Lutron Unveils Market Builders 2008 to Help Electrical Distributors Expand Their Markets

New Products, Programs and Training Also Prove Profitable for Contractors

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Coopersburg, PA – Lutron Electronics Co., Inc., the world leader in the design and manufacturing of light controls, is once again providing a roadmap to increased sales for electrical distributors and lighting showrooms through its annual Market Builders program—a comprehensive lineup of new products, programs, and training tools that help Lutron’s channel partners promote and sell the company’s lighting controls.

Established in 1992, Lutron’s Market Builders programs have demonstrated that distributors who implement the plans increase their sales by a significant amount over non-Market Builders accounts, according to Mike Cunningham, Director of Marketing Communications for Lutron. A distributor who chooses to aggressively promote lighting controls can increase his profits by converting his switch sales to dimmer sales, Cunningham said.

New residential market opportunities include Lutron On Board™ programs that distributors can use to get residential contactors “On Board” with Lutron (and, in some cases, into the lighting control market in general).

New residential products featured in Market Builders 2008 include:

- **Vierti™**—the single-touch lighting control that combines style, function, and remarkable innovation
- **Abella™**—a traditional opening dimmer with a delayed fade-to-off feature, advanced features, and updated styling
- **Ceana™**—a traditional opening dimmer with a glowing push button and slider track, advanced features, and updated styling
- **GRAFIK Eye® QS**—customizable, preset entire room control
- **Maestro Wireless®**—remote lighting control for interior and/or exterior lights, so the user never has to enter a dark home again
- **AuroRa®**—the pre-programmed whole home lighting control system that now comes in a switching package as well as a security package

The three separate marketing packages for On Board contractors, comprised in part by merchandising and sales tools, are:

- **Lutron Wallbox Dimmers On Board™** – Designed to get contractors ready to install Lutron dimmers and replace existing switches
- **Maestro Collection On Board™** – Promotes new Maestro technology for a room or throughout a home
- **Wireless Lighting Control On Board™** – Trains how to promote and sell pre-programmed wireless dimming with Maestro Wireless, AuroRa and RadioRA® packages
On the commercial side, new market opportunities include commercial contractor training, contractor field training, facility manager field training and Lutron’s commercial stocking program. New commercial products introduced this year include Hi-lume® 3D and Quantum™ Light and Energy Management Solution, which manages the EcoSystem™ fluorescent lighting control system and the Sivoia QED™ shading system.

The most important and proven training tools in Market Builders 2008 are the Lutron Experience Centers and Lighting Control Institute. Programs offered at Lutron Experience Centers (located in Florida, Pennsylvania, and California) include Developing the Market for Lighting Control, Driving Your Business with Lighting Control, and Enhancing High End Residential Projects with Lighting Controls. Lutron also offers live, web-based training with Knowledge Builders project sessions, and local Lutron On Board training.

“Lutron wallbox training helped me identify the opportunities out there for installing Lutron dimmers in every home,” said Todd Sailor, Owner, Todd Electric. “Now, I always keep Lutron products on my truck, ready to install. I make more money on the job, and it takes me the same amount of time as putting in a simple switch.”

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