
MODERN LANDSCAPE LIGHTING

BEST PRACTICES FOR TODAY'S INSTALLERS



MEET YOUR SPEAKER

ROBERT QUINN

President and CEO of Lite the Nite Outdoor Lighting.



TODAY'S AGENDA

- 01 OUTDOOR LIGHTING TRENDS
- 02 LITE THE NITE POSITIONING
- 03 PROFESSIONAL BEST PRACTICES
- 04 REVIEW OF CORE SYSTEM COMPONENTS
- 05 PROMOTIONAL OPPORTUNITIES

01

OUTDOOR LIGHTING TRENDS

Outdoor Living Is Now Part of the Home

- Safety
- Security
- Aesthetics



Homeowners Expect Professional Lighting Design

- More informed than ever
 - Internet
 - Social media
 - Community
- Enhanced expectations
- Integral part of the overall design

01

OUTDOOR LIGHTING TRENDS

Higher Expectations Create Bigger Opportunities

- Upsell opportunities
- Strategic upgrade for overall plan
- Increases perceived project value
- Larger more successful projects



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TODAY'S LANDSCAPE LIGHTING

The Reality of Today's Market

- Saturated market
- Lack of product reliability
- Customer service needs
- Overcomplications



Low- Cost Imports

- Price- driven
- Inconsistent quality

Mid-Market Systems

- Performance + Support
- Built for installer

Premium/ Boutique

- High cost / complexity
- Over engineered



LITE THE NITE

Lite the Nite's Position in the Industry

- Engineered and Tested in the USA
- Name brand components
- Value driven

Built to Support Installers in the Field

- System Reliability
- Enhanced Customer Service
- Design Support

Low-Cost Imports

- Price-driven
- Inconsistent quality

Mid-Market Systems

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BEST PRACTICES

When applied consistently...

- Better performance
- Cleaner designs
- More reliable systems

STEP 01 Planning

STEP 02 Layout

STEP 03 Power Calculations

STEP 04 Connecting the Fixtures

STEP 05 Testing the System

PLANNING

- Safety, Security, Aesthetics
 - Define what to illuminate
 - Layout limitations
 - Lighting techniques
-
- NOTE...
 - Do not over illuminate
 - Choose correct type of fixtures
 - Proper spacing of fixtures



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STEP 01

LIGHTING TECHNIQUES

Technique #1



BACK SHADOW

A technique that highlights trees or shrubs by aiming a fixture behind them, casting their shape onto the home's surface.

Perfect for creating contrast and definition in the landscape.

Technique #2



WALL WASHING

A lighting method that softly brightens large walls or surfaces, enhancing texture and tone without harsh glare.

Ideal for accenting architectural details and entryways.

03

STEP 01

LIGHTING TECHNIQUES

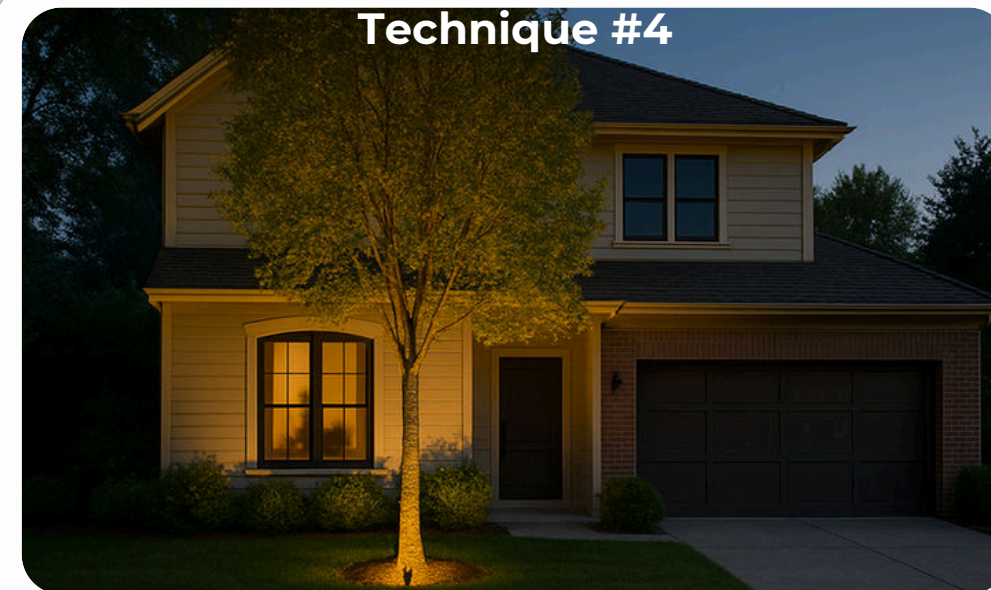


Technique #3

SHADOWING

This effect is created by placing a light in front of a tree or bush to cast a subtle shadow on the structure behind it.

Perfect for adding depth, balance, and visual interest to the facade.



Technique #4

UPLIGHTING

Used to highlight trees, sculptures, or architectural elements from below, drawing the eye upward.

Creates a dramatic focal point and enhances vertical dimension in the landscape.

LIGHTING TECHNIQUES

Technique #5

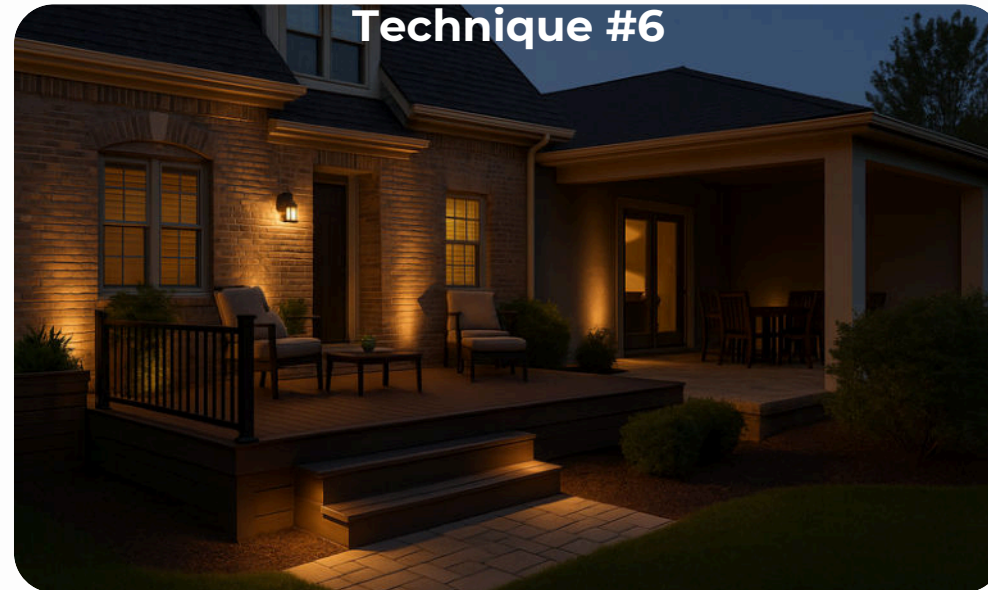


GRAZING

A focused technique that places light close to a wall or pillar to emphasize texture and depth.

Ideal for showcasing stone, brick, or other detailed surfaces with subtle drama.

Technique #6



DECK / STEP / UNDER-CAP LIGHTING

Perfect for illuminating decks, steps, or hardscapes while enhancing safety and comfort.

These low-profile fixtures add warmth and ambient glow to outdoor living areas.

Technique #7



PATH LIGHTING

Used to guide walkways, driveways, or garden edges with soft, even light.

Creates safe passageways while adding a welcoming touch and nighttime charm.

LAYOUT

- Cable
 - Install depth
 - AWG type
 - Layout
- Fixture Type
 - Wattage
 - Kelvin
 - Beam Angle

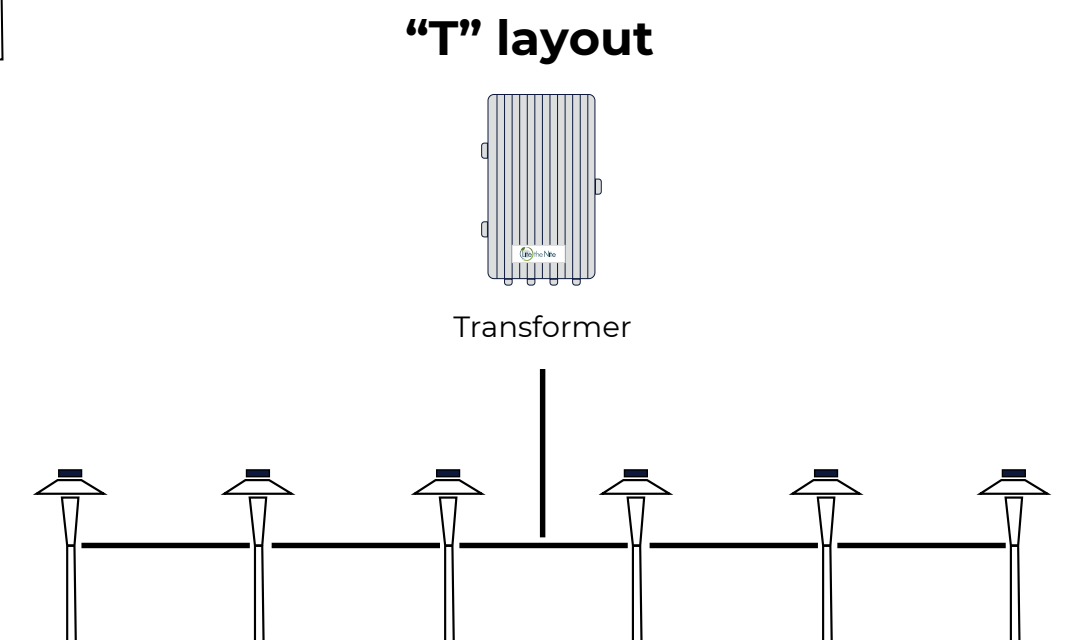
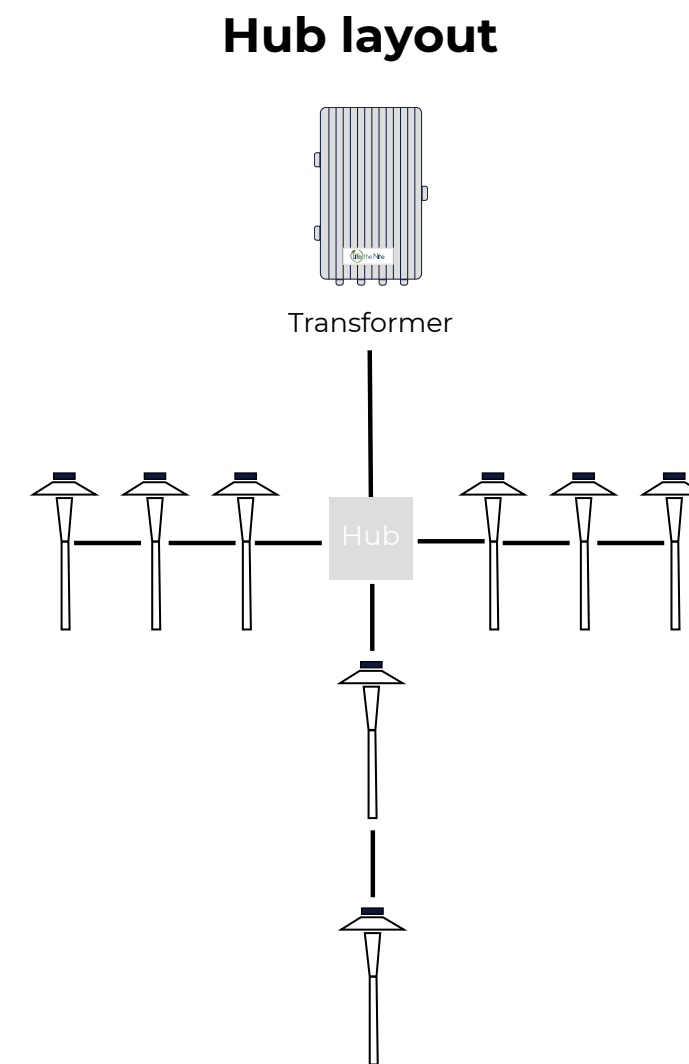
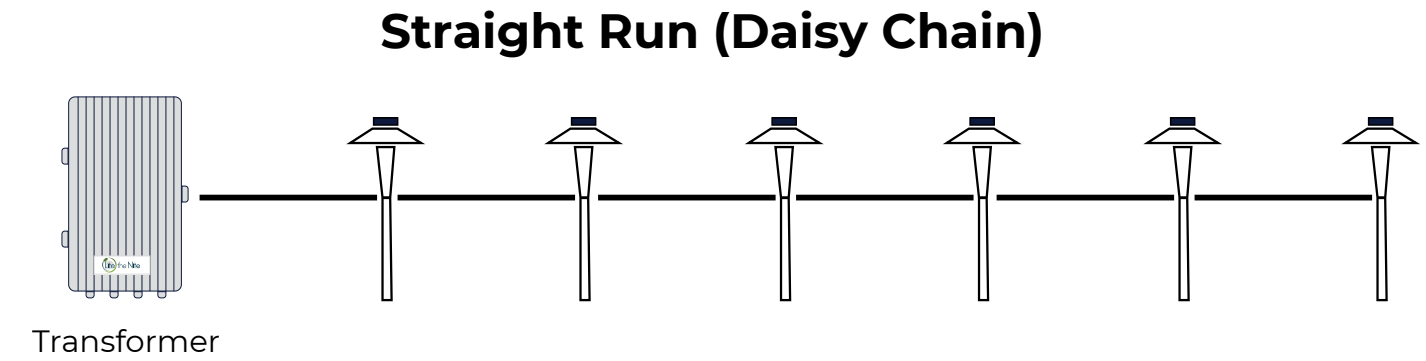
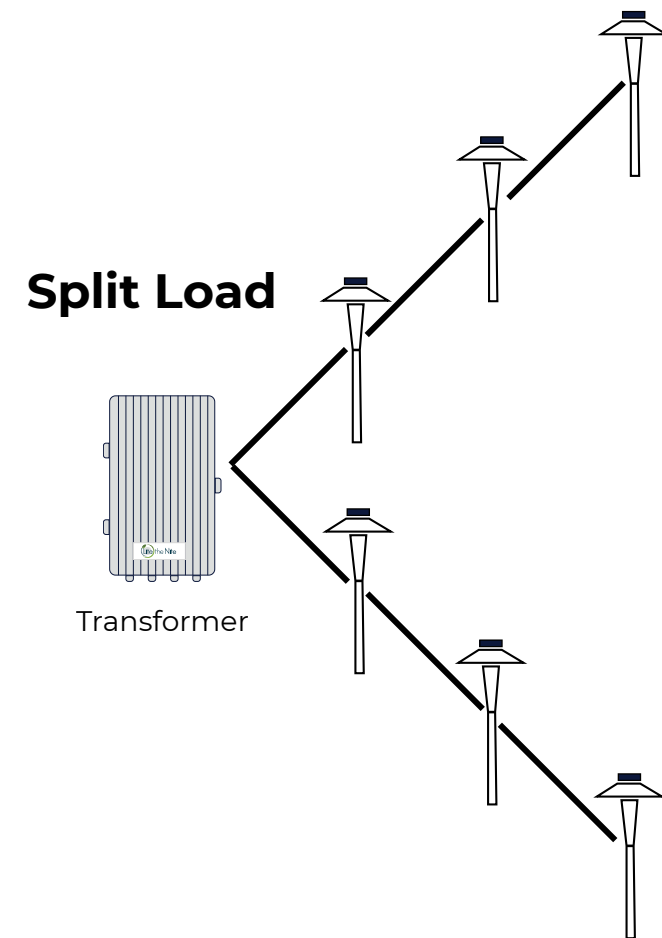
MAXIMUM CABLE LENGTH PER TOTAL FIXTURE WATTS/VA							
Cable Size	50w/VA	75w/VA	100w/VA	150w/VA	200w/VA	250w/VA	300w/VA
14-2	190'	125'	95'	65'	50'	-	-
12-2	300'	200'	150'	100'	75'	60'	-
10-2	475'	318'	240'	160'	120'	100'	80'
8-2	750'	506'	380'	250'	190'	150'	125'

03

STEP 02

LAYOUT

- Wiring
 - Straight run (daisy chain)
 - “T”
 - Hub
 - Split Load



POWER CALCULATION

- Wire gauge
- Length from power source to farthest fixture
- Total Watts per line
- Voltage Drop

THE CABLE CONSTANT IS BASED ON WIRE SIZE. REMEMBER THAT LARGER WIRES HAVE LOWER AWG SIZES.

CABLE CONSTANT	
Cable	Constant
18 AWG	1,380v
16AWG	2,200v
14AWG	3,500v
12AWG	7,500v
10AWG	11,920v
8AWG	18,960v

$$\text{VOLTAGE DROP} = \frac{\text{Total Watts/VA} \times \text{Cable Length}}{\text{Cable Constant}} \times 2$$

EXAMPLE:

$$\text{VOLTAGE DROP} = \frac{1500\text{w} \times 75'}{7500 \text{ (12 AWG Cable Constant)}} \times 2$$

03

STEP 03

POWER SOURCES



**AC
Transformers**



**DC
Power Pack**



**Solar
(RUPS)**

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STEP 04

CONNECTING YOUR FIXTURES

STEP 05

TESTING THE SYSTEM

04

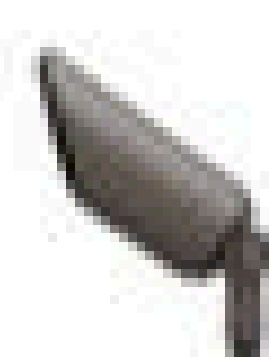
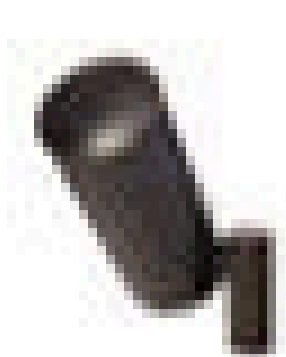
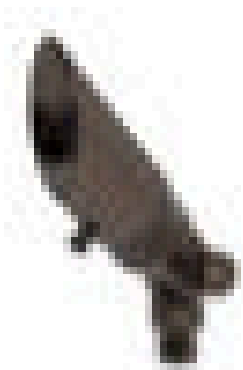
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REVIEW OF CORE SYSTEM COMPONENTS

- Up lights
- Down lights
- Path lights
- Hardscapes
- Specialty
- Accessories

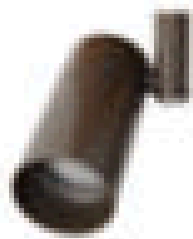
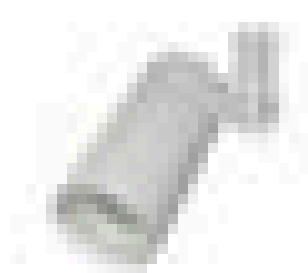
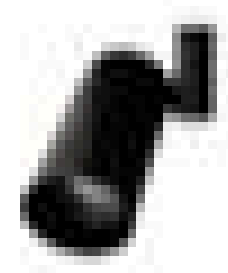
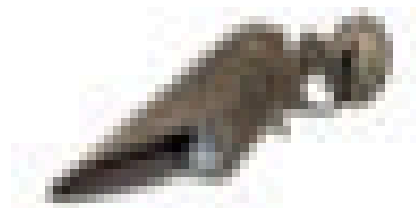
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UP LIGHTS



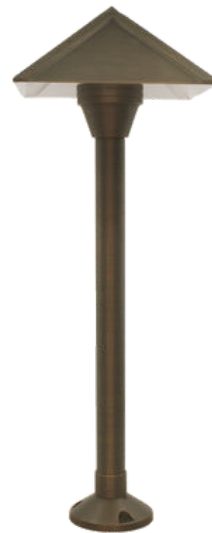
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DOWN LIGHTS



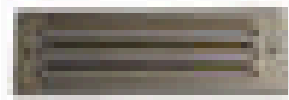
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PATH LIGHTS



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HARDSCAPES



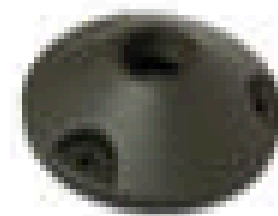
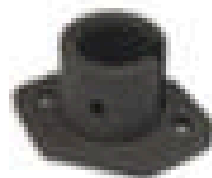
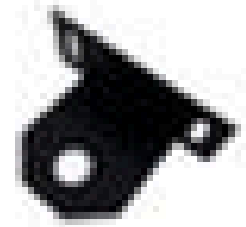
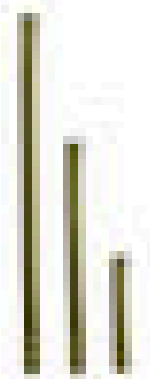
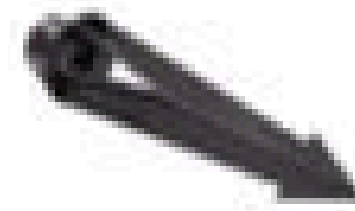
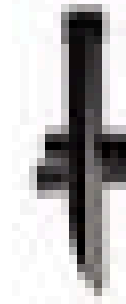
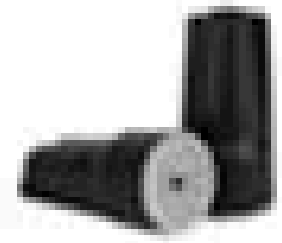
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SPECIALITY PRODUCTS



04

ACCESSORIES



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PROMOTIONAL OPPORTUNITIES

BUY 5, GET 1 FREE

Limited-Time Fixture Promotion



APPLIES TO HARDSCAPES, PATH LIGHTS, SPOT LIGHTS



VALID UNTIL APRIL 30TH 2026





THANK YOU!



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