Krumm Exteriors Begins Installing Bosso Smart Lighting Before Holidays

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NEW RICHMOND, WI - October 13, 2026 -
Krumm Exteriors has begun installing Bosso Permanent Smart Lighting for homeowners across western Wisconsin and eastern Minnesota, moving the roofline lighting service it added this year from design consultations into installations ahead of the holiday season. The family-owned exterior contractor reported on September 27 that its team had been meeting with homeowners for lighting consultations and that the first installations were underway.

The system consists of LED lighting channels mounted along a home's roofline or trim, installed once and left in place year-round. According to the company's website, homeowners control colors, zones, schedules, and patterns through the Bosso app, which carries no subscription or monthly fee and works with Alexa, Google Assistant, Siri, and Control4. The channel is mounted low-profile along the trim line so that it reads as an architectural detail when the lights are off.

Each light installation follows the five-step process the company outlines on its website. The team evaluates the roofline and decides where lighting and zones belong, creates a layout from the home's actual dimensions, installs the channels, LEDs, wiring, and controls, configures the system through the app, and

walks the homeowner through changing colors, patterns, and zones before the project is complete. The company says most installations finish in a single day, depending on the size of the home and its roofline.

?Permanent lighting was a natural addition to the work our crews already do,? said Penny Austad, owner of Krumm Exteriors. ?Because the team is familiar with rooflines and exterior trim, it made sense to extend that experience to lighting installations as well.?

Austad described the decision in a September 11 article on the company's website, writing that she researched three dealer programs before choosing Bosso for the quality of its products, its app, and the training, coaching, and technical support available to dealers. The article frames the fall timing around Thanksgiving as the first holiday of the season the lighting is meant to cover, followed by Christmas and New Year's, and it describes the system as staying on the house through winter, spring storms, and summer weather without seasonal removal.

The company's website also frames the addition in terms of coordination. Because the lighting is mounted to the roofline and trim, the same crew that looks after a home's roof, siding, and gutters now looks after the lighting on the same structure, so the homeowner deals with one crew rather than a separate lighting contractor. The September 11 article gives examples of how a single installation is used across the year, including orange and purple for Halloween, warm white or amber for Thanksgiving, red and green for Christmas, and school or team colors for other occasions.

Climate is central to how the company presents the service. The website states that the Bosso system is designed for year-round outdoor use, including the cold, snow, and freeze-thaw cycles common across the St. Croix Valley, and that the company's crews plan each installation with those conditions in mind after decades of roofing and siding work in the region.

?One of the practical aspects of permanent lighting is that the same system can be used for different occasions throughout the year,? Austad said. ?Homeowners can change the colors for holidays, special events or game days through the app, without having to put up and take down seasonal lights.?

The company's service page lists accent, holiday, game day, and security lighting as the main uses of the system and includes a preview feature that lets a homeowner upload a photo of the house and see how the lighting would look after dark. The page also describes zone control, scheduling, music sync, geofencing, and a palette of more than 16 million colors as functions of the app.

Krumm Exteriors, home of KangaRoof, is a family-owned exterior remodeling contractor that has served homeowners in Wisconsin and Minnesota since 1997, with Austad as owner since 2015. The company operates from New Richmond and Menomonie, Wisconsin, and an appointment-only location in Stillwater,

Minnesota, serving communities including Hudson, River Falls, and Eau Claire in Wisconsin and Woodbury, Oakdale, and Minneapolis in Minnesota.

It installs roofing, siding, windows, gutters, and decks, along with repairs and storm damage work, holds CertainTeed ShingleMaster, Andersen Certified Contractor, and LP SmartSide Master Preferred Contractor certifications, and is licensed as a dwelling contractor in Wisconsin and a building contractor in Minnesota. The company reports more than 4,750 completed exterior projects across 169 ZIP codes in the two states, and its community commitments listed on the website include Habitat for Humanity in New Richmond and local hockey and football sponsorships.

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For more information about Krumm Exteriors, contact the company here:Krumm ExteriorsPenny Austad715-246-6090info@krummsiding.com1424 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.

Website: https://krummexteriors.com/

Email: info@krummsiding.com

Phone: 715-246-6090