

Spring City

*Making
A Place
To
Remember*



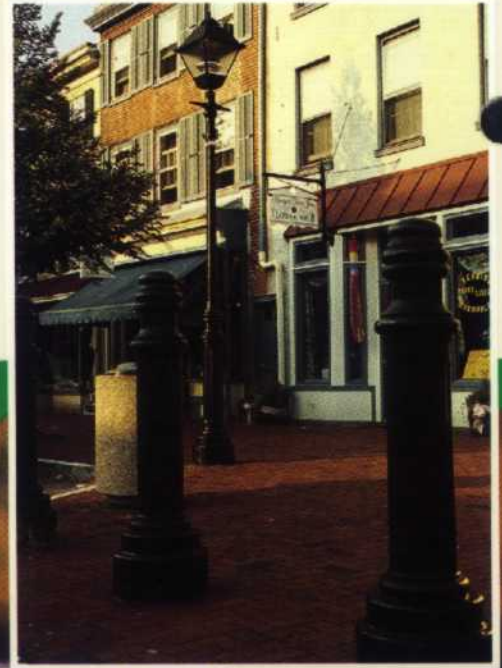
CREATING THE SENSE OF PLACE

Beautifully crafted lamp posts, bollards, and traffic control pieces are remarkably effective in establishing a unified design theme for an entire site. This is true even if your site includes many different architectural styles or functions.

The transformation sometimes seems almost magical. What may have before been only a crossroads, or perhaps a nondescript section of retail storefronts, has overnight become an identifiable place with a story to tell about itself, a place with a history, a *place* to remember.



And yet this amazing transformation has been wrought quietly, with extraordinary efficiency in cost and time, and with the utmost respect for the site's original character and heritage.



UNIFYING THE DESIGN THEME

Traffic control pieces don't have to be ugly. And they definitely shouldn't be excluded from your design theme! Obvious inconsistencies like mixing modern bright-aluminum traffic-light poles with traditional cast iron pedestrian lighting could defeat the entire effort to transform a site. The truth is that if traffic control pieces are prominently located on the site, including them in the project is an essential part of making the overall design "work".



Achieving that kind of design integrity for your site is easy with Spring City. We've developed a complete line of *complementing design families* to give you a full range of design options, with perfect matches assured among all the pieces you select.

Design families include such standard elements as traffic light posts and arms, posts and luminaires for pedestrian and street lighting, lit and unlit bollards, clocks, and street signs, to name only the most often-used. And many sites around the country take advantage of additional crafted-metal elements such as: stop signs, parking meter brackets, handstand posts, sign posts, flagpoles, drinking fountains, wall brackets, and more.

You can even work directly with our design staff to create completely new custom pieces for your site's particular needs.



THE CAST IRON CHOICE

Cast Iron. Even its name has come to connote reliability. Cast iron is prized in lighting posts, bollards, and traffic control pieces as the hallmark of long-lasting quality. It is vibration-dampening, extraordinarily durable, nearly impervious to corrosion, and will remain virtually maintenance-free for many decades, even generations. And Spring City fabricates most iron pieces as *unitary castings*. There are no bits or pieces, nuts, bolts, unsightly clamps, welds; nothing to fail, nothing to shake loose or come apart over the years.



Beyond its myriad practical advantages, there is cast iron's *beauty*. The natural, uneven texture of its surface, its density and weight, its muted edges and graceful molding characteristics—all of these and more so clearly set it apart from fiberglass, concrete, and aluminum substitutes.

Materials speak clearly in a language of their own, and no other metal carries such a complex density of human feeling as cast iron. No other evokes in us so profound a sense of tradition, so clear a sense... of place.





A FUSION OF STRENGTHS

Traffic control pieces often include sections made from steel, especially for particularly long support arms or similar structures. This approach combines cast iron's extraordinary beauty and durability with the tensile strength and load-bearing character of steel. But such combinations must be handled with great care lest they mar the overall design. This is a particularly difficult challenge in the case of steel, and many companies are forced to supply steel parts plain and uncrafted; they are not set up to work this metal on such a large scale.

At Spring City, we believe that the steel sections of a traffic control piece must support the cast iron elements not only physically, but *aesthetically* as well.

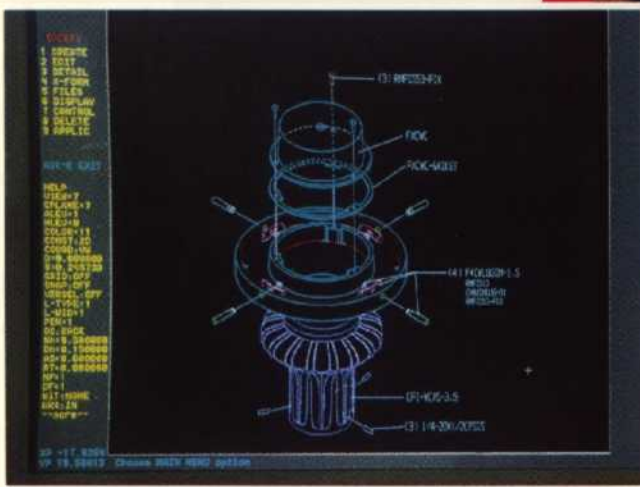
That's why we have developed a *unique* in-house steel-fluting capability. This allows us to craft handsome designs into the steel sections of the piece, too, integrating them beautifully with the cast iron.



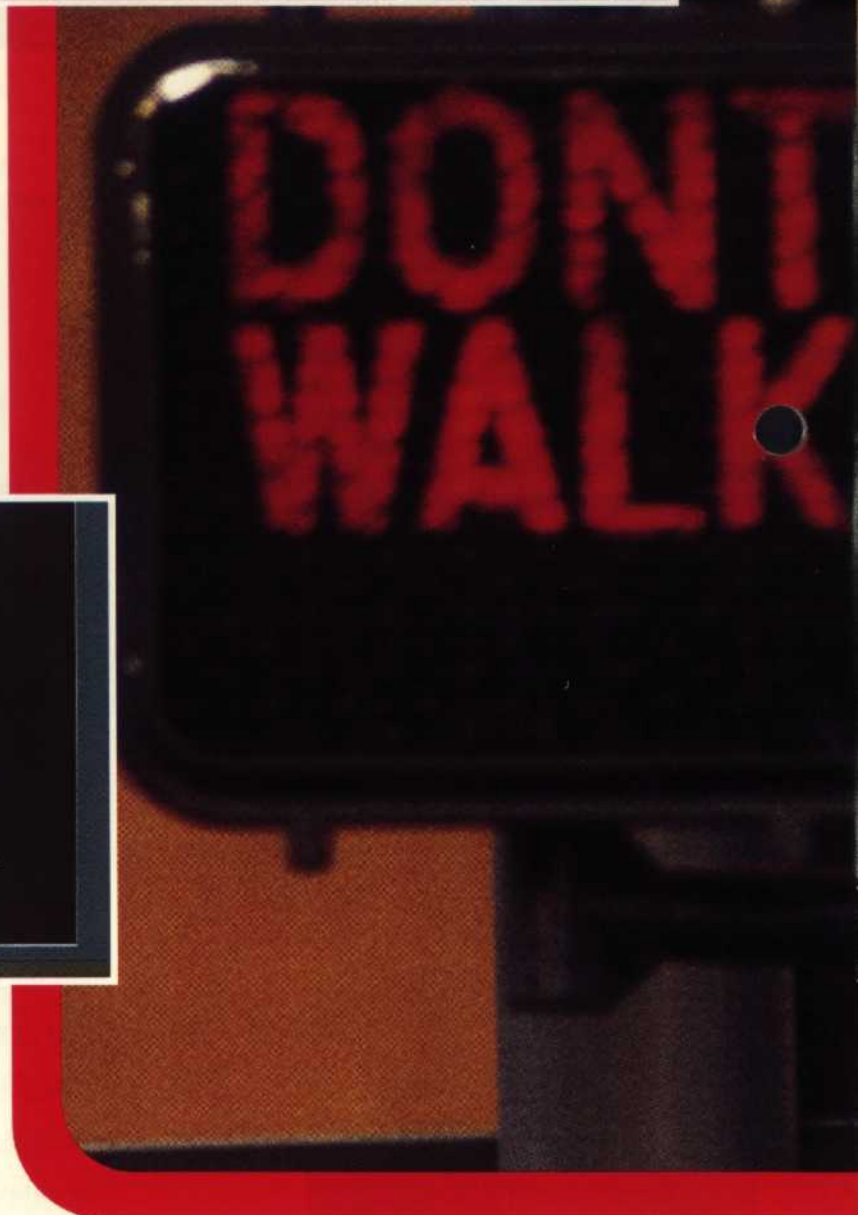
RISKY BUSINESS

Most lighting companies view traffic control (and crafted-metal lighting generally) as a low-priority sideline to their main business. That lack of focus can mean disaster for your project.

Late submittal drawings. Repeated delays in initial delivery to your site. Calling the contractor back to install your traffic pieces when they finally arrive... or delaying the *entire project* until delivery is made.



Either way—any way—it's a mess: despite your contractor's best efforts, work crews may not all be available for call-backs, seasonal weather changes may slow the job or change contractual terms, and more.



SPRING CITY: THE SPECIALISTS IN TRAFFIC CONTROL



At Spring City, cast traditional lighting systems are our core business. We are specifically organized to manufacture and deliver these systems to you in the fastest, most efficient way possible—as our top priority.

You see, Spring City is a *foundry*. We're the *only* company with both in-house casting and fluting capability, for extraordinarily fast turnaround. Our huge design library and advanced data processing bring you full submittal drawings and specifications in minimum time. And since we don't send our work out to another foundry (or to another country!), we can maintain tight project timing and stringent quality control over every single step of your job, from initial preparation all the way to installation at your site.

UPGRADE FOR SAVINGS

Have you considered retrofitting new cast parts to upgrade your existing lighting and traffic controls? Such an approach could be more economical than replacing the entire system.

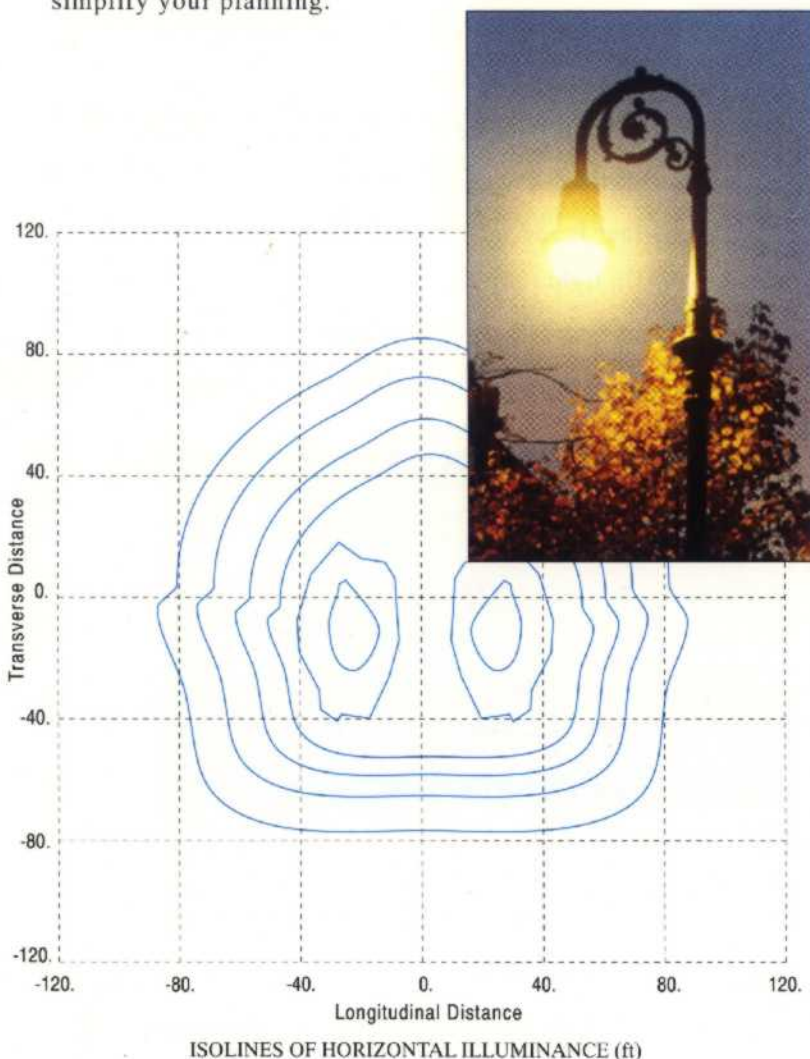
You may have found that most lighting companies shy away from such requests. But not Spring City. Our complete in-house casting and fluting facilities give us a uniquely flexible custom capability—just what's needed to coordinate your traffic controls with the character and style of the rest of your site, at a far lower cost than you might expect.



ADVANCED LIGHTING

Pedestrian and vehicle safety must outweigh any other consideration when selecting street and traffic control systems. Spring City's luminaires and fixtures adhere to the most rigorous quality control standards and are supplied with high-performance mercury vapor, metal halide, or high-pressure sodium light sources.

Independent testing facilities are used for exacting luminaire performance evaluation, and all photometric data is readily available on IES format disk to simplify your planning.



SPRING CITY

Electrical Manufacturing Company

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*YOU'RE IN GOOD
COMPANY
WITH SPRING CITY*

*Did you know that more American
towns and cities select
Spring City for traditional
cast iron lighting than any
other source? It's true.*

*With Spring City, you can choose
from the country's widest range of
traditional styles—or create your
own custom designs. And you can trust
our 150 years of cast iron experience
to help keep your project on
schedule, with fast
turnarounds and an
exceptionally high
rate of on-time delivery.*

Call Spring City today.

*We'd be happy to discuss the
plans you're developing.*

(610) 948-4000

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