



# THE BLACKLIGHT BLAZE™

Devoted to the World of Ultraviolet Effects

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— Premier Issue! —

July 2007

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## IMPORTANT Announcement!!

To continue receiving future issues of this newsletter, please do one of the following:

- Call us at 1-800-937-8065 to get on our newsletter mailing list.
- Visit [www.Wildfire-Newsletter.com](http://www.Wildfire-Newsletter.com) and enter your name and address. We'll make sure you're on our newsletter mailing list.

Don't miss out on a single newsletter...respond now before you forget!

## Out of the Shadows...

By John Berardi, V.P.



For over 18 years, Wildfire has been the premier source for black light effects.

Out of the shadows has emerged 18 years of Wildfire magic... and in that light, we launch this newsletter to bring you tips, trends, information, and expert advice related to the world of black light effects.

In every issue you will learn something new. You'll discover new ideas, information and technical insight to empower you in your work. Whether you're a lighting designer or a scenic artist, these pages will become your trusted source for all things related to the creation of dynamic black

light effects.

We also want *The Blacklight Blaze* to be an interactive resource. We encourage your input, insights, and participation as we strive to make this the premier information source for this market.

Moving on, 2007 is shaping up to be an exciting year, full of many changes at Wildfire. On the heels of our move to a new state-of-the-art facility in Torrance, CA, we continue to blaze forward with some exciting new developments...

Besides this newsletter, we're finishing up a special report and integrated catalog (see below), which will be the ultimate how-to resource for creating UV effects.

Plus, we're about to launch a brand new website

and web store with much more information and a much improved online ordering process. You will be able to see what's in stock before you order, be able to change your address and contact information online, and even be able to charge online orders to your account (if account terms have been set up with us).

We also have several new products and product-improvement in the pipeline. Some will be announced soon, but others we're saving for LDI in October. (Speaking of LDI, we've got a stack of VIP tickets to give out, so call us if you need one and we'll send it to you free of charge.)

In the meantime, keep reading and stay tuned... (And don't miss the important announcement on the left!)

## Coming Soon: Wildfire's 2007 Special Edition Catalog And How-To Guide

Our **2007 Special Edition Catalog** is a heck of a lot more than an *ordinary* catalog. It's a *resource* for those whose hearts beat a bit faster, whose neck hairs stand on end, who want to jump up and shout "hallelujah" just *thinking* about a really kick-ass black light effect.

In fact, we've decided to call it our **2007 Special Edition Catalog: The Ulti-**

**mate How-To Guide to Creating Spectacular, Ultra-Bright UV Effects.**

You'll learn everything you've ever wanted to know about how UV black light effects work, how to choose the right light source, what to consider when specifying Wildfire fixtures, what kinds of everyday materials fluoresce, how to mix Wildfire paints, and much more.

All your questions about black light effects answered for the modest price of \$7 plus \$3 S & H.

However, you'll be able to download a digital copy of this How-To Guide for FREE, just for filling out a short survey.

So stay tuned. We'll let you know just as soon as it's available...

## Product Highlight: Wildfire Invisible Luminescent Paints

If you notice Kent's column (bottom of opposite page), he clears up some of the confusion about the invisible paints.

So we decided to make it easier than ever for artists or hobbyists to try these paints for the first time.

But before we get to our limited time offer, allow us to re-iterate why we believe these paints are the best in the industry...

For one, they have the highest pigment concentration of any UV paint available, which makes them light up brilliantly under black light.

They can be applied to nearly any prepared surface: canvas, paper, plaster, metal, wood, plastic, masonry, fabric—in short, any clean, non-slick and non-oily substrate will work great

if primed with a flat white paint.

Wildfire Luminescent Paint applies like ordinary latex paint. You can brush it, roll it, spray it, smear it, splatter it, drip it, or however the right-brain wants to do it!

Our paints are water-based, which makes clean-up a breeze. They are also completely non-toxic.

These paints mix well with other water-based acrylic paints (such as Modern Masters) which means you can get any color shift you want between white and black light.

(Be sure to test with small amounts first. Also, adding non-fluorescent paint will diminish the brightness of the invisible color under black light. More on this in Kent's column next month.)

Artist Kit includes: **Plus 2 FREE Colors!**

- Invisible Yellow
- Invisible Orange
- Invisible Blue
- Invisible Green
- Invisible Red
- Invisible Black
- Glow Green

**5-Color Kit Plus  
2 FREE Colors  
—\$37.95**



We'd like to invite you to try our Invisible Luminescent Paint line with a limited time offer...

We've got just **100 Artist Kits** with **two FREE 1 oz. containers**: one each of Invisible Black and Glow Green. That makes our 5-Color Kit a 7-Color Kit at the same low price of \$37.95.

Be sure and get one while they're still available! **(Call 800-937-8065.)**

## This Month's Special Offer: Discontinued Inventory

We found *all kinds* of stuff during our recent move—including some old inventory that's been discontinued. We'd prefer not to hang on to this stuff (not that there's anything wrong with it). We're just looking to clear out some space, and figure someone out there could be using this stuff, instead of it lying around in a box and collecting dust.

So here's what we're going to do: We're offering these items at a

HUGE discount and with the original warranty. We do have *extremely* limited quantities, so first come, first served. Here's what we've got:

- **WF250FI**: 120V 60Hz 250W Long Throw Flood. Old model, never used. One avail. \$500.
- **WF250WSI**: 120V 60Hz 250W Long Throw Wide Spot. Old model, never used. One avail. \$500.

- **WF252WSI**: 120V 60Hz 250W Long Throw Wide Spot. Newer than WF250WSI, never used. One avail. \$650.

- **LT404F2**: 220V 50/60Hz 400W Long Throw Flood. Latest Model. Two avail. \$1361

Just call us as 1-800-937-8065 to order one of these fixtures. (If you're a Wildfire Premier Dealer, please call for dealer pricing.)

## Introducing the Black Light Artist of the Month Contest!

Wildfire is hosting a monthly contest for black light artists, and the first winner will be announced next month!

Here's how it works: If you have a piece of UV artwork that you're particularly proud of—whether it's a painting, mural, backdrop, scenic design, or whatever—send us a couple of photos in an email (see red box) with a description of the artwork and a

short bio. (See complete rules at [www.UVArtistContest.com](http://www.UVArtistContest.com).)

Your entry will be valid for one year. Once a month we'll select a worthy artist from the "pool" to profile right here in this section of the newsletter and on our website.

We'll notify you if you are the winner and will post photos of your work on our website in the newsletter sec-

tion, *and* you will be featured right here in this spot!

In addition to instant fame, the winner will receive a \$100 Wildfire gift certificate good toward any Wildfire purchase.

Don't delay—send your entries today for your chance to win!

Send your photos and a short bio to  
[contest@wildfirefx.com](mailto:contest@wildfirefx.com).

## The Wildfire Effect...*in action!*

### Lucky Strike Lanes

Lucky Strike Lanes is a somewhat new concept in bowling—the so-called "bowling lounge"—which are opening up all over the country, including the most recent opening in Torrance, CA at the Del Amo Fashion Center. (Just down the street from our new location!)

Steven and Jillian Foster are the owners of Lucky Strike Lanes. They started the chain with the opening of the Hollywood location, which has since become a favorite celebrity hangout.

The bowling centers offer more than just bowling, however. There is a full bar, an extensive menu, and an upscale, trendy atmosphere showcasing artwork on projection

screens and plasma displays.

All this has served to make Lucky Strike Lanes the fastest growing bowling chain in America.

Wildfire provided the Effects Master fixtures, which light up the lanes with a cool blue glow. (See photo.)

Dave Frewing of U.S. Bowling, the contractor for Lucky Strike Lanes had this to say about the Effects Master fixtures...

"Wildfire's Effects Master

fixtures give a very powerful glow effect that is unmatched by any other fluorescent black light fixture. There are *no* better fixtures on the market. In terms of output, performance and durability, they're also the best value money can buy."



## Ask The Expert: When to Use Fluorescents vs. Long Throws

By John Berardi

We get asked this question a lot, so hopefully this article will help clear things up a bit.

Fluorescent fixtures are great when a wash of light over a large area is desired. The Effects Masters, for example, have good coverage up to about 40 ft. with standard T12 BLB lamps.

Generally, they are used overhead, the best mounting height being be-

tween 10-15 ft. They also work great as footlighting for a stage. Use a louvre to help focus the light in a particular direction, reducing the beam angle.

The Long Throws are much more powerful fixtures and produce a better quality spectrum of black light for brighter effects. Because they are more powerful, they are effective over longer distances, but don't have quite the broad coverage of a fluorescent

fixture.

The Long Throws in general are effective to 80 ft. or more, depending on ambient lighting and other conditions. For this reason, they are often used for stage or architectural applications where the fixture needs to be mounted further from the effect. Use barn doors to shape the output to just about any required dimension.

Send your questions concerning anything UV to [questions@wildfirefx.com](mailto:questions@wildfirefx.com)

## Tips on Painting: Clearing Up The Invisible Paints

By Kent Mathieu

There's a lot of confusion about Wildfire's invisible paints, so allow me to tackle this in our first issue...

Wildfire carries two types of invisible paint: regular and clear. Regular invisible paints dry white under normal light and fluoresce their color only under black light. These are great for dual image effects, and can be mixed with non-fluorescent paints

to get those dual image color-changing effects. The standard colors are yellow, orange, red, blue, and green. (We'll talk more about mixing in another issue.)

However, the clear invisibles (available in blue and black) act differently. They do not obscure the underlying layers under normal light, but *do* under black light. Invisible

Black Clear will act as a UV inhibitor, turning jet black under black light.

Invisible Blue Clear acts similarly, but glows blue under black light. These paints are also great tools for dual image effects, but aren't as effective when mixed with other paints.

To have a paint-related question addressed here, send it to [questions@wildfirefx.com](mailto:questions@wildfirefx.com)

# THE BLACKLIGHT BLAZE™

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#### To Participate:

- If you wish to have a question addressed in a future issue of this newsletter, email [questions@wildfirefx.com](mailto:questions@wildfirefx.com).
- Send artwork photos and a short bio to [contest@wildfirefx.com](mailto:contest@wildfirefx.com) for a chance to win the UV Artist of the Month Contest!
- Send testimonials and feedback to [feedback@wildfirefx.com](mailto:feedback@wildfirefx.com).

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**TO:**

## **Inside The Premier Issue of *The Blacklight Blaze*...**

**The *only* newsletter devoted to the world of UV Effects!**

Complimentary Issue (You must take action to continue receiving this free newsletter. Details inside...)

- **Announcing Our Black Light Artist of the Month Contest.**
- **Creative Director Kent Mathieu Explains the Invisible Paints.**
- **When To Use Fluorescents vs. Long Throws.**
- **Big Changes At Wildfire and What It Means To You.**
- **An Inside Look at Lucky Strike Lanes.**
- **This Month's Special Offer...**



Inside: "Midnight Bowl" at Lucky Strike Lanes...