heading 'New 2011 Range', the catalogue introduces 24 specialised L.E.D lamps covering applications as diverse as Mining, Forestry, Agriculture, Earth Moving and Contracting through to Recreational Vehicles and Marine Vessels.

Highlights of the new range include new 3Watt L.E.D Light Bars making high powered L.E.D lighting more affordable for 4WD, RV and recreational customers. An eye-catching counter top display has just been made available for these models, featuring detailed product information to assist the sales process and displaying all three sizes in the 3W range.

There are also 10Watt L.E.D Work Lamps; including compact models, 10W L.E.D Light Bars and the new Double Stack Light Bars designed for the maximum versatility and light coverage for larger applications such as light towers.

All lamps are fully sealed to IP68 and carry the Narva 5 Year L.E.D Warranty. Virtually unbreakable polycarbonate lenses are standard, stainless steel fittings are supplied and each lamp

is pre-wired complete with a Duetsch® connector and matching connector. The work lamp housings are die-cast aluminium while the light bars and double stack bars are extruded aluminium, each designed for the most extreme conditions with many incorporating three bolt mounting points or robust cross slider multi-angle brackets for strength and durability.

Within the Narva range there is a lamp for virtually every application, style and performance including spot beam, flood beam and wide flood beam with light output options from 800 Lumens to an amazing 15,000 lumens.

For a copy of the 2011 Narva L.E.D Work Lamp Catalogue or more information regarding the 3W Light Bar display contact your Narva distributor or the Narva Sales Office in your state. **N**



Narva's Heavy Duty, High Powered L.E.D Work Lamp Catalogue details their impressive range of L.E.D Lamps and Light Bars.

Narva L.E.D work lamp application guide



MINING, FORESTRY & AGRICULTURE

The 10W L.E.D work lamp range is designed to deliver unsurpassed lighting performance in tough working environments such as agriculture, forestry and mining. Available in a range of sizes from 800 to 4500 Lumen, this range of lamps covers a host of applications from smaller tractors, trucks, work vehicles & 4WD right up to mining and agricultural equipment.



LARGE SCALE AGRICULTURE, MINING, FORESTRY & CONTRACTING

Delivering unrivalled performance and reliability these high powered 10W light bars provide the ultimate lighting solution for demanding environments. Available in a range of sizes from 3000 to an impressive 15000 lumen these light bars are perfect for applications including large agricultural, mining & forestry equipment and trucks.



4WD, RV AND RECREATIONAL

Ideal for 4WD, RV and recreational drivers the 3W range of light bars delivers an impressive light output from a compact, robust and affordable lamp. Ranging in width from 154 to 357mm wide they are ideal for mounting in smaller spaces such as roof racks and as rear flood lighting.



MARINE

With the addition of marine grade 316 stainless steel mounting hardware and a white powder coat finish, the marine range of light bars offers the same impressive performance as their land based counterparts plus the ability to withstand the harsh marine environment.

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NARVA LATEST NEWS AND PRODUCTS

- LED WORK LAMPS & STROBES**: Boasting a range of features including a 3W LED for crisp clear light, integrated On/Off lens switch and a strong yet flexible arm, these lights are ideal for a wide range of applications. [Read more](#)
- WORKS 360° IN THE DARK WITH NEW TRAILER LIGHTS**: Multi-voltage circuitry for 12 and 24V operation. [Read more](#)
- OUTSTANDING INNOVATION IN LIGHTING OUTPUT FROM NARVA**: Narva is well established as a market leader. In performance work lamps however the continuous improvement program within Brown & Watson International is resulting in even further enhancements to already outstanding products. [Read more](#)

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High Powered L.E.D Light Bars

[Click here for more info](#)

While you're there why not check out the rest of the site for detailed information on Narva's wide range of products from L.E.D Work Lamps, RV and Interior Lighting, Truck and Trailer Lighting, Globes, Fuses and more.

Pulse High Output L.E.D Strobes

Model 65240A: Pulse strobes are built without compromise, constructed from premium materials and solid state LED circuitry making them resistant to shock and vibration. Complete with 5 year L.E.D warranty.

Model 65244A: Pulse strobe with magnetic base and cigarette lighter plug with On/Off switch, 12/24 Volt.

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Securing a

Its not just the release of a new generation of L.E.D Lighting in early 2011 that helped Narva cement a leading position in Australia's automotive lighting market, it is the industries on-going trust in the Knoxfeld based company. Hercules Engineering, for example, is using Narva as standard equipment since 1995.

"Narva is our standard fitment, and almost no one ever asked for a different brand," says Hercules Purchaser, Mark Hammel. "Since L.E.D technology became available in Australia, we've been using Narva and nothing else. Full stop."

According to Mark, all Hercules trailers ordered today are based on L.E.D technology. "The use of L.E.D is practicality driven," he explains. "99.9 per cent of the industry already use L.E.D because of the ability to suit both 12V and 24V vehicles. Plus it's the most reliable lighting technology invented so far, and it can save you real money as it will reduce lighting-related downtime to a minimum. And we all know it's frustrating if you have to fix stuff all the time instead of being out there to make money."



Unlike the old, incandescent light bulb, a high intensity L.E.D can provide unrivalled light output and performance, reliability, and a maintenance free operational life of more than 100,000 hours. "L.E.D technology has virtually replaced the old technology," says Narva General Manager, Tim Miller.

As a result, Hercules is relying on Narva's comprehensive L.E.D rear lighting range, especially the Model 46 range of L.E.D stop, tail and direction indicator lamps. "First of all, both quality and price are good," Mark explains. "But it's more than that – we just have a very close business relationship. In fact, it is the familiar business relationship that makes Narva and Hercules a good match. You can always ring someone at Narva if there is a problem and they will actually find a solution – that's good, efficient customer service."

bright future

"I am sure that customer service is the true key to success in every industry," he adds. "Since 1981, Hercules has grown to become one of the most renowned brands in the business; based on great customer service and the ability to tailor-make transport equipment according to customer specifications. It's all about keeping your customers happy, and both Narva and Hercules have understood that lesson." Focusing on the design of rugged dog trailers and specialised transport equipment, Hercules is offering a product range that is able to endure the harsh rigors of the local transport industry.

"The reliability of our product, and our commitment to service are integral to our success. The best reference we can give is that most of our business today comes from repeat orders. And the lighting we use must live up to that level of commitment," says Mark. "Our philosophy is simple – we want

to build the best trailer we can and make sure that the build quality is superior to the competition.

"On that account, only L.E.D technology can provide instant full strength illumination, reverse polarity protection, low current draw, and an enhanced ability to withstand shock and vibration." In fact, Narva believes a five-year warranty is useless if the lamps themselves break, compromising the integrity of the electronics and shortening the lamp's operational life. Therefore, the company utilises virtually unbreakable polycarbonate materials to ensure the fully ADR and 'E' compliant lamps survive the harshest road conditions Australia can dish out.

In addition Hercules also use Narva's 72446 L.E.D work lamp, a powerful yet compact lamp that is ideal for mounting where space is limited. With its bright white light, low current draw and rugged construction, it is ideal for rear lighting.

"Our L.E.D equipment has been tested in the harshest of work conditions to ensure it will withstand the rigours of working in Australia's commercial road transport industry," says Tim. "Due to the low current draw and reliability associated with L.E.D's, the lamps are trouble free, resulting in expensive machinery downtime being dramatically reduced. In the end, they will save costs and increase safety."

And, since a vast number of councils and shires, cartage contractors, government authorities and even Telstra keep choosing Narva-supported Hercules equipment, both Narva and Hercules are facing a bright future. "There are a lot of similarities that connect the two businesses," says Mark Hammel. "We are both flexible companies and good listeners, which makes us good innovators, too. Plus, we both love our work and we're committed to the future of our business relationship." **N**



Story and images provided courtesy of Trailer Magazine, September 2011.



When less is more – Narva's high output L.E.D strobe/rotator

Responding to customer feedback Narva's latest High Output L.E.D Strobe/Rotator emergency warning lamp takes a 'Less is More' approach featuring just 2 flash patterns making it ideally suited to applications requiring either a strobe or a rotator flash pattern.

The new technically advanced Pulse Strobe/Rotator's 360° pattern provides the performance of a revolving beacon with all the benefits of L.E.D technology delivering up to 100,000 hours of life.

Built without compromise the lamp is constructed from premium materials including a polycarbonate lens, die-cast powder coated aluminium base that seals with an 'O'-ring, an internal heat sink and solid state L.E.D circuitry. These combine

to make it resistant to severe shock and vibration in extreme working conditions and ideal for applications such as mining, earth moving, contracting and agriculture. Twelve supplementary L.E.D's built into the top of the strobe provide total lens illumination.

Tested and approved to the universal benchmark US Class 1 High Output Rating for strobe light brilliance, the new Narva 'Pulse' Strobe comes complete with a 5 year warranty. These dual 12/24 voltage lamps are available with Amber, Red or Blue lens with either a flange base or alternatively a magnetic base complete with a cigarette lighter plug and on/off switch.

Adding further convenience when selecting an appropriate warning signal in the field, either the strobe or rotator flash pattern can be changed with the touch and hold of a hand on the top of the lens for 5 seconds. Flange base units can be operated independently or synchronised

with as many lamps as the application requires. Simply by touching and holding a hand on the top of any one of the synchronised lamps for 5 seconds will automatically change the pattern simultaneously of all units.

The New Narva 'Pulse' L.E.D Strobe/Rotator lamps are now available throughout Australia from leading automotive and transport outlets. **N**



Exciting changes within compact work lamp range

Narva is well established as a market leader in performance work lamps however the continuous improvement program and developments within Brown & Watson International is resulting in even further enhancements to already outstanding products plus additions to the range.

Two models within Narva's L.E.D work lamp range have been the latest beneficiaries of such improvements.

As a result of advancements in electronic controls and improved thermal management, Narva's small oval and square work lamps have now been released with an improved Lumen output of more than 30% when compared with the earlier versions of these same lamps.

Using just two L.E.D's the Narva oval lamp Part No. 72446 now delivers 550 Lumen while the square lamp, Part No. 72449, with four L.E.D's delivers an impressive 1,200 Lumen. Both lamps



provide a crisp white light resulting in reduced eye strain and fatigue for operators during long night works.

The original lamps had been widely acclaimed for their low current draw and compact size making them ideal for stationary vehicles and allowing easy fitment in confined spaces. The new higher lumen output and 9–64V multi voltage make them ideal for an even broader range of applications such as forklifts, materials handling equipment and machinery.

A new lamp using 6 high intensity long life 3W L.E.D's has been added to the program, Part No. 72451. These lamps boast an intense light output of an amazing 2,000 Lumen and are designed for extreme environments.

The new lamps feature robust die-cast powder coated aluminium housings, virtually unbreakable polycarbonate lenses and are fully sealed to IP66 standard making them ideal for agricultural, contracting and transport applications.

A low current draw of 1.0A at 12V and 0.5A at 24V is also an important and appealing feature of the new lamps.

Marine versions of all three lamps are available and each comes with a white powder coat finish and marine grade 316 stainless steel mounting hardware for added protection against the harsh marine environment.

The new enhanced Narva L.E.D Work Lamp range is available in attractive blister packs from leading automotive, transport and marine outlets. **N**



P/No. 72446
Now with 550 Lumen



P/No. 72449
Now with 1200 Lumen



P/No. 72451 Is the latest addition to the range with an impressive 2000 Lumen, available in attractive blister packaging for retail display

Light on the subject

Narva has introduced stylish, powerful L.E.D interior map/reading lights with strong flexible arms, ideal for a wide range of applications.

Available in 15cm or 40cm flexible arm lengths, each light features a powerful 9–33 multi-voltage 1W L.E.D providing a crisp white light output designed to reduce eyestrain when reading.

The light is activated by an On/Off touch switch integrated into the lens whilst the sturdy flexible arm enables quick and easy light adjustment.

Ideal for permanent mounting in caravans, camper trailers and trucks, the new lights provide illumination exactly where it is required with handy flexibility. Attractively packed in clear blister packs the new Narva map/reading lights are covered by Narva's 5 year L.E.D warranty and are available from leading automotive, recreational vehicle and transport outlets at prices starting from approximately \$79.95. **N**



POSITIVE AND NEGATIVE SWITCHING? PROBLEM – SOLUTION!

With the exception of some Japanese models, the vast majority of vehicles have always used positively switched headlight systems. Positive switching means that the headlamp globe is permanently connected to earth, with the positive side connected via a switch to the battery, hence 'positive switching'. Over recent years negative switching has become more common, particularly for the headlight Hi/Lo dip function.

As the name suggests negative switching is where the switch is between the globe and the earth (negative) while the positive side is permanently connected, via fuse, to the battery.

So why use negative switching? The technical reason sighted is that a modern electrical system will be more efficient and use less copper where negative switching is used. From a functional point of view both systems operate equally well.

This issue however creates a challenge for the consumer when wishing to fit accessories such as driving lights. Traditionally driving lights have always been switched from the positive side, the majority of customers will install lamps in this manner without a second thought. Negative switching is changing this ideal, and without prior knowledge of the vehicle's electrical system, the incorrect installation of driving lights could cause a malfunction such as lights remaining on, or possible electrical damage to the circuit.

L.E.D Awning Lamps deliver style and performance

Ideally suited for vans, caravans and motorhomes, Narva's new awning lamps combine impressive light output with modern styling and advanced new features.

Designed specifically for a range of exterior applications and for ease of installation, Narva's new awning lamps are pre-wired, surface mountable and include a stylish snap together housing with a virtually unbreakable polycarbonate lens.

Using the latest high output 9–33 multi-voltage L.E.D technology, the lamps feature the benefits of bright white L.E.D light output coupled with long life performance and ultra low current draw.

Three lamp options are available in the range including a standard white base, a large white base and a third option with a large white base incorporating an innovative Passive Infrared Sensor (PIR). The PIR sensor activates the lamp when it senses movement within a 3 metre radius and can be adjusted to remain illuminated between one second and one minute



depending on specific requirements. When wiring the PIR Awning Lamp a 3-way switch can be used to allow the lamp to be turned on or off permanently as well as switching the sensor on separately to illuminate the lamp only when the sensor is activated.

Retailing at recommended pricing starting from approximately \$39.00 the new multi-voltage L.E.D Narva Awning Lamps come with Narva's 5 year L.E.D warranty and are available from leading automotive, recreational vehicle and caravan outlets. **N**

Installing a set of driving lights is no longer a simple task. If negatively switched the installation could be confusing and lead to errors that can be difficult to correct. However there is a solution at hand.

Narva has addressed the positive/negative problem by designing a plug and play wiring harness that can be easily installed and operates on both positive and negative headlamp systems. The key component is the patented 'Smart Switching Box', allowing the fitter to change the configuration with the flick of a switch.

The loom also includes in-built fuse protection, if incorrectly wired no harm will come to the vehicle or the harness.

The harness is available under part number 744000 (12V) or 74400-24 (24V) and comes standard with all Ultima 225 driving light kits. **N**



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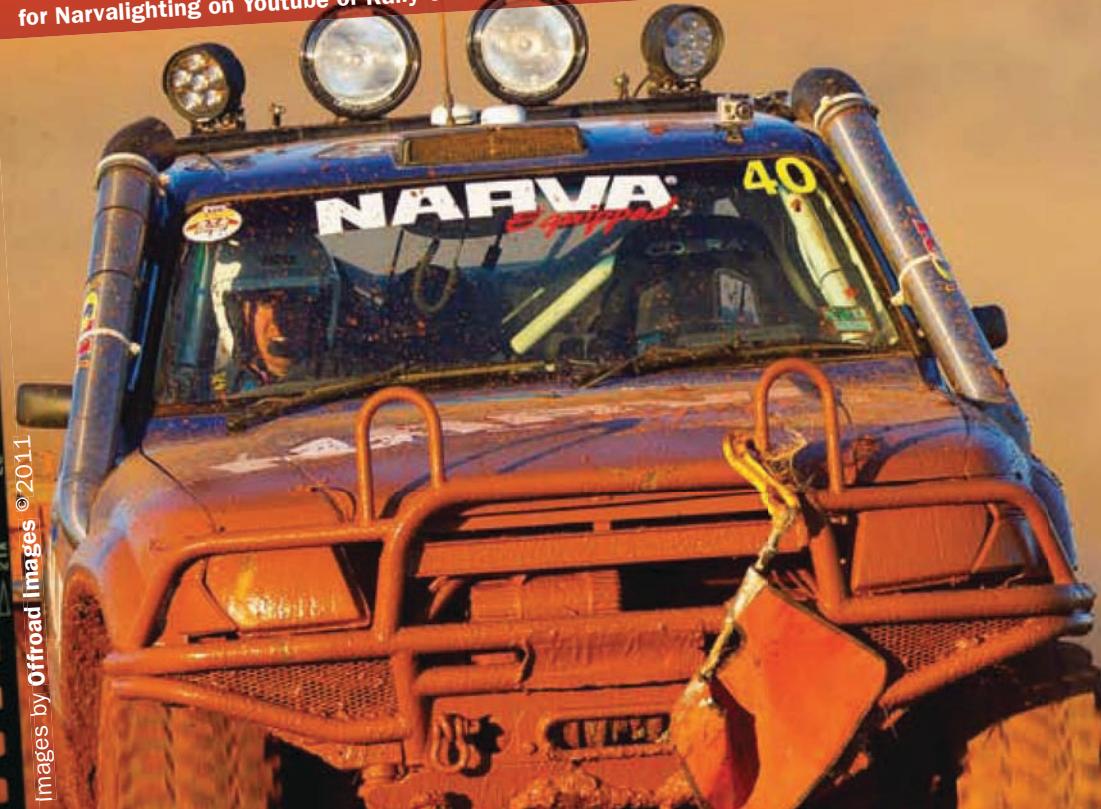
Along with being a fantastic sport for competitors and spectators, it provides Narva an opportunity to showcase their products performing under the roughest and toughest conditions.



This year's competition was held in Broken Hill, NSW. Rally Offroad sponsored by Narva were in attendance putting a range of Narva products through their paces, including 10W L.E.D Light Bar & Work Lamps and Extreme HID Driving Lights.

"On the front of the vehicle we're running a 30 inch L.E.D Light Bar which gives us great white light and a massive spread both upwards and outwards so we can see in all directions. On the roof we run HID Extremes so we get great long distance light" Mick from Rally Offroad.

Rally Offroad have spent a lot of time perfecting the lighting on the vehicle and running Narva gives them the competitive edge they need. For more Narva & Rally Offroad search for Narvalighting on Youtube or Rally Offroad on Facebook.



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NARVA®

VICTORIA
(03) 9730 6000

NEW SOUTH WALES
Toll Free 1800 113 443

SOUTH AUSTRALIA
(08) 8443 3018

WESTERN AUSTRALIA
(08) 9451 4526

QUEENSLAND
(07) 3808 2482

NEW ZEALAND
(09) 525 4575

www.narva.com.au National Toll Free: 1800 113 443