



Roberts Electric | Fall 2015

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Hello {FIRST_NAME|Valued Customer},

A strong economy means that many Bay Area residents are finally tackling those remodeling projects they'd put on hold for the last few years. If there's a trend, it's for kitchen remodels, but these remodels are about so much more than kitchens.



People these days are knocking down walls and opening up their living spaces to accommodate casual lifestyles. In many cases, we're completely eliminating unused formal dining rooms to make these part of the extending living spaces.

The result: Extended live/eat/work/play areas where families gather and entertain their friends.



In many of Oakland, Berkeley and Albany's older neighborhoods, homes date back 50 years or more, so it requires extensive electrical work to accommodate today's digital demands.



For all of our projects these days, LED has replaced traditional lamp sources--overhead lights, beautiful architectural fixtures over the islands and counter illumination for cooking.

Our best,

Dan

Lighting Controls: Convenience, Aesthetics, Energy

Management

Lights are no longer just on or off; they can now be dimmed or orchestrated with a room's shades to set scenes and create perfectly balanced light.

Homeowners are now able to control their lighting systems from a hand-held remote, a wall-mounted keypad, tabletop control or smart device—room by room, whether they're down the block or out of the country. While these systems help redefine the way you live, they also help you recognize significant energy savings.

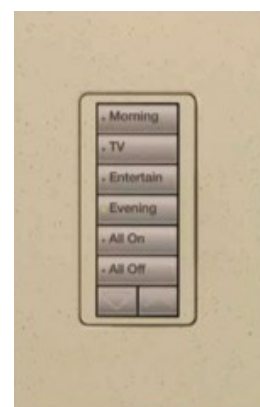


[Lutron](#) has been a longtime leader in the controls industry, and its **Homeworks QS** product integrates control of all your light—interior, exterior, electric light and daylight. It also integrates with other manufacturers for AV and HVAC control. Keypads combine elegance with architectural design-- buttons and faceplates are made from the same material for a consistent aesthetic to coordinate with any home décor.



[Vantage](#) is another player in the lighting controls space that provides a specialized LED dimming module that controls and dims all of your LED lighting.

[RadioRA2](#) is another Lutron total home control product that allows homeowners to adjust the amount of daylight and electric light, the temperature and power used by appliances in a room or throughout the house.



- Control lights, shades, temperature and

appliances from wall-mounted, tabletop or handheld controls in a specific room— or remotely--even from outside your home.

- Create just the right mood or ambiance for any activity—and do it with stylish products that will complement your home's décor.

Legrand's home automation systems create highly customizable solutions for lighting scenarios and access control. The installation can be managed from a single point or tablet-touch screen.



Crestron lets you easily control everything in your home, room-by-room, using cool-touch screens and remotes or a smart device. With the touch of one of Crestron's "Scene" buttons, you can set everything in every room of your home for any activity, from "Wake" to "Goodnight" and any activity in between, including "Watch", "Listen" or "Away".

An unlimited number of Scenes can be created and customized, according to your preferences.

Roberts Electric in the Commercial Sector

Roberts Electric remains busy with tenant improvement projects, and our team of skilled electricians has grown to accommodate this work.

- We're working on another **H&M** in Fremont and have now completed two **Sephora** stores in the last few months—Walnut Creek and most recently, the store in Pleasanton's Stoneridge

Mall.

- We just started work on a **LaserQuest** in San Jose's Gould Shopping Center and a **FootLocker** in San Mateo's Hillsdale Mall.
- Closer to our own neighborhood, we're working on a remodel of **Design Within Reach** on Berkeley's popular 4th Street.



Read The Roberts Electric Blog

Fire Season Safety with Enhanced Smoke Detectors

Who can forget the Oakland Hills fire of 1991 that filled the sky with smoke and turned the hills into an inferno, destroying countless homes, priceless possessions and memories of happier times.



Late summer and early fall is when the wind picks up and increases fire danger. This year it's even worse—we're facing our fourth year of serious drought, and homes in wooded areas are especially vulnerable. [Read more . . .](#)

About Roberts Electric



When Roberts Electric opened for business in 1895 as Roberts Manufacturing, the company specialized in crafting the prevalent lighting of the times, custom gas light fixtures.

Skilled artisans and craftspeople

We changed our name to Roberts Electric Co., but we've remained family owned for 80 years, and we're proud of our strong roots in the community. We hold not only ourselves to high standards but also the people with whom we partner--skilled artisans and craftspeople who place the same premium on quality work and customer service that we do.

Most of all, at [Roberts](#), we never lose sight of the fact that you've invited us into your homes and businesses.

Diamond-Certified for the 14th Straight Year

We're proud to be a [Diamond Certified](#) Company. What does this mean?



It involves a **12-step certification process** that includes surveying a large, random sample of people from our entire customer base. Companies must score **Highest in Quality** in customer satisfaction and pass all credential-based ratings to earn Diamond Certified.

We're proud of our 95% customer loyalty and high customer satisfaction ratings. Diamond Certified conducts ongoing research to ensure all companies maintain their high performances. [Highlights of our Diamond Certified page](#) include a video of owner Dan Pitcock.

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I had Roberts Electric do a commercial electric and data project on the recommendation of a contractor friend. They dealt with the problems of existing wire and legacy systems very well. On the most critical day of the project they had extra people to make sure all went smoothly. They left the site clean and in good order. They also quickly responded to follow up issues.

--Steve P.

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