• 1992 Sea Gull Lighting becomes a Charter Partner in the ENERGY STAR program

• 2000 The company commits itself to the innovation and design of ENERGY STAR products.

• 2002-03 Releases most comprehensive catalog of ENERGY STAR qualified fixtures in industry.

• April 2004, announces the release of a new catalog featuring nearly 400 products.
April 2004

Sea Gull Lighting releases new energy saving lighting catalog

Featuring nearly 400 products

Mandolin
April 2004

Sea Gull Lighting releases new energy saving lighting catalog

Featuring nearly 400 products
April 2004

Sea Gull Lighting releases new energy saving lighting catalog

Featuring nearly 400 products

Serenity
October – November
Promotion
TV renovation personality, Steve Thomas, lends a hand to Change a Light at the historic Thomas Edison House, Ft. Myers Florida.
Change A Light, Change the World

Steve Thomas at the Thomas Edison House
Change A Light, Change the World
Change A Light, Change the World

Sea Gull Lighting
hang tags call attention to ENERGY STAR & Change A Light promotion at Lowes
A limited time promotion creates unique selling opportunities at retail.
Sea Gull Lighting’s turn-key tabloid program for lighting showrooms.

Prominently featuring the Change a Light, Change the World logo for all mailings from October – November 2003.
The Change A Light, Change the World creates an immediacy to Public Relations releases

This news article has been placed in over 240 newspapers around the country.
Selling tips and training get lighting showrooms ready for promotion period