

Nela Park

Leading the Lighting Revolution with
more than a century of lighting innovation



The History of Nela Park - 1

GE – Nela Park ... Imagination at Work Since 1913

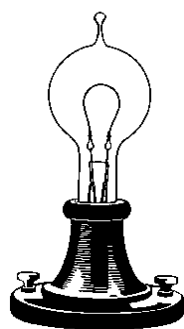
On April 18, 1913, in Cleveland, Ohio, 400 employees of the National Quality Lamp Division of the General Electric Company, located on 45th St., packed equipment and other business materials for a move by horse-drawn vans and motorcade to one of the world's most unique industrial parks ever conceived and created – **Nela Park**.

More than 200 vans were used to make the massive move that was completed in 19 hours. Employees missed only three hours of work! Transported were 18,000 crates and tons of company records and miscellaneous equipment.



Over the years, many of the world's most significant lighting inventions and innovative research and development have taken place within the historic buildings of Nela Park. That ingenuity continues today, in the tradition of the Edison spirit, through a variety of creative projects, led by talented employees of GE Lighting.

Merger Mania of the 1880s!



Going back into history, the 1880-90 period was a time of rapid development in the infant lighting industry. Thomas Edison's 1879 invention of the first practical incandescent light bulb caused much excitement and a desire by many companies to participate in this new industry's growth.

Acquisitions and consolidations of companies were commonplace. Edison's own manufacturing companies consolidated, and in 1889, the reorganization was completed with the merger of all units into Edison General Electric Company. The merging didn't stop there. Edison General Electric then consolidated into a more efficient company called Thomson-Houston, which had a considerably better rate of return on its invested capital. This new company, formed in 1892, was called simply: **The General Electric Company**.

The lighting business continued to boom. Numerous small electrical companies were eager for a piece of the action. Two businessmen who competed against the two giants – General Electric and Westinghouse – were Franklin S. Terry of the Sunbeam Incandescent Lamp Company of Chicago, and Burton G. Tremaine of the Fostoria Incandescent Lamp Company of Fostoria, Ohio. If they were to effectively compete against the major players of the day, they decided they would have to form an association of smaller companies and pool their engineering and research resources. But they didn't have the capital to do it.



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The History of Nela Park - 2



NELA's Founders and Original Executives

General Electric, Will You Give Us the Money to Compete Against You?

Terry and Tremaine's solution? Ask competitor General Electric to back their efforts! Since General Electric's president, Charles A. Coffin, often extolled the value of both internal and external competition to obtain the best in employee effort and product quality, Terry and Tremaine felt asking General Electric for funds to back their competing enterprise seemed appropriate. Another advantage: General Electric could better achieve bulb base standardization in the industry, because all companies that entered the merger used the Edison screw base used by General Electric.

Nela is Born

On May 3, 1901, General Electric bought 75% of this Terry/Tremaine-created organization called the National Electric Lamp Company. GE held an option to buy the remaining 25%. The arrangement with General Electric called for National to buy the Brush Electric facility on East 45th St. in Cleveland to use as its headquarters.

Terry and Tremaine were named co-managers of the business. In 1906, National was renamed **National Electric Lamp Association (NELA)**. Business thrived. National's lamp divisions were producing equal to General Electric, a degree of success that surprised everyone.

Nela Park – A Novel Idea

National's East 45th St. headquarters became overcrowded due to the business's growth. Management, scientists, engineers and others desired a location away from the smoke, fumes and mechanical and electrical disturbances of the city.

In 1910, Terry and Tremaine conceived an idea to relocate the business to the "suburbs" in a park-like setting ... a place, they agreed, that would be more conducive to the flow of ideas and imagination at work.



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The History of Nela Park - 3

Nela Park – A Novel Idea – continued...

While talk of creating a “Nela Park” continued, in 1911 the federal courts ordered General Electric to dissolve National and do business under its own name. So General Electric exercised its option for the remaining 25% of National’s stock and the business became the National Quality Lamp Division of the General Electric Company.

Nela Park or No Sale

While legal issues were being resolved, Terry and Tremaine continued their campaign to relocate in “the country.” Terry contended to General Electric that the total expense for Nela Park would be about \$1 million, which represented only a month of National’s net earnings. General Electric approved the idea, and plans for Nela Park began.

Nela Park Takes Shape



Terry and Tremaine wanted a spacious location with natural beauty. They found what they were looking for seven miles from the East 45th St. location. They purchased about 40 acres of former vineyards from German farmers. Known originally as Panorama Heights, the land was on a raised plain – a small plateau – 234 feet above Lake Erie in a setting of dense woods with a winding gorge in a deep, picturesque ravine.

Architects selected for the project went to England to study Georgian architecture, the style ultimately used for several Nela Park buildings.



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The History of Nela Park - 4

Moving Day – April 18, 1913



Eight buildings were ready for occupancy within 19 months after ground was broken. An article in **The Cleveland Plain Dealer** the day after the April 18th move said (paraphrased): “**The biggest moving job in the history of Cleveland was completed yesterday when all of the paraphernalia of the National Quality Lamp Division of the General Electric Company was transferred from East 45th St. out to the end of the East Cleveland car line, a distance of seven miles. Nela Park is said to represent a new ideal for office buildings for an industrial corporation. The main objects sought in the new home are freedom for the brain workers and laboratory staffs from the noise and dirt of the congested business district of the city. Healthier working conditions are gained, it is maintained, and high rents are avoided.**”

Nela Park Today

Like yesteryear, Nela Park’s natural beauty is still ever-present. And as in the early 1900s ... exciting, creative and imaginative lighting projects by “brainworkers,” with a variety of expertise, continue to be developed at Nela Park.

*The GE Lighting Institute's
Reflecting Pool at Night*



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Nela Park Today

GE Lighting is leading a global **"Lighting Revolution"** of industry transformation in technology, products, manufacturing, sales and marketing not seen since the days of its founder, Thomas Edison. With a vision to **change the way people light and think about their world**, supported by a three-pronged strategy of **winning with green solutions ... transforming commercial capabilities ... and building world-class operations**, GE Lighting is bringing lighting solutions to customers worldwide. Headquartered in Cleveland, Ohio, GE Lighting has operations in North America, South America, Europe and Asia. The business is a unit of GE Home & Business Solutions.

GE Lighting, today, sells thousands of various lamp products for commercial, industrial and consumer markets. Lighting product families include LEDs (light-emitting diodes, also known as solid state lighting – SSL), halogen, high-intensity discharge, linear fluorescent and compact fluorescent light bulbs, incandescent, stage/studio, miniature/sealed beam, projection, automotive, and lamp components.

GE Lighting is an approximately \$2.8 billion business with a combined, global work force of approximately 17,000 employees in many countries, manufacturing and selling in over 100 world markets.

Nela Park Facts

Nela Park

Since 1913, hundreds of thousands of visitors have experienced the beauty of the architecture and landscaping of Nela Park – the world's first industrial park. In 1975, 92-acre Nela Park was listed as a "Historic Place" in the U.S. Department of the Interior's National Register.

The Lighting Institute

Best known among Nela Park's 26 buildings is "The Lighting Institute," which hosts thousands of customers and business allies, yearly, who participate in product application seminars and training. Built in 1921, the facility originally served as the Nela Park cafeteria until it became the "General Electric Institute" following major renovation in 1933. In 1946, the building was gutted, rebuilt, and renamed "General Electric Lighting Institute" with Mrs. Thomas Edison participating in a ceremony to dedicate the facility to the teaching of lighting. In 1988-89, the Institute was redesigned and extensively renovated to be a showcase of GE lighting technology, products, and expertise. The facility underwent an extensive, multi-million dollar renovation and expansion in 2006.



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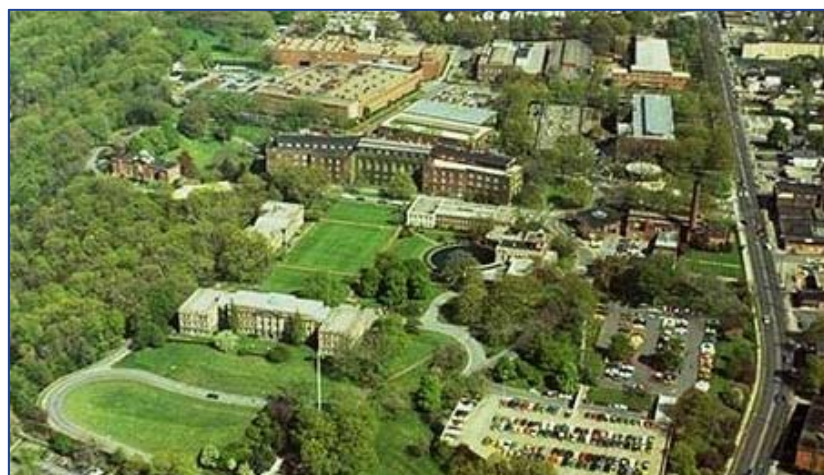
Nela Park Facts – 2

“Triumph of Light”

A well-recognized symbol of Nela Park, representing “the triumph of light,” is the bronze statuary group atop the Institute. Unveiling ceremonies were in 1923, and in the words of the art’s creator ... “the stooping figures represent darkness, the erect figures, light. The sculpture represents the triumph of light over darkness as an allegorical expression of the activity at Nela Park.”

The Institute Pool/Fountain

A 14-foot deep pool that holds one million gallons of water is located on the quadrangle in front of The Lighting Institute. Its original purpose was to provide auxiliary water supply for fire protection. (An underground sprinkling system in the quadrangle area was installed in 1927, and the water for the system comes from the pool.) The Institute fountain, installed in 1940, shoots a column of water 70-feet high ... dramatically illuminated at night by colored lights.



Nela Park Tunnel System

Underground tunnels that connect many of the buildings on the property are used primarily for running pipes and electrical wiring, although, during inclement weather, some are still used by employees to get from one building to another.



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Nela Park Facts – 3

Recreation/Socialization

Recreation and socialization were important to Nela Park's founders ... Burton Tremaine and Franklin Terry. In the early 1900s, Nela Park boasted of having activities and facilities such as bowling alleys, a golf course, baseball fields, tennis and handball courts, rifle range, field hockey and football teams, bridge clubs, language, art and tap dancing lessons, gym, choral groups, and instrumental bands. While rifle ranges and bowling alleys no longer exist, today, employees engage in activities such as table tennis, volleyball, and soccer, plus jogging around the Park, during the warmer months. And there is the Nela Park Fitness Center for employees' use year-round.



Nela Camp

In addition to being an area for recreation, Nela Camp Auditorium on the grounds is used year-round for business meetings and social functions. During the summer months, the "breezeway" is often set up with tables and chairs for special events and cookouts. In the very early years, Nela Camp was the locale for GE sales meetings. Salesmen would come from all over the country and live in tents right on the Nela Camp grounds! They would wake to a cannon shot, have their meals on the breezeway, and meet in the camp auditorium.

Nela Park Holiday Lighting Display

A tradition since 1925 is the fabulous Nela Park holiday lighting display from December through New Year's Day. Since 1970, the Nela Park holiday lighting extravaganza has stretched several blocks along Noble Road, entrance to GE Lighting's global headquarters. In earlier years in times of less traffic, the public could enter Nela Park to view the display, which was featured within the property.



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