



# THE BLACKLIGHT BLAZE™

Devoted to the World of Ultraviolet Effects

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Summer 2008

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## Introducing Wildfire's All New Website...

- New Design
- New Layout
- New Information
- New Artwork
- New Online Store
- And MORE!

[www.WildfireFX.com](http://www.WildfireFX.com)

Upcoming Trade Shows...



October 24-26  
Las Vegas, NV

Visit us at  
Booth #1648!

## Important News For Dealers and Lighting Designers

If you're a Wildfire dealer or qualified lighting designer, you'll want to know about a brand-new resource we'll have ready for you in August.

It's a special binder that includes complete spec sheets and a printed copy of "The Wildfire Report: The Ultimate How-To Guide To Creating Spectacular, Ultra-Bright UV Effects."

There's also a CD that includes a Wildfire video, a digital version of the catalogue, pricing in Excel, a power point presentation, product and application photos, and company logos.

These binders include a whole suite of tools and resources to have at your disposal anytime you need to spec Wildfire products, or quote a price to a customer.

You'll also have a clear, compelling answer to the inevitable question that pops up from those not in the know: "Why should I choose Wildfire products over cheaper alternatives?"

The answer is pretty obvious to those who have seen Wildfire in action. (HINT: It's all about the ultra-bright effect!) But this binder will help you under-

stand the science behind the effect and the technical challenges to specifying black lights.

If you're a qualified lighting designer or current Wildfire dealer, be sure and call Jonathan Weisgal, V.P. Sales & Marketing, to claim your free binder.

In other news, we're gearing up for LDI this fall, and we'll have some exciting new products to reveal—including a revolutionary new product that blends two different effects into one. It's like nothing you've ever seen before! Stay tuned for the next newsletter to discover more about these exciting new developments.

## Wildfire Ignites Camp Kids' Imaginations

Camp Happy Days is for disadvantaged kids with cancer. Every year, close to 200 of these kids meet in the South Carolina wilderness for a week of more fun, adventure, and excitement than they'll have in their entire lives.

There is no access to television, no cell phone signal, no email. There's one phone line in the med shed for emergencies.

For an entire week, these kids are lost in a fantasy world filled with encouragement, new friends, and a renewed sense of self-esteem.

During the day, they experience all kinds of fun outdoor activities like swimming, boating, tubing, and fishing. They even have a waterslide, a giant climbing wall, and a high ropes adventure course!

And each night, the common building—a plain, cinder block structure—is transformed into some-

thing spectacular for a special theme dance.

But this year, the bar was raised higher than ever. Because they used donated Wildfire materials to create a black light experience for the hip hop dance night known as "The Underground."

The entire building was transformed using Wildfire paint, lit up by four 400W Long Throws. Camp counselors wore Kryolan makeup and performed skits for the kids.

"They'd never seen anything like it before," said Larry Kessler, one of the camp coordinators, "I wish

you could have seen their faces when they walked into the dance. Their jaws were just hung open, trying to figure out where the lights were coming from!"

"I didn't always clear up the truth since imagination goes a long way with kids. Even some of the counselors had a hard time figuring it out!"

Larry continued, "By your helping us take our thinking to a new level, we were able to take the kids to a new level, higher than we had before. And since each year we strive to out-do the year before with this endeavor, the bar continues growing higher. Next time, we'll make it even better!"

If you'd like to contribute to Camp Happy Days, visit [www.CampHappyDays.com](http://www.CampHappyDays.com) (there's even a video about the camp), or contact Larry Kessler at (843) 532-2072.



## The Wildfire Effect...in action!

### Wildfire Sets Rainforest Ablaze...

Heather Berry stumbled upon Wildfire's website while looking for blacklight materials for Richardson Middle School's 8<sup>th</sup> Grade Promotion (graduation) Dance in Torrance, CA.

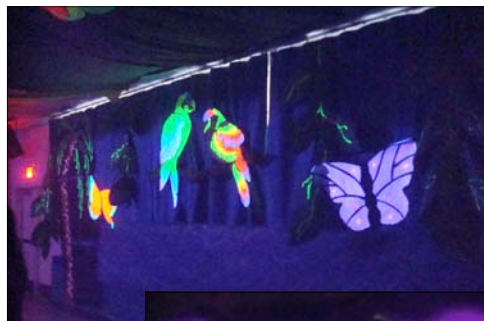
The event was themed "Cruise Around The World," and there were various rooms set up to reflect different exotic locals, such as Paris, Asia, Mexico, New York City, and the Costa Rican rainforest, where—you guessed it—Wildfire lit up the scene!

There were giant butterflies, hanging vines, a 40 ft. snake, a volcano painted on a backdrop, and more—all painted with Wildfire paint and lit up

with three 400W Long Throw Floods.

They also threw in a fog machine, a backlit faux waterfall made with fabric, and glow sticks for the kids.

"It was really phenomenal," Heather said. "The kids loved it! They just hung out in the Costa Rica room all night. People were blown away, and they were telling all their friends. It was the talk of the town!"



Eighth Graders had a ball at this recent blacklight dance in Torrance, CA.



Wildfire invisible paint just ain't happy without true 365nm blacklight.

## Tales From The Real World: "The Paint's Not Working!"

By Jonathan Weisgal

"The paint's not working!" Those were the first words I heard the moment I picked up the phone.

The thing is, I happen to know our paints don't tend to loaf around. So I

began asking questions to determine why our Invisible Red paint might be on strike.

The nice lady on the phone insisted she was using blacklight, but the Invisible Red just sat there and refused to glow.

So what's the deal with this lazy batch of Invisible Red?

A quick trip out to the site revealed the problem instantly. Turns out they were using so-called "blacklight filters" on their normal fixtures, which were producing a nice stream of blue light... but not true

blacklight, which is what Invisible Red needs.

We can't change the science of black light effects. If you want to keep the invisible paints happy doing their job, you've got to give them true 365nm blacklight.

When I kicked on one of our 400W Long Throw Floods on the backdrop, the Invisible Red burst into action and lit the whole stage ablaze in its red glory!

Problem solved. Invisible Red is back on the job. All in a day's work!

## UV Case Study: Universal's Simpsons Ride

After more than 20 years, Universal finally decided to replace the Back to the Future ride with a new attraction: The Simpson's Ride!

Universal settled on using the blacklight effect to make the colors as vivid and alive as possible.

The challenge was to create an exact replica of the trademarked characters, down to the exact color shade. They also needed "replacement parts" that were exact replicas of the original.

That ruled out hand-painting. It also ruled out the traditional spot-color process, which can

only produce limited color variations in UV.

But Wildfire's exclusive true 4-color UV Digital Printing process fit the bill perfectly. This allows for an infinite spectrum of color variations, including a true fluorescent white which was necessary for the ride.

We printed the artwork on a white, pressure-sensitive vinyl in 5 ft. sections, then applied it to a sintra material substrate to give it rigidity.

It was then cut into the proper shape and assembled on-site.

Due to copyright laws, we can't reproduce any Simpson's artwork here.

So instead, we've included some artwork from a sister show that didn't quite make it past the pilot!

Be sure and visit Universal Theme Park to take a look at this Wildfire Effect in action!



## Blacklight Basics: Is Blacklight Harmful To Your Eyes Or Skin?

By John Berardi



We're often asked whether blacklight is harmful to the eyes because it's quite uncomfortable staring into a blacklight fixture.

So we commissioned Dr. David H. Sliney, Ph.D., one

of the world's leading experts on the science of UV to perform an optical radiation hazard analysis on our 400W Long Throw Flood fixture.

All of our fixtures include a special filter lens that filters out visible light and any high-energy UV-B or UV-C radiation, which can be harmful. (Blacklight is in the UV-A range.)

If the cover is removed from the fixture, a safety cutoff switch immediately shuts off the lamp to prevent any harmful exposure to high-energy UV radiation.

The tests were conducted with the filter lens in place, just as it would be during normal operation. Here are Dr. Sliney's findings...

### Potential hazard to the eyes:

In order to exceed what is considered safe exposure levels, a person would have to stand three feet from the fixture, and stare straight at the lamp for more than 3.5 hours. This is extremely uncomfortable, so it's difficult to imagine someone enduring it for that long.

### Potential hazard to the skin:

For those with normal skin, safe exposure limits could be exceeded if they were to stand one foot from the fixture for more than eight hours. Again... it's difficult to imagine enduring the heat of the fixture for this long!

Dr. Sliney concludes, "This light source does not pose a realistic hazard to the eye or skin when used for its intended purpose."

Visit our website for the full report (and powerful sleep aid).

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

## Tips on Painting: Secret Formula Revealed!

By Kent Mathieu



I'm about to reveal to you a "secret" formula that will open up a whole new world of possibilities for expanding your color palette.

Knowing the principles at work behind this formula will spark your creativity on how you can create many other colors and variations.

I'm going to show you how to create a visi-

ble gray that glows blue under black light.

Start with JWR Acrylics Titanium White and add a small amount of JWR Acrylics Carbon Black. Your gray should be a couple shades darker than you need.

Then add Wildfire Invisible Blue until the gray is the correct shade.\* This will create a gray that turns to blue under black light.

But what if you need to knock back the blue a little bit?

Simply add a small amount of Wildfire Invisible Black. Invisible Black appears clear under visible light, so it will not affect your visible color. But under black light, it acts as a UV inhibitor and will reduce the brightness of the blue glow.

Now, think of other ways you can use these principles to create all kinds of subtle color variations!

\*All Wildfire invisible colors, with the exception of Invisible Black and Invisible Blue Clear appear white under normal light.

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

## Fun and Miscellanea...



Strange Applications: When you just can't get enough, you can even experience the thrill of the Wildfire Effect in the bathroom. Imagine sitting on the throne under a big open starry sky... if you feel a breeze, that's just the air conditioning.



### Light Bulb Jokes

"How many politicians does it take to screw in a **SableLux** Lamp?"

*Two. One to assure everyone that everything possible is being done, while the other screws the lamp into the water faucet.*



### Famous Quotes

*"Twenty years from now you will be more disappointed by the things you didn't do than by the ones you did do. So throw off the bowlines. Sail away from the safe harbor. Catch the trade winds in your sails. Explore. Dream. Discover."*

**Mark Twain**

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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 Featured Artist Contest!
- Send testimonials and feedback to [feedback@wildfirefx.com](mailto:feedback@wildfirefx.com).

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TO:

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