

Lutron®

LightShow

Spring 2009

A special publication for lighting showrooms

Inspire your customers
with color

Increase sales with:

- more choices
- more value
- better results

 **LUTRON**®

inspiration comes in many colors™



GFCI receptacle in greenbriar

Greenbriar is just one of our 20 Satin Colors® for dimmers, switches, wallplates, and accessories. See the entire line of colors – and discover how to save energy beautifully – at www.lutron.com/satincolors.



Find Satin Colors near you at select lighting showrooms, electrical distributors, through your electrical contractor, or call 877.258.8766.



© 2008 Lutron Electronics Co., Inc.

Lutron®

LightShow

Spring 2009 A special publication for lighting showrooms



features

- 02 The main story**
Inspire your customers with color
- 06 Sales tools**
Satin Colors® merchandising opportunities
- 08 Sales insight**
Add value by adding more benefits
- 10 Sales opportunities**
Lutron Advantage e3: Energy, Elegance, Experience
- 12 Featured showroom**
The Lighting Place, Chapel Hill, NC
- 15 Training**
Visit a Lutron Experience Center
- 16 Trends & news**
Give the customer more value

To view on-line or to register for your next issue visit
www.lutron.com/lightshow



World Headquarters 1.610.282.3800
Technical Support Center 1.800.523.9466
P/N 367-1580
© 03/2009 Lutron Electronics Co., Inc.

Inspire your customers with color

Lighting is about more than just functionality. It's also about design – and making your home or business look more beautiful and elegant.

The right light can transform the look of a room, making it warmer or cooler, brighter or softer, more modern or more classical. Light is a critical part of the design of any space.

Light brings color to life in a room, creating the best possible visual experience. This wondrous combination of perfect light, vibrant color, and elegant beauty is the end result consumers desire and designers seek.

In the past, this magical balance of light and color has been disrupted by electrical components like switches and receptacles on walls. But now, Lutron's line of 20 Satin Colors® allows lighting controls, wallplates, and other accessories to actually contribute to the color and design of a room.

The effect on a room is dramatic – suddenly the ordinary becomes extraordinary. The focus shifts to the room's look and feel. Finally, the functionality of lights and power do not get in the way, but work hand-in-hand with the other design elements. Instead of a purely functional switch or receptacle, Satin Colors is a piece of wall art that helps paint the room in beautiful color.

Satin Colors is the final detail to complete a space – the finishing touch that every designer dreams about. As homeowners discover what can be accomplished with Satin Colors, they are revolutionizing the look of their rooms and developing a new standard of beautiful color.



In the past, lighting controls, receptacles, and wallplates were available in limited colors (typically white and ivory). This look interrupted the natural design of a room, forcing functionality to conflict with design.



after

With Lutron Satin Colors®, all lighting controls, receptacles, and wallplates can match or accent a room's design. The look is uninterrupted across the wall, leading to a dramatically improved look and feel.

Inspire sales with color.

Visit www.lutron.com/satincolors for more details.

Sales opportunities

1 Provide better value to the customer.

In these tough economic times, customers are looking for simple ways to get large amounts of value. Lutron Satin Colors® provides functionality and beauty in one package, and delivers dramatic visual results. In this way, the customer gets better overall results for every dollar spent.

Today, instead of buying new homes, consumers are renovating existing homes. Satin Colors provides the finishing touches to every newly remodeled room – and provides a splash of color and design throughout the house. Satin Colors is a quick, easy, and affordable way to create a dramatic difference in an existing home.

By introducing Satin Colors to your customers, you'll show that you're concerned about helping them achieve the best possible value for their money. In this way you'll help gain their trust and encourage them to make more purchases in the future.

2 Give the customer more choices.

People like to have choices. Consider how many choices the consumer has when picking out paint, counter tops, or flooring. Why be forced to settle with basic colors for electrical components?

With Satin Colors, customers get the options, flexibility, and choices they want in the design of a room. Satin Colors is available in 20 different colors and in a wide variety of Lutron controls and accessories. See pages 6/7 for complete details.



Lutron Satin Colors
keychain shown.
SC-CK-1

functionality **+** **style** **=**

3 Create better design in every space.

Here's the ultimate bottom line:

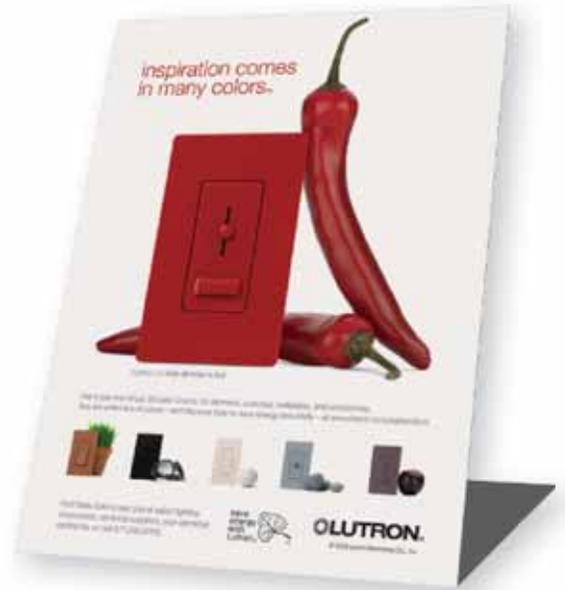
You can help your customers get better results and increase their overall satisfaction.

When your customer stands back to appreciate the end result of a new room or a room remodel, Satin Colors will help improve that final look – and leave him feeling more pleased with the overall job.

A satisfied customer is one who will come back to you again and again.



Turn the page to see how to make the most of these opportunities



Lutron Satin Colors easel shown in Hot.

great design

Satin Colors® merchandising opportunities

Add color to your showroom to inspire sales like never before.

With Satin Colors, you can show your customers the remarkable results they can achieve with color.

Plus, you'll give your customers additional value in the form of Lutron's e3: Energy, Elegance and Experience – in one cost-effective product.

Lutron offers a variety of Satin Colors merchandising tools, including Satin Colors easels, posters, and style boards.

You can use these displays alongside the installed product to help your customers understand the value of color in their design plans – and help them understand how they can get results and good value all at the same time.



With Satin Colors displays, you can use color to enhance your showroom's design in new and exciting ways.

Satin Colors are available in the following palette.





Satin Colors wall display
P/N SC-WALL-DISP



(10) Satin Colors posters
P/N SC-POSTER-10PK



Satin Colors Selection Guide
P/N 367-1579 (25 sheets per tablet)



Satin Colors Style Boards Kit
P/N WBX-3SCBOARD-KIT



(5) Satin Colors easels
P/N SC-EASEL-5PK

Additional displays and offers are available. Ask your Lutron Sales Representative for assistance, or call customer service at 1.888.LUTRON1.

For more information, see www.lutron.com/satincolors

Add Value

by adding more benefits

You can increase your sales by offering products that provide greater versatility and value. Lutron products give you the opportunity to do just that – by providing a range of benefits within one product.

The Lutron Maestro® family of products is a good example.

Your customers can choose the appropriate product to suit their needs and get tremendous versatility and value, including the ability to:

- Dim lights from more than one location.
- Exit the room as lights fade to off.
- Control fan speeds and light from the same control.
- Leave a bath exhaust fan on to reduce moisture, mold, and mildew knowing that the Maestro timer will turn it off after the appropriate preset amount of time.

NEW



Maestro dimmer/counterdown timer switch

- Independent control of your light and exhaust fan.
- Use with exhaust fans to reduce moisture, mold, and mildew in bathrooms and kitchens.

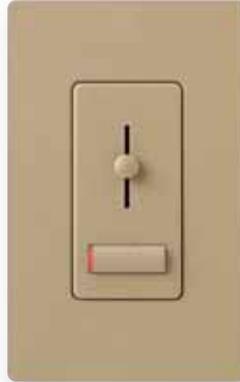
Today, customers are looking to maximize value within every investment. Lutron Satin Colors delivers a stylish solution for every budget.

Satin Colors®

are available in the following products (shown in Mocha Stone)



**RadioRA®
HomeWorks®**
Dimmers
Switches



Lyneo® Lx
Dimmers
Switches



Diva®
Dimmers
Switches
Fan controls



Keypads
RadioRA
HomeWorks®
GRAFIK Systems
Sivoia QED®
AC shading systems

Maestro®
Dimmers
Switches
Fan controls
Countdown timers



GRAFIK Eye® QS (Multi-zone control)
HomeWorks
GRAFIK Systems
Sivoia QED, AC shading systems



Accessories
Receptacles/GFCIs
Phone/cable jacks
Multi-port frames
Wallplates (1-6 openings)
Switches

**For more information, contact your Lutron Sales Representative
or call customer service at 1.888.LUTRON1.**



Lutron Advantage e3: Energy, Elegance, Experience.

In today's economy, it's more important than ever to give your customer the best possible value. Lutron can help – with products that provide e3: Energy, Elegance, and Experience – all in one cost-effective package.

Energy. Following the huge jump in energy costs last summer, consumers are more aware about saving energy than ever before. Saving energy is more than a trend; it is an essential path to a sustainable future. All Lutron lighting control products help save energy and our new eco-dim® controls reduce energy use by at least 15% compared to standard switches. We save energy without sacrifice, unlike most energy-saving products. With Lutron, consumers can save energy easily by keeping their favorite lighting sources and simply utilizing a dimmer.

Elegance. Elegance and beauty are very important to consumers. With Lutron, you can offer your customers lighting control products that enhance the look and design of their projects, in colors and finishes that complement their design vision.

Experience. Lutron products provide a better end result and a better lifestyle experience for the customer. Every light can be adjusted to meet the consumer's needs, so he enjoys comfort, beauty, and the visual look he wants in every room of his home.



Experience e3 at www.lutron.com

There's an easier way to go green...



Simply install a Lutron® energy-saving dimmer

Replace a standard switch with eco-dim®
and save 15% instantly, while creating the
ambiance you want.

**Eco-dim is now available in five families –
Diva®, Maestro®, Skylark®, Ariadni®, and Rotary.**



To learn more about energy savings from Lutron
dimmers visit www.lutron.com/ecodim.

Find eco-dim near you at select lighting showrooms,
electrical distributors, through your electrical contractor,
or call **877.258.8766**.



Diva eco-dim

save
energy
with
Lutron™ 

 **LUTRON®**

© 2008 Lutron Electronics Co., Inc.



The Lighting Place Chapel Hill, North Carolina

The Lighting Place strives to build a relationship with clients, taking the time to educate them about lighting design and lighting controls. To facilitate that goal, their showroom is segmented to create intimacy and privacy so clients can receive the one-on-one attention they deserve. The showroom is designed to reflect current trends in colors, materials, and energy efficiency. They offer a wide variety of styles, and work closely to find the right solution to each client's individual needs.

After visiting Lutron's Experience Center at the Dallas Market Center in January 2008, they recognized the best opportunity for growth was with Lutron lighting controls. Starting with the new Verti® dimmer and the growing consumer desire to save energy, they launched their very own **"Green is Verti® chic"** campaign.

They increased their inventory to build contractor confidence, making sure that when contractors made the trip to visit the showroom for lighting controls and devices, they had those items in stock.



Success! In a year that's been otherwise relatively flat, The Lighting Place has seen triple digit sales increases with Lutron lighting control products.

Green is chic.
Green is very chic.
Green is Vierti® chic

Give your business national exposure.

Now your business can be featured on this page in an upcoming issue of LightShow – and distributed to lighting showroom professionals all over the country – at no cost to you.

LightShow uses this spread to feature a lighting showroom or Experience Center that does a particularly good job of demonstrating lighting and lighting control products to customers.

You can use this exposure to let the entire industry learn about your business, show off your showroom, and give some valuable exposure to your employees, architects, or designers.

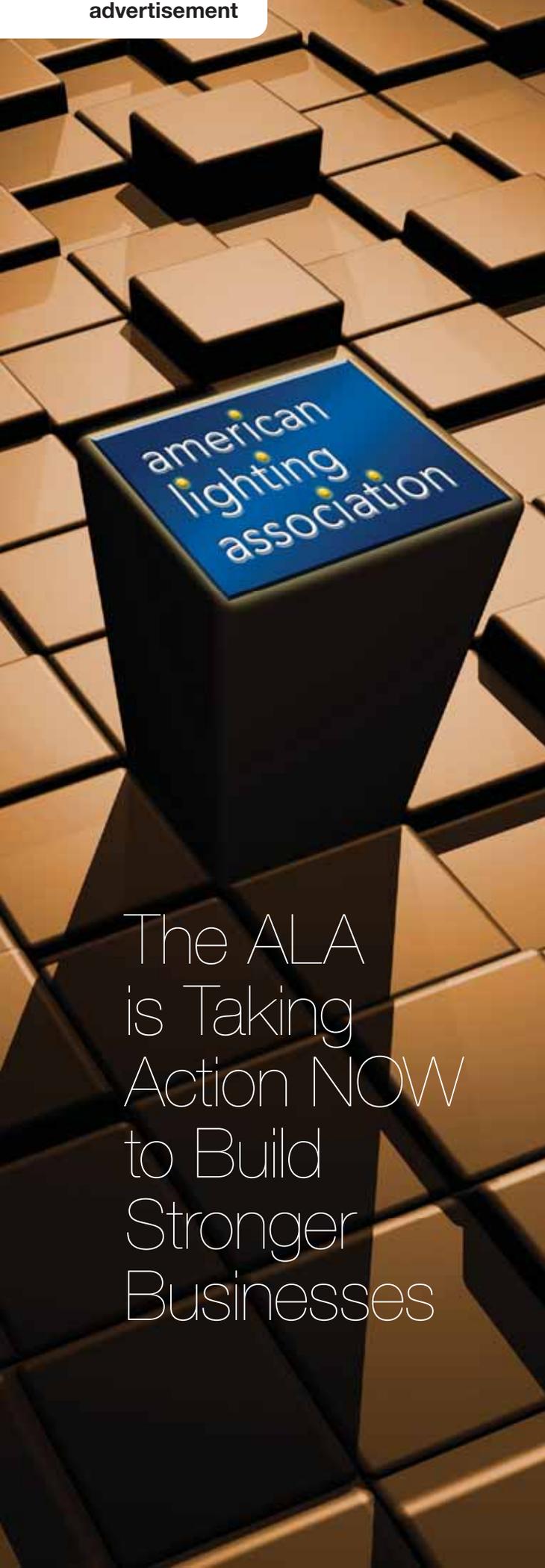
To share your showroom/Experience Center with us, go to www.lutron.com/experience and follow the instructions for posting your images. Please include a brief description about the success of your program and the Lutron products used, as well as your name and the location of your showroom.

Images must be posted by 5/01/09.
Submitting images constitutes agreement to use of images in future editions of LightShow.



The Lighting Place recently added a modern front window display similar to the displays of major popular retailers (shown above).

To learn more about The Lighting Place, call Jeff Moran at (919) 942-1330.



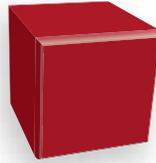
american
lighting
association

The ALA
is Taking
Action NOW
to Build
Stronger
Businesses



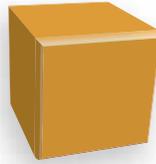
American Lighting Association

The American Lighting Association provides a solid foundation to help build your business. For more information, call 800-605-4448 or visit www.americanlightingassoc.com.



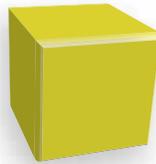
Delivering a strong government affairs program that impacts the bottom-line.

The ALA delivers access to key legislators and government agencies to fight for members interests and make certain our members have a voice in issues affecting the lighting industry.



Driving lighting sales through free consumer marketing and showroom sales leads.

The new ALA turnkey lead generation program provides referrals to member showrooms within 24 hours of a consumer calling the ALA help line. The ALA is also producing a quarterly consumer e-newsletter that showrooms can send to their customers.



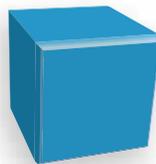
Expanding engineering efforts and advocacy positions.

The ALA will utilize our engineering resources to effectively interface with UL and CSA and advance lighting technology. The ALA is strengthening our role as an advocate for energy-efficient lighting and, importantly, its proper application and sustainability.



Delivering low cost educational programs efficiently.

New Webinar courses are time efficient, convenient, and low cost opportunities to help members stay up to date on the latest lighting applications, technologies, and trends.



Expanding consumer awareness through a Better Homes and Gardens partnership.

The third lighting-specific magazine, Lighting, will be produced in 2009 in partnership with Better Homes and Gardens magazine to raise consumer awareness of lighting design and members' products.



Providing unmatched networking opportunities.

The ALA provides unparalleled networking opportunities through showroom groups, the Initiative for the Future forum for young executives, and the Annual Conference.



Visit a Lutron®

Experience Center

- Increase your employees' knowledge
- Learn industry trends
- Identify business opportunities
- Choose the perfect product solutions to enhance design
- Increase your sales

At a Lutron Experience Center, you and your employees will discover how to find a product solution that exceeds customer expectations and enhances design.

The countless designers, contractors, architects, and specifiers who have already toured a Lutron Experience Center have told us the experience helped them understand the value of lighting control and how it can improve their clients' lives. That experience has translated directly into sales. In fact, the Lutron Experience Centers currently boast a 99 percent close rate on major home system sales.

Experience Centers offer contractor and sales associate training classes. These are a great way to get your employees excited about the energy savings and lifestyle enhancement opportunities that lighting control delivers.

Lutron Experience Centers are located in Irvine, California; Lutron headquarters in Coopersburg, Pennsylvania; Plantation, Florida; and São Paulo, Brazil. All visits are by appointment only.

Coming Soon:

A New York City Lutron Experience Center. See details in upcoming issues of LightShow.

To set up a training session for your organization, contact your local Lutron representative today or call 1.888.LUTRON1.

trends & news

In every issue of LightShow, we'll take a look at industry trends and share what we're hearing.

new product watch

Energy awareness – Although the price of energy has eased somewhat, consumers are now acutely aware of how quickly that price can rise. Lutron dimmers allow consumers to achieve a design effect while simultaneously saving large amounts of energy – beautifully.

eco-minder™



NEW Meadowlark™



Maestro®

As you dim your lights, Lutron's new eco-minder™ LED turns from red to green, indicating you are saving at least 15% energy. The color change reminds you that you are saving energy and allows you to show others how to save.

				
Light level:	Full On	85%	75%	50%
Saves electricity:	5%	15%	20%	40%
Annual savings*:	\$5.00	\$12.70	\$17.30	\$30.00
Average bulb life:	2 years	3-4 years	3-6 years	10+ years

* Actual savings may vary depending on use and application. Stated savings based on dimming (4) 75 W incandescent reflector lamps (rated at 1500 hrs each, costing \$1.75 per lamp or 3000 hour halogen bulbs costing \$3.35 per lamp) by 50% (perceived light level corresponding to 40% reduction in power level) for 5 hrs per day with electricity cost of \$0.104/kWh. To calculate your own savings visit www.lutron.com/energy.

occupancy/vacancy sensors



Maestro Dimmer or Switch with Occupancy Sensor

A Maestro dimmer or switch with an integrated occupancy sensor offers a complete solution for energy savings and convenience. The sensor turns the lights on as you enter a room and off again when the room is unoccupied. Choose a dimmer for areas where light quality and flexibility is important and a switch for other locations.



Wireless Occupancy Sensor

This innovative wireless sensor is designed for easy installation and optimum energy savings. The sensor installs in just minutes with no wiring required and communicates through radio frequency technology with a Maestro Wireless dimmer or switch. As someone enters a room the sensor turns the lights on automatically and turns them off again when the room is unoccupied.

events

KBIS Conference

April 30th – May 3rd, 2009

Show May 1-3, 2009

Georgia World Congress Center

Atlanta, Georgia

NeoCon

June 15-17, 2009

The Merchandise Mart Chicago

Chicago, Illinois

International Lighting & Accessories Market

June 25-28, 2009

Dallas Market Center

Dallas, Texas

American Lighting Association Annual Conference

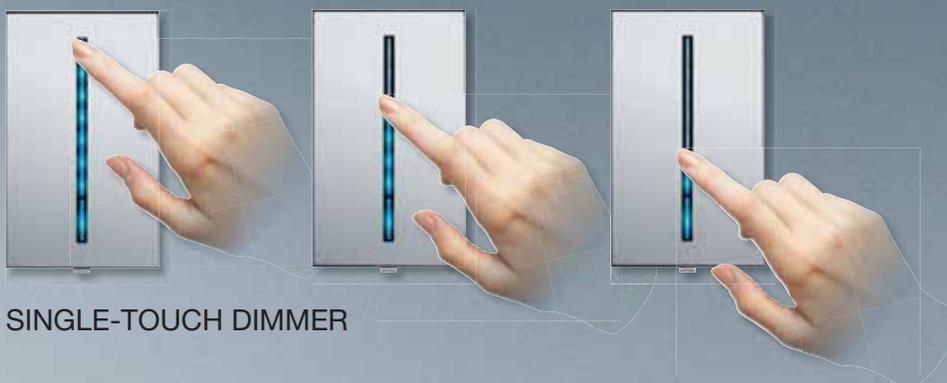
September 13-15, 2009

Terranea Resort

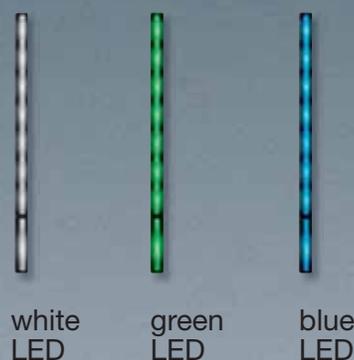
Palos Verdes, California



VERTI® | SINGLE-TOUCH DIMMER



SINGLE-TOUCH DIMMER



architectural wallplate:
10 colors,
11 metal finishes