

Inside this issue:

- Product Highlight** 2
Excerpt from "The Wildfire Report"
- Special Offer** 2
Download the FREE "Wildfire Report"
- UV Artist Contest** 2
And this Month's Lucky Winner Is...
- The Wildfire Effect** 3
A Futuristic Chris Brown Backdrop
- Ask The Expert** 3
Why Doesn't Wildfire Have A UV-LED?
- Tips on Painting** 3
When You Should Seal Your Artwork

TESTIMONIALS STILL NEEDED

We've decided to extend the **TESTIMONIAL CONTEST** until the end of February...

So if you haven't had a chance to give us your feedback just yet, please consider doing so now.

You'll be entered in a drawing to win a **\$500 GIFT CERTIFICATE** good toward any purchase at Wildfire!

IT'S FINALLY HERE!



Finally...after years of patiently answering the same questions over and over...after many hours and long days of hard work... after missing several self-imposed deadlines...our new

2008 Special Edition Catalog, billed "The Wildfire Report," is finally here. It's **The Ultimate How-To Guide to Creating Spectacular, Ultra-Bright UV Effects.**

In it, you'll discover how black light effects work, how to choose the right light source, what to consider when specifying black light fixtures, what kinds of everyday materials fluoresce, how to mix Wildfire paints, and much more.

In short, just about everything you've ever wanted to know about black light effects for the modest price of \$7 plus \$3 S&H.

But wait! We're offering this one-of-a-kind resource as a **FREE download**, just for filling out a very short survey, letting us know a little more about you.

To get your very own copy of the *Ultimate How-To Guide*, free of charge, point your browser over to www.WildfireReport.com and click the button to begin the survey.

Once you've completed the short survey, you'll receive a link to download this unique guide in PDF format.

If you'd like to receive your very own full-color print copy, you can order it by calling us at **1-800-937-8065**.

Out of the Shadows...by John Berardi, V.P.



At the start of a new year, it makes sense to reflect on the past year...and set goals for this one.

Last year saw many improvements for us. We upgraded our software and database in order to help serve you better. We launched this newsletter.

We created the Wildfire Report in order to better explain, better educate, better inform you of how UV effects work, and exactly why our products are the

best in their class.

We tested and compared our products honestly against the competition and reported those results at LDI, and published them in the Wildfire Report.

We launched a brand-new fluorescent lamp, SableLux, and a brand new fixture, the TracFX...both of which we wrote about previously.

All of these changes have been for *you*. And as we start a new year, I would like to renew our promise to continue providing the best possible UV fixtures and materials, while providing you valuable information about creating ultra-bright UV effects.

Now, there is one little change coming up that you should be aware of...

Because of the time and expense to produce a monthly newsletter, we'll be publishing the *Blacklight Blaze* on a *Quarterly* schedule. That means the next issue will be available come April.

Don't worry...you'll still get very valuable and timely information. And I urge you to continue sending your feedback and your artwork photos. Also, please let us know what you've been up to. You just may wind up in *The Blacklight Blaze!*

Follow The FLAME™ Formula To Get “The Wildfire Effect!”

Excerpt from “The Wildfire Report”

When it comes to creating the brightest possible UV effects, there are four absolutely critical elements you *must* take into account. We’ve condensed these four factors into an easy-to-remember acronym we call the “FLAME” formula. (Wildfire... FLAME...get it?)

F is for “Fixture”

Other than optics, there are two factors to consider when selecting the right fixture for your effect: output and wavelength. Just because two fixtures are each 400 Watts doesn’t mean each fixture has the same amount of output...or output at the appropriate wavelength for maximum brightness.

For best results, the fixture should peak at 365-368 nm. Many so-called black lights aren’t really black lights at all. For example, there is the much-touted UV LED in recent years. Most UV LEDs produce light at 385nm to 400nm. White shirts and visible fluorescent materials will start to glow at around 400nm, but that’s really high-energy visible violet—not a true black light.

UV LEDs with wavelengths of 385nm or 390nm produce better results, but still fall short of the 365nm “sweet spot.” The biggest problem with longer wavelength LED fixtures is that invisible fluorescent materials don’t respond well, if at all. To get the best results for *all* UV sensitive materials, use a fixture peaking at 365nm.

All of Wildfire’s Long Throw and fluorescent Effects Master fixtures peak between 365-368nm. This, combined with many other factors, make them the best black lights for creating the brightest possible effect. We don’t expect you to take our word for it without an explanation, so we

challenge you to discover what sets our fixtures apart by checking out “The Wildfire Report.” (Download it www.WildfireReport.com)

In short, choosing the right fixture is crucial. Without the “F” part of the formula, you’re left with “LAME!”

L is for “Length” (of the distance between the fixture and the UV sensitive materials)...

This is a fairly obvious point. The closer the light source to the materials, the brighter they glow. So you’ll want to mount your fixture as close as possible to the effect. In some cases, such as stage applications, it’s impossible to have the light fixture right next to the materials. In those cases, you’ll need a good long throw fixture, such as our 400W Flood. Our Long Throws have an effective distance up to 70 feet, or more, depending on the other factors listed here. For closer applications needing broad coverage, our VHO (very-high output) fluorescent Effects Masters cover up to 50 feet or more.

A is for “Ambient Lighting”

If you have a lot of visible light present, much of your effect will be washed out. You’ll want to get rid of as much ambient light as possible. Cover windows, shut off music stand lights, turn off any unnecessary light sources. Do everything you can to cut down on ambient lighting.

If you’ve done everything possible, but you still have ambient lighting issues, don’t worry. You can make up for it with the right combination and placement of fixtures. You’ll just be spending more money to counteract ambient lighting.

Wildfire fixtures are powerful enough to show an effect even with a lot of ambi-

ent light present. Every year at LDI—the trade show for the lighting industry—we prove the effectiveness of our fixtures with ambient light present. Imagine the challenge of creating a UV effect with every exhibitor showing off their latest light fixtures!

M is for “UV Sensitive Materials”

It doesn’t matter how much UV light you’re throwing on the effect if the materials aren’t UV sensitive. In fact, non-UV sensitive materials will appear black under a good black light with zero ambient light present. You want materials with the greatest possible sensitivity to long-wave UV. The more sensitive the material, the brighter it glows.

Because of this, we’ve formulated all of our paints to be super-saturated with UV-sensitive pigments. In other words, there’s no possible way to pack more pigment into these paints, and that makes them the brightest you can possibly get!

In short, make sure you’re using materials that are really responsive to black light. Stick with reputable manufacturers, or do some experimenting on your own. There are many naturally occurring or commonly available UV sensitive materials available. Check out the vignette “Everyday Fluorescent Materials” published in “The Wildfire Report.”

E is for “Effect”

This is the last part of the equation—the result that happens when the four critical factors are working together. If you’ve done everything right, you should expect a very powerful UV effect. So always remember to use the FLAME™ formula every time you set out to create a “Wildfire Effect!”

UV Artist of the Month...

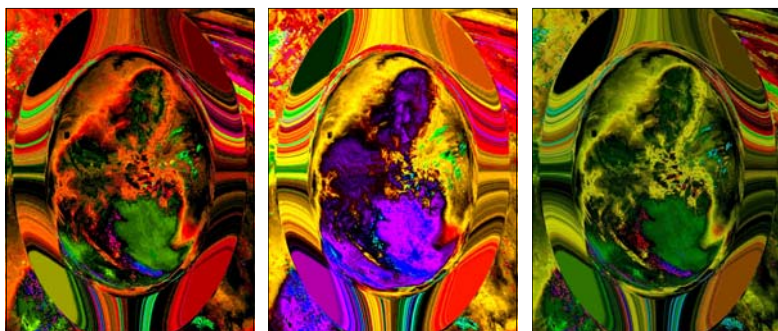
Colleen Cannon-Karlos’ work is creative, colorful, vibrant, metaphysical...and heck, it’s downright cool! And that’s what UV art is all about.

Published here is her “Cosmic Egg Trilogy,” which reminds us of Warhol...but more interesting. From left to right: “Amber, Golden, and Emerald.”

Colleen lives and works on the big island of Hawaii and has been working with UV for over 10 years. She

has an MFA degree from the University of New Mexico, and her work has been exhibited in museums all around the country.

You can learn more about Colleen and see more of her interesting work at www.UVLightStudios.com.



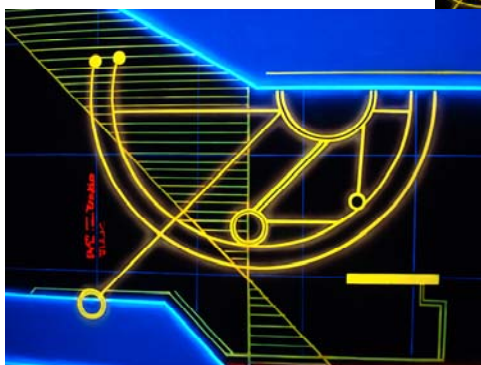
We love seeing what artists are up to!
So to have a shot at appearing in “The Monthly Blaze,” send your photos and a short bio to contest@wildfirefx.com.

The Wildfire Effect...*in action!*

Chris Brown Backdrop

Our very own Kent Mathieu demonstrated his genius once again by designing and painting the backdrop for Chris Brown's Holiday Tour which kicked off in Cincinnati on Dec. 6.

It's a graphical futuristic "Tron" theme, which glows spectacularly



under black light!

For more information on Chris Brown and the Holiday Tour, check out ChrisBrownWorld.com.

To put the Wildfire effect in action for YOU, call John Berardi at 1-800-937-8065, ext. 101.

"For this year's Halloween party display, I needed some extraordinary paint with extreme UV glow-ability to duplicate a Dark Mark from the Harry Potter movies.

"I ordered the bright green luminous paint and applied it with my airbrush thinned by 40% with water.

"Did this stuff ever glow!! We were applying the product to black fiberglass window screen to make it slightly transparent and did not prime the screen in advance.

"It performed perfectly in my airbrush with zero clumping or clogging and the pigments were fabulous!

"I will never go back to using the other craft store crud I bought year after year. Wildfire product is completely worth the money to purchase for excellent and intense Halloween effects."

Nez from DarkSpectre.com

Ask The Expert: Why Don't You Have A UV-LED Fixture?

By John Berardi

That's a great question. LEDs are quickly becoming the technology of choice and they certainly hold a lot of promise for the future of lighting—even the future of UV lighting. But for UV applications, the technology just isn't there yet.

It comes down to two issues: output and wavelength. We discussed in a previous newsletter the best wavelength for ultra-bright UV effects. It's around 365-368 nm.

All of the popular UV-LED fixtures being made right now have peak wavelengths anywhere between 400 nm and 390 nm.

Here's the problem: while visible fluorescent materials will give a glow effect at 400 nm, invisible fluorescent materials don't respond at all. Plus, white colors (such as our Optical White paint) will show up decidedly blue under a longer-wavelength light.

So why don't manufacturers use a 365 nm LED? It comes down to output

and expense. We've tested 365 nm LEDs and the output just isn't there yet. At this time, it would be extremely expensive to create a 365nm LED fixture with enough brightness to qualify for the "Wildfire Effect."

But give it a few years and the technology will get there. When it does...you can bet Wildfire will have the best UV-LED fixture on the market!

Send your questions concerning anything UV to questions@wildfirefx.com

Tips on Painting: When To Seal Your Artwork

By Kent Mathieu

The Wildfire sealer is designed to protect your artwork from traffic or friction damage. For example, if you have a wall mural in a high-traffic area, a coat of sealer will help protect it from damage. In essence, it puts a plastic coating over the painting.

There is one drawback, however, that you should be aware of: you won't be able to touch up the painting. So

use it only when you know you're finished with the artwork and it won't need any re-touching.

Do NOT use regular paint sealers like you get from the hardware store, unless you want to kill the fluorescent effect. Sealers from the hardware store are designed to block UV light from the sun. But fluorescent paint depends on UV light in order to create the glow effect.

However, UV light with an energy level higher than black light will *harm* your UV artwork. Wildfire sealers will help protect your artwork from this high-energy UV.

For this reason, if you decide to do outdoor UV artwork, be sure to seal it with Wildfire sealer. The paint is not designed for outdoor use, and a coat of sealer will not make it last forever, but it will at least help extend the life of the painting outdoors.

To have a paint-related question addressed here, send it to 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.
- Send artwork photos and a short bio to contest@wildfirefx.com for a chance to win the UV Artist of the Month Contest!
- Send testimonials and feedback to feedback@wildfirefx.com.

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TO:

Inside This Issue of *The Blacklight Blaze*...

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

- Introducing the FLAME Formula for Creating UV Effects... (p. 2)
- John Berardi Reveals the Truth About UV-LEDs! (p. 3)
- Creative Director Kent Mathieu on Sealing UV Artwork. (p. 3)
- Chris Brown Backdrop Revealed. (p. 3)
- This Month's Featured Black Light Artist... (p. 2)
- Testimonial Contest Extended (p. 1, sidebar)



Download it at www.WildfireReport.com!