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FOR IMMEDIATE RELEASE

## US-based LED Manufacturer Noribachi Brings Clarity of Light to Advanced Eyecare Center of Redondo Beach

Noribachi partners with Advanced Eyecare Center to provide custom LED lighting solutions for their Redondo Beach office

LOS ANGELES - Advanced Eyecare Center of Redondo Beach boasts a history of 90 years of excellence. Born of a successful optometrist practice purchased by Dr. Michael Hansen in 2003, it has continued the tradition of meeting their clientele's needs with high quality service and care. Emboldened by the advances in the eye care industry and also a desire to expand his business, Dr. Hansen procured a new, larger space for his practice, plus a design team to create the right atmosphere for his clients and to display his eyeglass and sunglass frames in their best light.

The new facility had a street facing display area, with abundant natural lighting that streamed in from the windows. Despite that light, the stock of eyeglasses and sunglasses weren't consistently illuminated throughout the display area. As a result, the beauty of the frame materials were not uniformly showcased due to the unbalanced lighting. This presented a problem, as showcasing the visual beauty of the eyewear was important to sales. A chance discussion with a client led to a recommendation of Noribachi's LED products and custom design services. Dr. Hansen had already desired to utilize LED lighting for his shop, due to its efficiency and ability to show true color with incredible clarity. Noribachi's capacity to create a custom LED lighting solution that would 'allow the merchandise to be the star' resulted in a plan to craft a custom installation that would balance the lighting in the space and exhibit the frames beautifully.

A mock up of the custom display shelving designed for the eyeglass and sunglass frames were provided to Noribachi, which were placed in the manufacturer's design room. LED lighting strips in various color temperatures were installed in the mock up in order to allow Dr Hansen and his design team to choose the right specification for the space. Not only would the LED strips provide specialized lighting for the frame display, they would also give quality ambient light for the entire space.

"The resulting light design is a subtle, yet powerful effect highlighting the frame collections, which are continually expanding. Whether the eyeglasses are brown tortoise shell, cayenne red acetate, titanium or polished nickel, Noribachi's LEDs allow the materials to be fully appreciated," says Dr. Hansen. "To our pleasure, sales of eyewear has expanded as it never has before."

Noribachi's innovative LED technology allows for completely customized applications for the end user. The modular light engine retrofits allow for conversion of any existing light to LED, via a retrofit or new fixture integration. Noribachi also has the technology to fabricate a variety of lighting unit shapes efficiently, which are incorporated into rigorously designed lighting systems.

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"Every light manufactured at Noribachi is created uniquely for a specific customer. The customization process is one of the most interesting aspects of what we do," says Esther M. Santos, COO of Noribachi. "The capability to create a functional and elegant lighting solution that does exactly what the customer needs is one of Noribachi's major strengths."

Advanced Eyecare Center has offices in both Redondo Beach and Manhattan Beach, CA.

About Noribachi:

Noribachi is a premier, US based, LED lighting and engineering firm providing customized illumination solutions for any application.

Embracing a hand crafted and modular approach for developing custom LED solutions, Noribachi drives the lighting industry forward with a dedication to thoughtful product design and the principles of efficient energy use. All lights are custom-made in the US, with typical lead times of 6 weeks or less.

Noribachi LED solutions are independently tested and fully certified; over 1,000 installations for Fortune 500 companies, leading government agencies, and world-class hotels in the US and internationally attest to Noribachi's enduring product quality.

Noribachi is a privately held company with offices in Los Angeles, CA and Albuquerque, NM. For more information please visit [noribachi.com](http://noribachi.com).

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