

PILLAR 1

- Volume Handling
 - “Can you handle my high-volume orders?”
 - 6-sec – “Yes. We have over \$60 million in inventory.
 - 15-sec – “Our 300,000 sq. ft warehouse houses over \$60 million in ready-to-ship inventory, so no orders are too big.”
- Speed to Ship
 - “How fast can you get my order to me?”
 - 6-sec – “Most orders ship within 24 to 48 hours.”
 - 15-sec – “We control our warehouse so there are no delays. Most orders ship within 24 to 48 hours.”
- Proof of Scale
 - “Have you handled a big business before?”
 - 6-sec – “We deliver at the same level as Grainer and Home Depot.”
 - 15-sec – “We serve high-volume clients every day, from national franchise chains to industrial facilities.”
- Big Doesn’t Mean Slow
 - “You’re big, but are you fast?”
 - 6-sec – “Yes, we’re big, but never slow. We ship faster than most.”
 - 15-sec – “Our size doesn’t slow us down, it’s speeds us up. We’ve designed our ops for scale and speed, ensuring orders move fast.”
- Who Will I Talk To
 - “Is there someone I can talk to?”
 - 6-sec – “We have over 50 US-based lighting experts ready to help.”
 - 15-sec – “We’re not just a website. We have over 50 US-based lighting experts here ready to help you spec it, ship it, and support it.”