



sea gull lighting®

SSL Market

- A Residential Manufacturer's Perspective

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Sea Gull Lighting***

raise your **WOW** factor.



Sea Gull Lighting Overview

- **Major Residential Lighting Manufacturer**
 - **Single and Multifamily**
 - **Hospitality, Retail, Light Commercial**
- **3,500 products; 500+ ENERGY STAR Qualified Fixtures**
- **Charter ENERGY STAR Partner**
- **ENERGY STAR Partner of the Year 2004, 2005, 2007, 2008**



■ Single and Multifamily

- Builders
- Distributors
- Contractors
- Showrooms & Designers

■ Drivers

- Cost
- Style
- Performance





Market Ready Applications

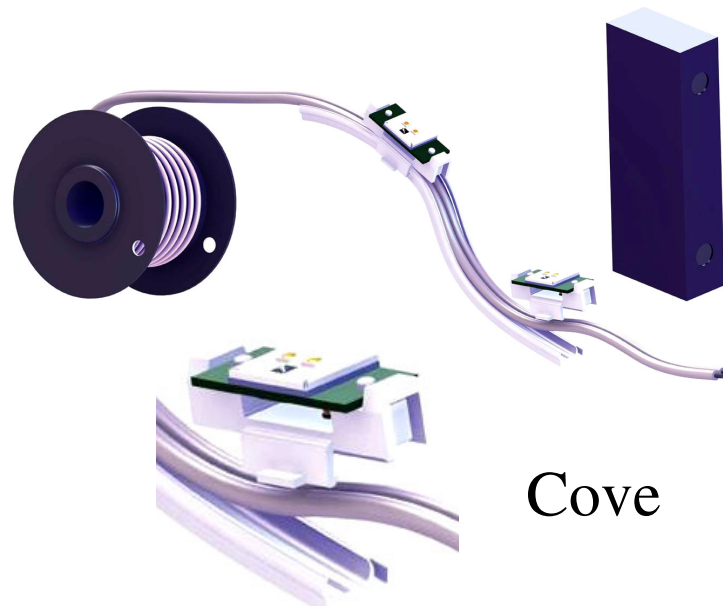
- **Sea Gull Lighting Goal:**
 - The right light for the right application that delivers the right performance
- **Take advantage of the inherent benefits of LED and design for current limitations**
 - directional, long life, thermal management



Market Ready Applications



Pendants

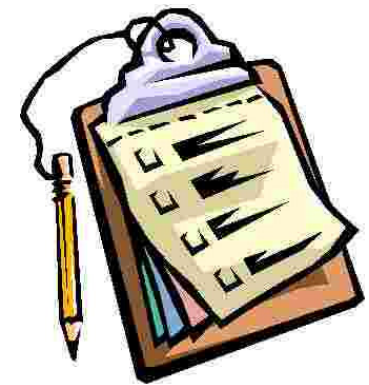


Cove



Outdoor

- **Designing to ENERGY STAR and industry standards**
- **Working with chip manufacturers to continuously evaluate performance**
- **Additional in-house and field testing**



- **Cost**
- **Performance**
- **Education**

- **Disruptive Technology**
- **Industry Standards**
- **Value Proposition**
- **Low Cost/Quality Products**
- **Education**



ENERGY STAR

- **Sets a standard and educates the market**
- **Multiple specifications have created confusion**
- **Application-specific specifications can be a benefit but have to be clearly understood for which market they relate (commercial or residential)**
- **Testing is necessary but cost will dictate number of qualified products**

