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Roberts Electric | Winter 2015

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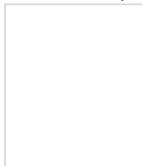
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[Roberts Electric](#)

Roberts Electric at Work

We've been busy with a range of commercial projects throughout the Bay Area and beyond—in this case, Lodi, for **Love's Travel Stop**.



In Walnut Creek, we're doing the electrical on the Sephora store, which is undergoing a complete remodel, part of the ambitious Broadway Plaza renovation project.



Mobilizing to help a neighbor

Kloeckner Metals was recently relieved of all of its copper wire and electrical system



by thieves. RECO is mobilizing a crew to rebuild the entire electrical system to get the company back up and running. Our Kevin Lehmer is the Project

Hello {FIRST_NAME|Valued Customer},

It's a new year, and like many contractors these days, we're delighted to be busy! The stringent new Title 24 requirements mandating that any new construction or remodeling project meet strict standards for reducing long-term environmental impact has created a lot of work for us. We've also been busy with a number of commercial projects throughout the Bay Area.

Dan Pitcock NL



Highlighted below is a project we did for Oakland's Mulberry's HOME, a lifestyle/furniture store, which opened in time for the holiday buying season. Roberts was pleased to work on this project for McCutcheon Construction and was brought in specifically for our expertise in commercial retail buildouts.

The owners of Mulberry's Market had back-burnered their dream of a high-end home store until the economy improved, and clearly, the time was right—happily, Oakland is on the move!

Our best,

Dan

Mulberry's HOME: Fulfilling a Dream and

KEVIN LOKIMOR IS THE PROJECT Manager on this effort.

MerrittBakery



We were pleased to be brought into a project by an old client, a property manager, to do the electrical for historic **Merritt Restaurant & Bakery**, which has been part of the Oakland landscape for more than 60 years.

As part of the effort to repair fire damage, our work included new offices, two new ADA bathrooms and a breakroom.

We also updated electrical panels, connected new refrigeration equipment, installed clean and efficient LED lighting and programmable controls for interior and exterior lighting, which will lead to dramatic long-term energy savings for this iconic restaurant and bakery.

Trim Your Electric Bill by Turning Off Vampire Electronics!

TVs, computers and your favorite devices are sucking energy day and night—even when you're not using them.

Filling a Need

When the husband and wife Chad Olcott and Laura Pochop opened Piedmont's Mulberry's Market seven years ago, they also dreamed of opening a high-end home store, but knew they'd have to wait until the economy got stronger. As they watched Oakland's food and art scene exploding over the last few years, they knew it was time to realize their dream. [Mulberry's HOME](#) was born.

Mulberry's Home



The perfect location: Oakland Public Library's old Piedmont Branch

As the electrical contractor, Roberts Electric completely rewired this old building off Piedmont on 41st Street with a state-of-the-art lighting control system to meet the complex new needs of a furniture/lifestyle store.

We also installed energy-efficient LED track lighting to showcase merchandise, display outlets for chandeliers and warm exterior

Home



computer



Your workstation, with your favorite digital devices, is an energy hog

The easiest way to stop vampire electronics from driving up your electric bill is to unplug them when they're not in use.

Putting your desktop computer in *Sleep Mode* and *Hibernate* can save almost as much energy as unplugging it.

Smart power strips will shut down a power outlet when it senses your gadgets have gone into *Standby* mode.

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.

frontage lighting to accent the architectural windows that face 41st Street.

"This was just one of many historic buildings on which we've worked that required exacting quality standards and respect for the historical nature of the building. We also had to meet stringent Title 24 electrical requirements that not only reduce energy costs but decrease environmental impact."

Furniture, lighting fixtures, gift items . . .

"**I have always loved home design,**" Olcott said, "and Oakland lacked a quality furniture store with big items. We're one of the very few places you can get furniture in Oakland. I believe we're filling a need." In addition to large items, Mulberry's Home features many one-of-a-kind or limited quantity items. There are candles, rugs, lighting fixtures, dishes, seasonal gift items and a line of jewelry.

"Oakland is where I grew up, and it's where I continue to live and do business. I love being able to work with local business owners who invest in our community—which is clearly thriving," said Dan.

LED: Not Just for Commercial Anymore . . .

What does Title 24 mean for homeowners? No question about it: LED lighting!

LEDkitchen



This kitchen is completely illuminated by LED, including the lights under the cabinets

According to Roberts Electric Owner, Dan Pitcock,

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.

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.

We've come a long way . . .

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.

Skilled artisans and craftspeople

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.

"We've come a long way since the early days of LED when they were used primarily in commercial settings. We're now seeing a rapidly expanding variety of LED products for the home, including dimming solutions and vacancy sensors. LED lights are now decorative; they can be surface-mounted, recessed, and installed under cabinets. LED quality has improved dramatically; it has a high color rendering index (CRI), which means that LED lighting is true to the colors of natural light."

Higher cost, but longer lifespan

While an LED bulb costs significantly more than fluorescent or incandescent lights, its lifespan is dramatically longer. LED can cut lighting energy use by 75%, and you won't have to change the bulbs for an estimated nine years—expect price to decrease as technology improves. "In a very short time, LED is becoming the norm.

"We are applying this new technology to a wide range of residential projects throughout the Bay Area. Whether historic large estates in Rockridge and Alameda or smaller-scale homes, we are improving illumination and saving homeowners money."

Employee Highlight: Tom Tazelaar

This month we're highlighting Tom Tazelaar, who has been a key member of our service department for more than 15 years. Tom was one of those kids who loved tearing things apart to figure out how they worked and spent a lot of time under the hoods of the family cars.



Tom grew up near Detroit

He graduated from U.S. Coast Guard Academy and was stationed in ports ranging from Dutch Harbor, Alaska to Pohnpei, Micronesia. He was transferred to Alameda and ultimately left the Coast Guard. Tom was referred to us by one of our old customers who noted

robertselectric2



his quality work, attention to detail and the natural way that he interacted with people. Our customer thought Tom would be a good fit for Roberts, and he has found a niche as a senior member of our service team. "I love troubleshooting—I enjoy the challenge of identifying the problem and fixing it.

“Making people happy is very satisfying—the highlight of my day is often fixing some small thing that hasn't worked in years and having a delighted customer call it a ‘miracle’. I also enjoy that I'm always learning—I've been doing this for many years, but I run into new challenges all the time, so it never gets boring.”

A sailor for more than 30 years . . .

Tom's daughter is a senior at Boise State, where she is majoring in anthropology and plays the piccolo in the marching band. He has lived on his sailboat in Alameda for more than 30 years—“I love to go sailing on weekends and never have to worry about packing!”

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