

## MAJOR MANUFACTURERS

- LAMPS
- COMMERCIAL / RESIDENTIAL
- RESIDENTIAL / DECORATIVE

## LAMPS

### RESEARCH / DESIGN / MANUFACTURING

- G.E.
- OSRAM / SYLVANIA
- PHILLIPS

### JOBBERS

- SATCO
- STANDARD PRODUCTS

# COMMERCIAL RESIDENTIAL

## DESIGN - MANUFACTURING

- GENLYTE
- COOPER
- HUBBELL
- LITHONIA
- AMERICAN FLUORESCENT

# RESIDENTIAL DECORATIVE

## IMPORTERS.....90%

- KICHLER
- SEAGULL
- PROGRESS
- QUOIZEL

## DESIGN / MANUFACTURERS.....10%

- HOLTKOTTER
- TECH LIGHTING

ALL MAJOR MANUFACTURERS  
AND IMPORTERS ARE IN THE  
ENERGY STAR PROGRAM.

## THE MANUFACTURING DECISION

### LAMPS

- EFFICIENCY
- PERFORMANCE
- SIZE
- LAMP LIFE
- COST

# THE MANUFACTURING DECISION

## COMMERCIAL / RESIDENTIAL

- REACTION TO LAMPS
- PERFORMANCE
- EFFICIENCY
- AESTHETICS
- COST

# THE MANUFACTURING DECISION

## RESIDENTIAL / DECORATIVE

- AESTHETICS
- CHANGING STYLES
- CHANGING COLORS
- “ SOMETHING DIFFERENT ”
- COST

## MARKETING

### LAMPS

- ENGINEERS
- LIGHTING DESIGNERS
- LARGE USERS
- ELECTRICAL DISTRIBUTORS
- LIGHTING MANUFACTURERS
- TRADE SHOWS
- MASS MERCHANTS

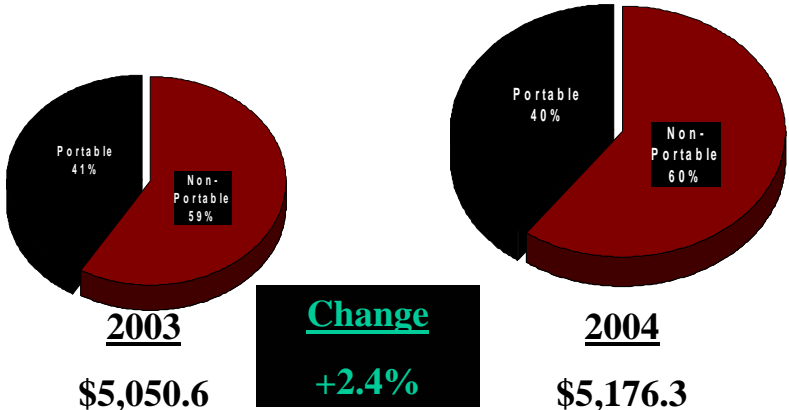
## MARKETING

### COMMERCIAL

- ENGINEERS
- LIGHTING DESIGNERS
- LARGE USERS
- TRADE SHOWS
- ELECTRICAL DISTRIBUTORS
- SHOWROOMS?????

### Retail Sales: Portable & Non-Portable Lighting

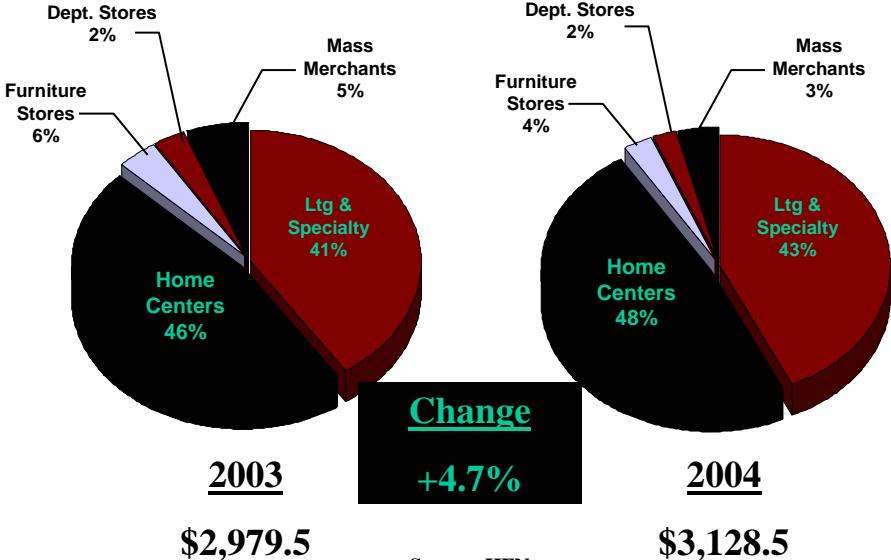
Retail Sales (\$ in Millions)



Source: HFN

### Retail Sales: Non-Portable Channels of Distribution

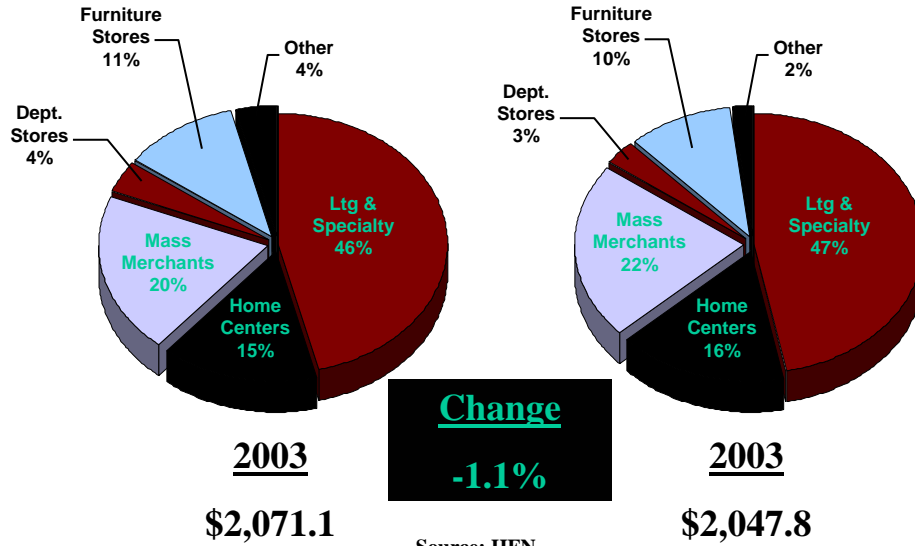
Retail Sales (\$ in Millions)



Source: HFN

## Retail Sales: Portable Channels of Distribution

Retail Sales (\$ in Millions)



# MARKETING

## DECORATIVE

- LIGHTING DESIGNERS
- LIGHTING SHOWROOMS
- MASS MERCHANTS
- TRADE SHOWS
- CATALOGS

## ROLE OF REPS

### LAMPS / COMMERCIAL

- SELL
- EDUCATE
- TRAIN
- REPS ARE WELL TRAINED
- TECHNICAL TRAINING
- NOT CONSUMER FRIENDLY

## ROLE OF REPS

### DECORATIVE

- SELL
- SELL
- SELL
- REPS ARE NOT WELL TRAINED
- NO TECHNICAL TRAINING
- CONSUMER FOCUSED

## DEFINING CHARACTERISTICS

### BIG BOX

- PRICE
- P.O.P. PACKAGING
- OPPORTUNITY MARKETERS
- RETAIL, RENOVATORS

## DEFINING CHARACTERISTICS

### ELECTRICAL DISTRIBUTOR

- DISTRIBUTORS ONLY
- REACTION SALES
- RELY ON MFG. / MFG. REPS
- NO MARKETING
- ELECTRICAL CONTRACTORS –  
LARGE USERS

## DEFINING CHARACTERISTICS

### SHOWROOMS

- DISPLAY ORIENTED
- LATEST STYLES
- CREATE SALES THROUGH  
MARKETING
- BUILDERS / RENOVATORS /  
DESIGNERS / RETAIL

## SALES APPROACH

### BIG BOX RETAILERS

### ELECTRICAL DISTRIBUTORS

### SHOWROOMS

- SMALL FAMILY OUTLETS
- SMALL CHAINS
- LARGE CHAINS

## SHOWROOMS NEED :

### 1. TRAINING

- LAMPS
- APPLICATIONS
- FIXTURES

### 2. P.O.P. MATERIAL

### 3. CO-OP ADVERTISING

### 4. SALES INCENTIVES

## ENERGY SAVINGS OPPORTUNITIES

### IN THE HOME

- RECESSED
- EXTERIOR
- KITCHEN
- TABLE / FLOOR LAMPS

### BY USER TYPE

- NEW CONSTRUCTION
- RENOVATORS
- END USERS

# DESIGNING AN EFFICIENCY PROGRAM

## SHORT TERM

- MASS MERCHANTS
- LARGE USERS
  - Apartments
  - Retailers

## LONG TERM

- SHOWROOMS
- BUILDERS
- DESIGNERS

THANK YOU FOR YOUR  
ATTENTION

NORM BROWN C.L.C.