

PILLAR 3

- Specialization
 - “Why shouldn’t I just buy from Home Depot or Grainger?”
 - 6-sec – “They sell everything, while we focus solely on lighting.
 - 15-sec – “We’re just lighting. Not drills or plumbing. We know lighting better than anyone.
- Product Guidance
 - “Can someone help me spec this?”
 - 6-sec – “Yes! We have lighting pros standing by.”
 - 15-sec – “From layouts to lumens, our reps are certified lighting specialists. Call us and we’ll spec it right.”
- Project Understanding
 - “Have you worked jobs like ours?”
 - 6-sec – “We work warehouses, stadiums, and more every day.”
 - 15-sec – “We’ve supported lighting rollouts for commercial, industrial, multi-site, and municipal builds. We get your world.”
- Not Just a website
 - “Is this just eComm or are there real people?”
 - 6-sec – “We have real experts, real support, real fast.”
 - 15-sec – “We’ve got a full lighting support team with designers, reps, and specialists ready to help.”
- Lighting-Only Expertise
 - “How much do you really know about lighting?”
 - 6-sec – “We’ve got over 40 years in lighting. It’s all we do.”
 - 15-sec – “We’ve been doing this for over 40 years. We know it like the back of our hand.”
- Real Use-Case Consulting
 - “Can you help with unique needs?”
 - 6-sec – “Yes. We build tailored lighting packages.”
 - 15-sec – “From warehouse retrofits to new multifamily builds, we offer tailored guidance for your space, timeline, and budget”