



Krumm Exteriors Introduces Bosso Smart Lighting for Permanent Outdoor Displays

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NEW RICHMOND, WI - September 04, 2026 -

Krumm Exteriors has introduced Bosso Smart Lighting as a new permanent outdoor lighting service for homeowners in western Wisconsin and eastern Minnesota. The addition expands the company's exterior services beyond roofing, siding, windows, gutters, and decks to include professionally installed, app-controlled lighting systems designed for year-round use. The September launch is timed ahead of the holiday lighting season, when demand for exterior lighting typically increases.

Bosso Smart Lighting is a permanent LED system mounted along a home's roofline and other architectural lines. Once installed, the system remains in place and can be adjusted for everyday accent lighting, security lighting, holidays, and special events without annual hanging or removal. Control is managed through a free mobile application that allows homeowners to change colors, schedule scenes, operate lighting zones independently, and use voice commands through common smart-home platforms. The application does not require a subscription fee.

Krumm Exteriors will handle design consultations and installations locally. The process begins with a custom lighting plan based on the home's layout and appearance, followed by a low-profile installation intended to

blend with the structure during daylight hours. After installation, the system can be used for warm-white architectural lighting, seasonal color themes, and automated schedules. The company currently has 30 open installation slots between now and October 31st.

The new service aligns with Krumm Exteriors' focus on exterior systems built for Midwest conditions. Permanent lighting is designed for year-round outdoor exposure, including winter weather, and is intended to reduce the need for ladder work and seasonal storage. The offering also complements existing exterior projects, allowing lighting to be coordinated with roofing, siding, and gutter work when homeowners are already planning upgrades.

“Adding Bosso Smart Lighting gives homeowners a permanent option for curb appeal and seasonal displays without repeating the same setup each year,” said Penny Austad, Owner of Krumm Exteriors. “The timing matters because installation capacity is limited before the holidays, and planning now allows the work to be completed before winter weather sets in.”

Krumm Exteriors, home of KangaRoof, has served Wisconsin and Minnesota homeowners since 1997 as a family-owned exterior remodeling company. The business is led by Austad and operates from New Richmond and Menomonie, Wisconsin, with an appointment-only location in Stillwater, Minnesota. Services include roofing, siding, windows, gutters, decks, repairs, and storm damage restoration. The company holds manufacturer certifications including CertainTeed ShingleMaster, Andersen Certified Contractor, and LP SmartSide Master Preferred Contractor status.

Licensing includes Wisconsin Dwelling Contractor and Minnesota Building Contractor credentials. Service coverage includes western Wisconsin communities such as Eau Claire, Menomonie, New Richmond, Hudson, and River Falls, along with Minnesota communities including Stillwater, Woodbury, St. Paul, and surrounding Twin Cities areas.

The company emphasizes transparent estimates, certified installation practices, and workmanship warranties on completed projects. Manufacturer partners provide additional product warranties on qualifying materials. Exterior work is planned as a coordinated system so roofing, siding, drainage, and now lighting function together rather than as isolated upgrades.

Demand for permanent lighting typically rises in early fall as homeowners prepare for holidays and look for alternatives to temporary displays. By introducing Bosso Smart Lighting in September, Krumm Exteriors is adding the service during the period when installation scheduling is most relevant. Homeowners considering the new offering should note that 30 open installation slots remain available between now and October 31st.

Krumm Exteriors continues to focus on durable exterior home services adapted to regional climate demands. The addition of Bosso Smart Lighting extends that approach to outdoor lighting, giving local homeowners a professionally installed system that can be used year-round for appearance, convenience, and seasonal displays.

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For more information about Krumm Exteriors, contact the company here: Krumm Exteriors Penny Austad 715-246-6090 info@krummsiding.com 1424 WI-64, New Richmond, WI 54017

Krumm Exteriors

Every great project starts with a conversation. We've been having them with Wisconsin and Minnesota homeowners for almost 30 years, and we're ready to have one with you. No pressure, no commitment, just honest advice.

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