



nodeTM SALES GUIDE

PARC[®]
A Price Company

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This document is available to all sales agents or representatives responsible for promoting Node and has been designed to give a clear overview of the Node products and system as well as its key selling features and responses to common inquiries. This should enable the sales agent or representative to handle initial enquiries and vet them prior to sending to PARC's dedicated team of Node Project Engineers for detailed review and quoting.



INTRODUCTION TO NODE

When designing and fitting out a building, architects and designers aim for a synthesis of all elements, making considered decisions regarding function and aesthetics. For too long, a building's services – lighting, ventilation and fire protection among others – have been overlooked in this process. Frequently seen as obligatory systems rather than design elements in their own right (and often the product of regulation rather than design) they can often frustrate the design process rather than facilitate it. Visually, the ceilings can look cluttered.

It's a situation not helped by the sheer variety of systems and devices available. Each has its own design, size and configuration, and each will have its own specifications and method of installation.

Working in concert with the Industrial Design group at Foster+Partners, PARC has developed Node as a solution to this problem. Node is a visually coordinated family of devices, interfaces, and channels that allows for more visually appealing and functional spaces by harmonizing building services with the overall aesthetic of the project.

MARKETING

TARGET MARKET/APPLICATIONS

Node is initially presented as a premium quality product aimed at the higher end of the commercial construction market. Suitable applications would include:

- Class A office spaces¹
- High-end retail
- Large public spaces such as concourses, malls or airports

MARKETING MATERIAL

- PARC is able to organise **office visits and CPD or sales presentations** to give an overview of the system to prospective customers.
NOTE: Presentations cannot be shared directly with customers and must be presented by a PARC team member.
- **Node Brochure** (Large Format) – available upon request from PARC or online. Scan QR code to download.
- **Node samples** – Available upon request from PARC or via the [Request a Sample](#) link on the PARC website.
- **Node datasheets, installation documentation and technical details** – digital versions available via Product Details page on www.parc-ceilings.com/products/node.

Much of this information is available in both English and German. Please inquire with PARC if additional languages are required.

KEY SELLING POINTS

- Node elevates a long-overlooked, yet vitally important aspect of building design, building services, to the level it deserves.
- With each element sharing the same visual characteristics, and with size, shape and materials unified, Node ensures system components remain complementary. Ad-hoc, visibly jarring elements become a thing of the past.
- Node can be incorporated into a variety of ceiling types, in both channels and surface-mounted applications.
- Node can be specified as one system, rather than individual services, which makes it easier to design, coordinate and specify.
- A select group of high-quality, third party manufacturers have been working closely with us on the coordinated family of devices that comprise Node.



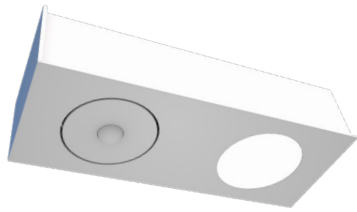
Node Brochure
(Large Format)
download



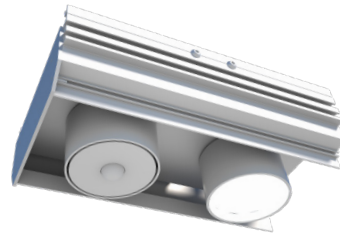
Product details page

¹ The Building Owners and Managers Association (BOMA) classifies office space into three categories: Class A, Class B, and Class C. According to BOMA, Class A office buildings have the "most prestigious buildings competing for premier office users with rents above average for the area". BOMA states that Class A facilities have "high quality standard finishes, state of the art systems, exceptional accessibility and a definite market presence". BOMA describes Class B office buildings as those that compete "for a wide range of users with rents in the average range for the area". BOMA states that Class B buildings have "adequate systems" and finishes that "are fair to good for the area", but that the buildings do not compete with Class A buildings for the same prices. According to BOMA Class C buildings are aimed towards "tenants requiring functional space at rents below the average for the area".

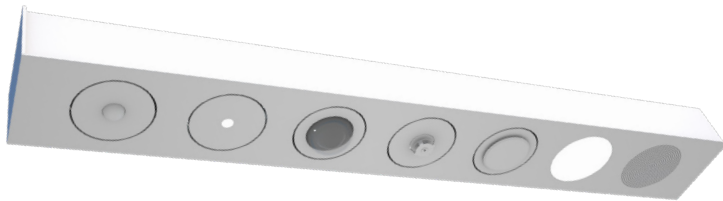




1 ft Flush Channel Two Device (non-functional)
Available in white or black powder coat



1 ft Recessed Channel Two Device (non-functional)
Available in white or black powder coat



3 ft Flush Channel All Device (non-functional)
Available in white or black powder coat



3 ft Recessed Channel Two Device (non-functional)
Available in white or black powder coat

Driver Add-On for
Channels

Includes driver and
country specific
electrical outlet plug



Functional Node Downlight



Functional Node Spotlight - Black



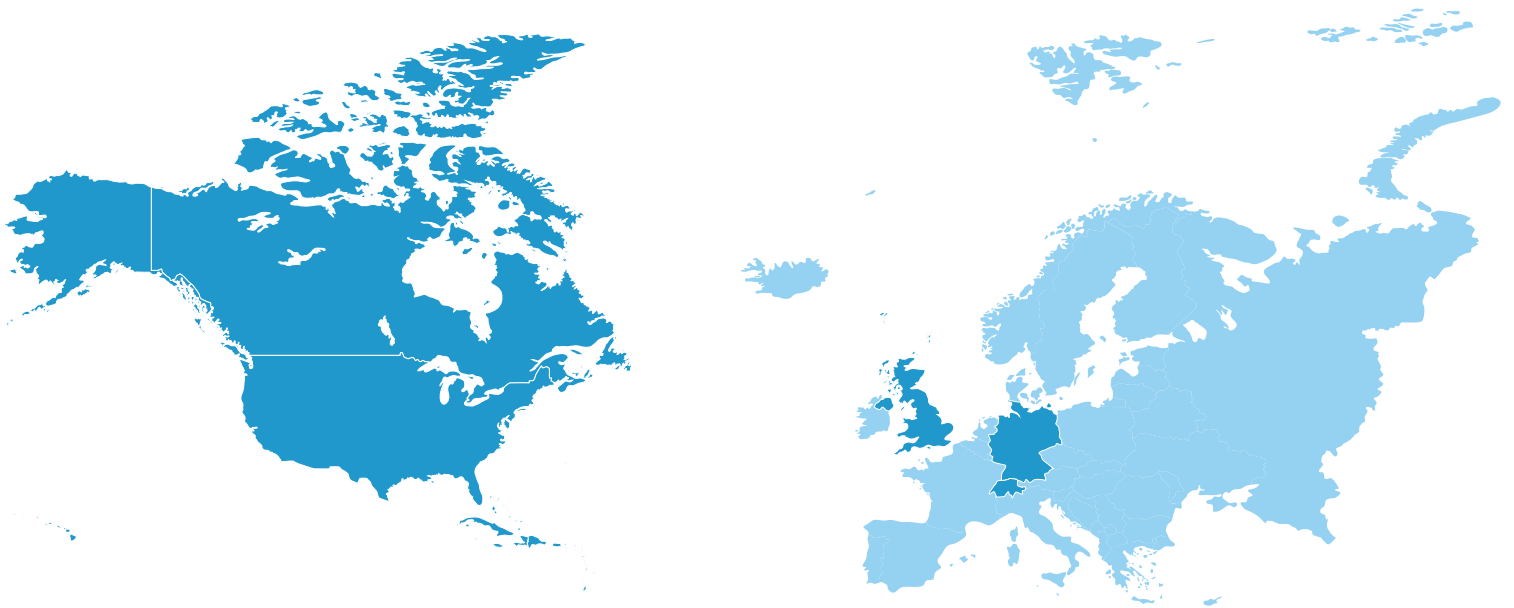
Functional Node Linear Light - Black

SALES PROCESS

APPROVED COUNTRIES

Due to the complex nature of the system, PARC assigns a dedicated Project Engineer to every Node project. As a result, it is our intention to limit our marketing efforts to Canada, the United States, the United Kingdom and the EU (with an emphasis on Germany and Switzerland) for the time being.

We would consider opportunities in other countries only if there is a compelling strategic value in doing so. For certain Node devices, certifications will play a part in whether we can participate in certain markets.



PROJECT VETTING

Sales agents should complete an initial vetting on the opportunity in advance of engaging the PARC team. Below are the details of our initial project requirements:

- Project Name
- Representative Lead
- Owner
- Architect
- Engineer
- Projected Installation Date
- Opportunity Size (ft² or m²)
- Location
- Ceiling Interfaces
- Devices Required

CONTACTING PARC

All enquiries should be directed to info@nodesystem.com

PRODUCT DESIGN OVERVIEW

MOUNTING OPTIONS



DEVICE AVAILABILITY

| Device | Description | Certifications |
|------------------------------------|---|----------------|
| Lutron PIR Sensor | The Node Lutron PIR Sensor detects occupancy as part of a Lutron lighting control system | UL/FCC, CE |
| DALI Network Sensor | The Node DALI Network Sensor detects occupancy and ambient lighting as part of a DALI lighting control system | UL/FCC, CE |
| Ceiling Rose | Item is used to integrate pendent light fixtures | N/A |
| Flush Channel Plenum | Plenum to be integrated into Node Flush Channel to allow it to function as a slot diffuser | N/A |
| Recessed Channel Plenum | Plenum to be integrated into Node Recessed Channel to allow it to function as a slot diffuser | N/A |
| Concealed Pendent Sprinkler | OEM Sprinkler solution | UL, CE |
| Flush Pendent Sprinkler | OEM Sprinkler solution for the European market only | CE |
| Downlight | Non-Adjustable Light based on designs by Artemide | UL/FCC, CE |
| Spotlight | Adjustable Light based on designs by Artemide | UL/FCC, CE |
| Linear Light | Linear light based on designs by Artemide | UL/FCC, CE |
| Speaker | High quality audio speaker | N/A |
| Security Camera | 1080P HD IP camera | UL/FCC, CE |
| Emergency Light | Standalone emergency light for the European market only | CE |
| Smoke Sampling Point | Sampling point for smoke detection as part of a VESDA system | N/A |

DEVICE MOUNTING MATRIX

| Device | Flush Channel | Recessed Channel | Surface Mount | Trimless |
|-----------------------------|---------------|------------------|---------------|----------|
| Flush Channel Plenum | ✓ | - | - | - |
| Recessed Channel Plenum | - | ✓ | - | - |
| K1 Channel Downlight | - | ✓ | - | - |
| K2 Spotlight | ✓ | ✓ | ✓ | ✓ |
| K3 Flush Mount Downlight | - | - | - | ✓ |
| K4 Linear Light | ✓ | ✓ | ✓ | - |
| K5 Flush Channel Downlight | ✓ | - | - | - |
| Dali Sensor | ✓ | ✓ | ✓ | ✓ |
| Lutron Sensor | ✓ | ✓ | ✓ | ✓ |
| Emergency Light | ✓ | ✓ | ✓ | ✓ |
| Security Camera | ✓ | ✓ | - | ✓ |
| Speaker | ✓ | ✓ | - | - |
| Concealed Pendent Sprinkler | ✓ | - | - | ✓ |
| Flush Pendent Sprinkler | ✓ | - | - | ✓ |
| Ceiling Rose | ✓ | ✓ | ✓ | ✓ |
| Smoke Sampling Point | ✓ | ✓ | - | ✓ |

SENSOR COMPARISON

| Sensor | Communication Protocol | Sensing Type |
|---------------|------------------------|--|
| Dali Sensor | Dali | Zone occupancy sensing and lux level sensing |
| Lutron Sensor | Lutron | Zone occupancy sensing |

IMPORTANT DIMENSIONS

| Device diameter | Channel reveal | Maximum channel length (single segment) |
|-----------------|-----------------|--|
| 3.5 in [90 mm] | 4.7 in [120 mm] | 118.1 in [3 m] |

FINISHES

Node Channels and devices are finished in a range of standard powder coat and anodized finishes. More information on standard finishes is available in the PARC finish guide.

Custom finishes can be provided and are subject to a setup charge. Finishes can also be matched to a sample if required.

NOTE: Our pre-coordinated sprinkler solution with Rapidrop is available with the sprinkler head in a limited range of colours. These are white, black and chrome. Custom colours are available upon request that must be approved and applied by Rapidrop in order to comply with LPCB regulations.



*PARC finish guide
download*

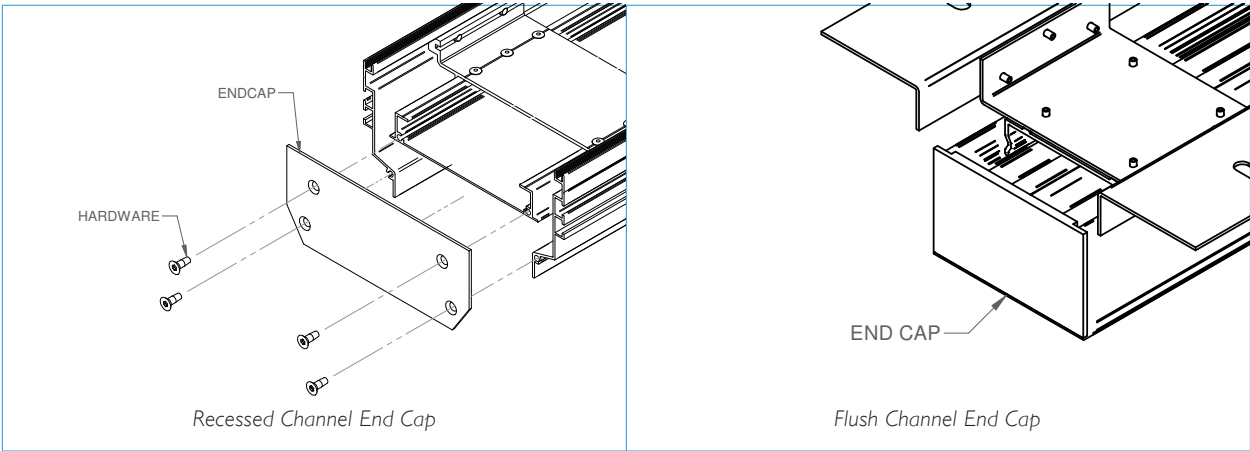
THIRD PARTY DEVICES

Integration of third party devices is possible. However, this will need to be considered separately for each device and carries an engineering setup charge for each device. PARC will require a device sample to analyze the device's properties (dimensional data, electronic properties) in order to ensure that it fits within a Node channel and devise an appropriate mounting mechanism.

Devices can be integrated directly into the channel face, or into a Node device and housing.

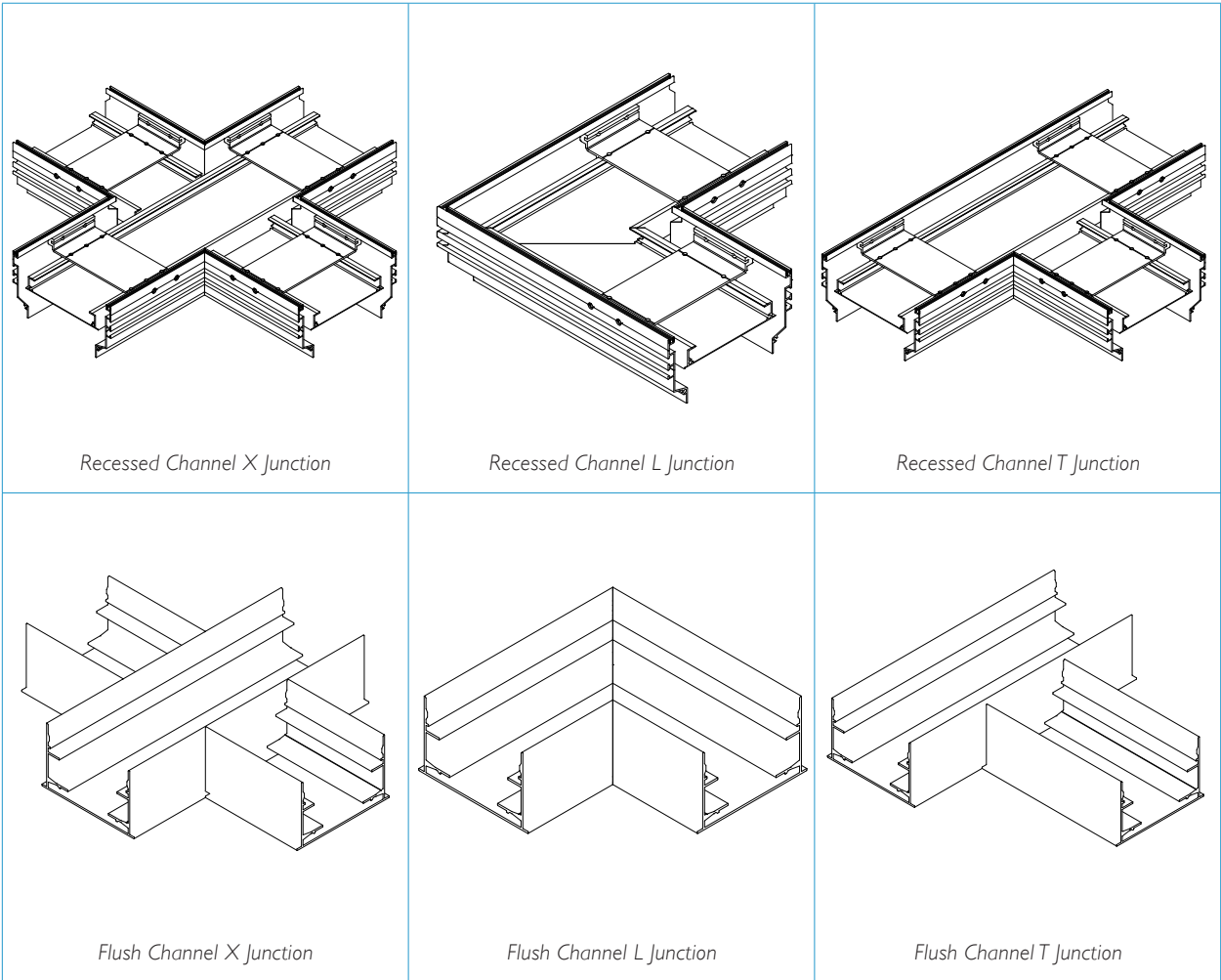
END CAPS

Channels can be provided with or without end caps as project design requirements. End caps are factory installed as requested



CHANNEL JUNCTIONS

I, L and T junctions are available for both channel types



CURVED NODE CHANNEL

The Node channel can be curved, however, this would require a custom, curved extrusion which carries a substantial cost premium. Please inquire with PARC for further information.

DEVICE FAQS

What drivers are the lights supplied with?

Standard, single-channel, remote Dali and 0-10V drivers are available.

Can the speakers work in a PA/VA system?

The speakers are currently only available in passive form for use with audio amplification systems. Other PA/VA speaker drivers may be integrated into the channel upon request for an additional cost.

Are there smoke detectors available?

The Node Smoke Sampling Point is current the only available Node smoke detector solution. Please contact PARC to discuss options for integrating traditional smoke detectors.

Are alternative Channel widths available?

Yes, PARC can supply custom Channel widths to suit project requirements. Custom Channels require new extrusion dies and therefore there is an associated cost and lead time implication.

MANUFACTURING

MATERIALS AND MANUFACTURING

| Product Type | Material | Manufacturing Location | Assembly Location |
|-----------------------|-------------------------------------|------------------------|-------------------|
| Channels | Aluminium extrusion and sheet metal | Canada | Canada |
| Diffusers | Aluminium sheet metal | Canada | Canada |
| Devices and Mountings | Polycarbonate (injection moulded) | China | Canada |
| Lights | Plastic, aluminium, glass | Italy | Canada |

LEAD TIME

PARC will issue a periodic *Lead Time Statement* to advise as to the most current Node component lead times.

PRICING

A Node system has no standard price per square metre. Pricing for Node will naturally vary depend on the quantity of devices and length of channel for a particular project and PARC can only provide quotations against a reflected ceiling plan showing the precise devices and interfaces included in a project.

Typical pricing provided by PARC is the PARC sales price and does not account any profit margin for a reseller, such as a subcontractor, or for installation.

WARRANTY

The Node system carries a limited two-year warranty. However, this warranty does not apply to components supplied directly by third parties for mounting into the Node system.



INSTALLATION

We would expect a ceiling contractor to install the channels and the building services to be installed by the sub-contractor that would typically be responsible for those devices (lighting, sprinklers, etc.). All installation manuals can be found on our website.

Our Sprinkler partner, Rapidrop supply sprinklers in compliance with the applicable Loss Prevention Certification Board standards, while the Node visual elements provide an aesthetic cover. For channel mounting, the spacing brackets mount to the Node Channel and set the height for the sprinklers to ensure correct operation.

ENVIRONMENTAL SCHEMES

Node can offer credit towards LEED and BREEAM schemes. Please refer to the LEED and BREEAM guides on our website for more details.

COMPETITORS

ONE A STORM SYSTEM

The Storm System is most comparable to Node Surface Mount and Flush Mounts and currently has no channel options. Overall the dimensions are very similar to Node, and there are is a large range of lights. Most devices can be ceiling or wall mounted.



Node Competitive Advantage

- Storm System only comes in configuration similar to Node Flush (trimless) and Surface mounted, not as a channel solution



FLOS

Flos has a large range of track systems comparable to Nodes Recessed Channel, Flush Channel, as well as a suspended channel and surface channel. They only sell tracks and lights, however.

Node Competitive Advantage

- Flos supplied lights and channel only, not entire suite of building services

ZANIBONI LIGHTNING

Zaniboni has a suspended and recessed linear channel, similar to Node Recessed Channel and Grid products. They offer several integrated devices for their channels including occupancy, daylight and CO2 sensors, video cameras, HVAC controls, sprinklers, speakers, downlights, and linear lights. Their channels have a minimum length of 16 in and are available in 4 in increments up to a maximum length of 80 in. The channel segments can be customized with their straight, T-shaped, L-shaped and cross-shaped connectors. Their smart system product line is titled 'Omni Linear'.



Under the same ownership as Zaniboni, BubblyNet creates Bluetooth-mesh products that can be integrated with Zaniboni lighting systems. As a result, Zaniboni products can be controlled on any Apple device using the Zaniboni Control App, created by BubblyNet. The app gives the user control over controls such as lighting schedule, colour, brightness, and sound masking.

Node Competitive Advantage

- The flush channel option allows Node to be more visually discrete.
- Node can be used in collaboration with Weave for seamless ceiling and device integration solutions.

LUMI-PLUGIN

The Lumi-Plugin system is comparable to Node's Flush (trimless) mounting and the devices are installed like many lights on the market. All deviceouters have the light ring, and the "Plugins" snap in, similar to Node. These lights are guaranteed to last for 5 years or 50,000 hours, whichever occurs first. The system has devices such as a smoke alarm, CO alarm and emergency light however very little information can be found on them, and it appears as if the system is in its infancy. The lights include a built in driver, which saves space, wiring and installation time. While the design language is consistent, the design is not as appealing as Node or other systems on this list.

Node Competitive Advantage

- Node is more visually appealing
- Node has a larger variety of mounting styles
- Node has been installed and commissioned in commercial settings



APURE SYSTEM

The Profile, which is the most developed mounting in the Apure System and similar to Node's Recessed Channel, comes in three types of modules – track module, which the devices fix to, power track module and HVAC track module. Linking all modules together in a row form the complete track. This means the HVAC can not be co located. The power track module powers up to 72' (22m) of track. The other mounting types currently only accommodate lighting, multisensory and speaker, and all devices and mounting types have a square shape.

Node Competitive Advantage

- Node has been installed and commissioned in commercial settings



CHANNEL SYSTEMS SUMMARY

| Competitor | Mounting Type (Node Comparable) | Devices | Ceiling Types | Finishes | Important Dimensions | Notable Installations |
|------------|---|---|--|--|--|--|
| Richter | <ul style="list-style-type: none"> Recessed channel Flush channel | <ul style="list-style-type: none"> Cameras Speakers Alarms Fire suppression systems | <ul style="list-style-type: none"> Fabric panels | <ul style="list-style-type: none"> Fabric panels | <ul style="list-style-type: none"> NA | <ul style="list-style-type: none"> Apple store Apple Cupertino |
| Flos | <ul style="list-style-type: none"> Recessed channel Flush channel Surface channel Suspended channel | <ul style="list-style-type: none"> Downlights Spotlights Pendant lights | <ul style="list-style-type: none"> Plaster Wood Metal Concrete | <ul style="list-style-type: none"> Black White | <ul style="list-style-type: none"> NA | <ul style="list-style-type: none"> NA |

| Partners/Reps | HQ | Target Market (Spaces) | Market Position | Market Regions | EPDs |
|--|------------------|---|-----------------|------------------------------|------|
| • NA | Heubach, Germany | Office spaces Retail | High end | NA | NA |
| • Atrium Ltd (rep) • Design Holding (owner) | Italy/Spain | Residential Office spaces Galleries Retail | High end | EU, Asia, LATAM, Middle East | NA |

DEVICE COORDINATION SYSTEMS SUMMARY

| Competitor | Mounting Type (Node Comparable) | Devices | Ceiling Types | Finishes | Important Dimensions | Notable Installations |
|--|---|---|---|---|---|---|
| Armstrong TechZone | <ul style="list-style-type: none"> • “Technical Zone” similar to Flush channel | <ul style="list-style-type: none"> • Diffuser • Sprinklers • Downlight • Linear light | <ul style="list-style-type: none"> • Chilled beams (Price) • Radiant heat • Wood panels • Metal panels • T bar ceiling | <ul style="list-style-type: none"> • “Technical Panels:” • Whitelume (WHA) • Silverlume (SIA) • Gun Metal (MYA) • Black (BL) | <ul style="list-style-type: none"> • 4, 6 or 12” “Technical Zone” widths | <ul style="list-style-type: none"> • Geisinger Medical Center, USA • Torrance Memorial Medical Center, CA • GMIA Baggage Claim, USA • UT Liberal Arts, USA • United States Green Building Council, USA |
| One A Storm System | <ul style="list-style-type: none"> • Circular fixings and devices • Variety of mountings similar to: • Flush (trim) • Flush (trimless) • Surface mounted | <ul style="list-style-type: none"> • Variety of downlights • Variety of spotlights • Variety of pendant lights • Speaker • Motion sensor • Security camera • Smoke detector • HVAC - “Storm air in” “Storm air out” | <ul style="list-style-type: none"> • Plaster • Wood • Metal • Concrete | <ul style="list-style-type: none"> • 22 neutral finishes • Brass, paint, anodised | <ul style="list-style-type: none"> • Storm Medium - ø89mm - very similar to Node • Storm Small - ø61mm | <ul style="list-style-type: none"> • A range of private residences in Europe • Bestseller Restaurant, Denmark |
| Lumi-plugin | <ul style="list-style-type: none"> • Flush (trimless) | <ul style="list-style-type: none"> • Downlight • Sprinkler • Smoke alarm • Heat alarm • CO alarm • PIR sensor • Emergency light | <ul style="list-style-type: none"> • Plaster • Wood • Metal | <ul style="list-style-type: none"> • White • Others available on request | <ul style="list-style-type: none"> • ø110mm • Cut out – ø91mm • Max height required from ceiling face – 69mm | <ul style="list-style-type: none"> • “· Mossbury Road, Battersea, London (3 bedroom home) • “· St Modwen Homes – The Dice, Marketing Suite, Uxbridge” |
| SAS International Systems – Integration of Services into Bulkheads, Gantries, Rafts | <ul style="list-style-type: none"> • Flush (trim) | <ul style="list-style-type: none"> • Integration of third party devices | <ul style="list-style-type: none"> • Metal | <ul style="list-style-type: none"> • White • “· Standard RAL | <ul style="list-style-type: none"> • No device coordination | <ul style="list-style-type: none"> • “· Bloomberg, London • “· Westfield Stratford, London • “· i360, Brighton • “· Blackfriars Bridge, London” |

| Partners/Reps | HQ | Protocol | Target Market (Spaces) | Market Position | Market Regions | EPDs |
|--|----------------|--|--|-----------------|---|--|
| <ul style="list-style-type: none"> • ALW (Lighting) • FlexHead (Sprinklers) • Focal Point (Lighting) • Price (Chilled Beams + Dif-fusers) • Radiant Electric Heat (Radiant Heat) • USAI Lighting (Lighting) • XAL (Lighting) • Axis (Lighting) | Lancaster, USA | NA | Medical centres Offices Universities Commercial | Mid range | Americas | Yes |
| <ul style="list-style-type: none"> • NA | Stenderup, DK | 230V Master 230V Salve KNX KNX/Temp Dali SYS Dali BMS | Residential Restaurants Retail | High end | EU | NA |
| <ul style="list-style-type: none"> • “ · Rapidrop (sprinklers) • · Medlock (stockist)” | Newbury, UK | NA | Residential | | EU | “Yes 2002/96/EC 2011/65/EU 1907/2006” |
| <ul style="list-style-type: none"> • · NA | Reading, UK | NA | Commercial | | EU, US and Canada, Australia, Middle East | Yes |

CHANNEL AND DEVICE COORDINATION SYSTEM SUMMARY

| Competitor | Mounting Type (Node Comparable) | Devices | Ceiling Types | Finishes | Important Dimensions | Notable Installations |
|------------------------------|---|---|---|--|---|---|
| Apure System | <ul style="list-style-type: none"> • Square fixings and devices • Recessed channel • Flush (trim) • Flush (trimless) • Surface mounted | <ul style="list-style-type: none"> • Fixed downlight • Adjustable downlight • Spotlights • HVAC • Speaker • Multisensor • Security camera • Power module | <ul style="list-style-type: none"> • Plaster • Wood | <ul style="list-style-type: none"> • 7 standard anodized finishes • 2 exclusive plated options: Chrome or 18 carat Gold • 213 RAL custom powder coated colors | <ul style="list-style-type: none"> • Devices - 101x101mm • Channel – Height – 274.7mm, Width – 230mm, Visible width – 109mm • 1 fixture/ft | <ul style="list-style-type: none"> • One Thousand Museum by Zaha Hadid • Regalia Tower, Miami • A range of private residences in North America |
| LF Illumination EF400 | <ul style="list-style-type: none"> • Recessed channel • 90° L, T, and X connectors | <ul style="list-style-type: none"> • Range of spotlights • Linear light • Can integrate other devices | <ul style="list-style-type: none"> • Plaster • Solid ceilings (eg wood) | <ul style="list-style-type: none"> • Black powder coat • White powder coat • Custom | <ul style="list-style-type: none"> • Channel – Height – 6.082, Width – 17.24", Visible width – 4" and 5", Lengths – 6", 12", 24", 48", 96" and custom depending on lighting choice | <ul style="list-style-type: none"> • Top Shop, NYC |
| Zaniboni Lighting | <ul style="list-style-type: none"> • Recessed channel • Suspended channel | <ul style="list-style-type: none"> • Downlights • Linear lights • Occupancy sensor • Daylight sensor • CO2 sensors • Video cameras • HVAC controls • Sprinklers • Speakers | <ul style="list-style-type: none"> • Not specified | <ul style="list-style-type: none"> • Black • White • Custom colours | Length: <ul style="list-style-type: none"> • Min 16 in • Max 80 in • Width 3.94 in | <ul style="list-style-type: none"> • NA |

| Partners/Reps | HQ | Protocol | Target Market (Spaces) | Market Position | Market Regions | EPDs |
|---|-----------------------|---------------------------------|--|-----------------|------------------------------|------|
| <ul style="list-style-type: none"> • Basalte (Sensors) • Enea Outside (rep) (CH) • Euroluce (rep) (AUSNZ) • Mass Beverly (rep) (LA, USA) • Avenue Road (rep) (Toronto, CA, NYC, USA) | Miami, USA | KNX Crestron | Residential | High end | US and Canada EU AUSNZ | NA |
| <ul style="list-style-type: none"> • NA | California, USA | 0-10V Dimming Lutron DALI | Retail Commercial Hospitality Residential | High end | US and Canada | NA |
| <ul style="list-style-type: none"> • Prolux Lighting and Controls (CA) • King Lighting (USA) • ESL (USA) • Spectrum Lighting (USA) • Pusle (USA) | Clearwater, FL USA | NA | Commercial | High end | USA and Canada | NA |

