New Construction Industry & Lighting: Understanding Distribution Channels

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Presented By:

Ace Rosenstein
Sea Gull Lighting Products, Inc.
Vice President, Marketing & Business Development
You build the house...  
...We’ll light the Home.
What Do Builders Want?

**Total Supply Chain Integration**

- Single source solution
  - Competitive Market Pricing
  - Nationwide Distribution
  - 100% Delivery Fill Rates
  - Design Center & Model Home Programs
  - Extended Warranties
- Dedicated field sales / service reps
- Collections of coordinated products
Builders Are Our Business

- National / Regional Builders
  - Establish “directed-buy” contracts for purchasing and procurement
  - Distribution through existing sales channels
Distribution Channels

• Independent Lighting Showrooms
• Electrical Wholesale Distributors
• Specialty Building Supply Companies
• Mass Merchant / Home Centers
Sea Gull Lighting has developed the most comprehensive offering of decorative & functional ENERGY STAR residential lighting fixtures.

- Leveraging the strength of the ENERGY STAR label.
- Continuous educational seminars with sales associates, retailers and builders nationwide.
It’s Remarkable How Beautiful Energy Efficiency Has Become These Days!
Fashion Forward Designs

Serenity

A soft, contemporary design in brushed nickel finish with excavated alabaster glass.

PENDANT - Series 16A
- Single, 1 Light
- Height: 15"
- Width: 26.5"
- Voltage: 120V
- 1 Light ALA (Included)
- Replacement Lamp: 46740
- 1 Light ALA (Optional)

PENDANT - Series 15A
- Single, 1 Light
- Height: 15"
- Width: 26.5"
- Voltage: 120V
- 1 Light ALA (Included)
- Replacement Lamp: 46740
- 1 Light ALA (Optional)

MINI-PENDANT - Series 15A
- Single, 1 Light
- Height: 15"
- Width: 26.5"
- Voltage: 120V
- 1 Light ALA (Included)
- Replacement Lamp: 46740
- 1 Light ALA (Optional)

PENDANT - Series 16A
- Single, 1 Light
- Height: 15"
- Width: 26.5"
- Voltage: 120V
- 1 Light ALA (Included)
- Replacement Lamp: 46740
- 1 Light ALA (Optional)

PENDANT - Series 15A
- Single, 1 Light
- Height: 15"
- Width: 26.5"
- Voltage: 120V
- 1 Light ALA (Included)
- Replacement Lamp: 46740
- 1 Light ALA (Optional)
Showroom Merchandising

- Lighting Showroom merchandising programs created for specific markets.
  - Displays
  - Signage
  - Hang Tags
  - Brochures
  - Tabloids / Ad Templates
• Electrical Wholesale Distributor merchandising programs created for counter areas.
  • Gondola Displays
  • Signage / Banners
  • Hang Tags
  • Brochures
  • Tabloids / Ad Templates
Builder Support

- Model Home / Design Center Support Programs
  - Energy Savings Demonstrator
  - Fixture Discounts
  - Hang Tags
  - Brochures
Builders Win!

- Higher Quality Products
- More Efficient Homes
- Keep ahead of your competition
- Meet sales targets faster and increase profits with higher price points
- Project an environmentally friendly corporate image
Homeowners Win!

- Higher Quality Product

- Lower Operating Costs
  - Longer Life Components
  - Less Heat
  - Less Ladder Climbing

- Environmental Stewardship
We’re All In This Together

EPA / DOE
Consultants

Utility Companies

Builders

Distributor Partners
How Can You Help?

• Utility Companies:
  • Develop multi-channel financial incentives
  • Provide Marketing Materials and Support
  • Conduct Retailer & Builder Training
  • Continuous Consumer Awareness