

# Lightshow

Summer 2017



 LUTRON

# Lightshow

Summer 2017

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**02 The Main Story** Merchandising Magic

**06 LED Compatibility Tool** Creating the Best Dimmer/Bulb Match

**08 Rep Interview** Bryan Kelly, Synergy Electrical Sales

**11 What's New** Caséta Wireless App and Integration Updates

**14 News**

**16 Sales Consultant Spotlight** Steve Sharpe, Union Lighting and Furnishings

# Merchandising Magic

Make the most of Lutron programs and displays to capture customers’ attention and spell success



Effective merchandising should not only catch your customers’ eyes—it should also inform and educate. So why not take advantage of our displays and programs? They’ll help you demonstrate the Lutron difference when it comes to fashion, function, and technology. And that will help drive your sales.

## Create a Smart Home Vignette

When it comes to purchasing smart home devices, today’s consumers aren’t limited to retailers that provide A/V solutions. Smart home solutions are popping up in non-traditional outlets, including big box stores. So it just makes sense that a customer who walks into your showroom will expect that you offer those types of solutions, too.

It’s up to you, though, to be smart about how you merchandise those solutions.

### Dedicate a space

The whole idea of a smart home can be confusing for consumers, particularly when it comes to getting smart home devices to work together. That’s why it’s so important to create a dedicated smart home space in your showroom. In a dedicated space, you can educate consumers and communicate the solution’s value by letting them try it for themselves.

In 2016, **80 million** smart home devices were delivered worldwide, a **64% increase** from 2015, according to IHS Markit, a global information and analysis firm.

Your dedicated smart home space doesn’t have to be large. You might want to designate it as a “what’s hot” space and include the newest fixtures along with the latest smart home technology. You can change out the fixtures as needed, and add new technology as it becomes available.

### An important tip about your smart home space:

Make sure to put a price on each Lutron control to reinforce that you are selling the controls in addition to the fixtures.

### Let us help you

We can help you create the perfect smart home experience in our showroom with our Smart Home Vignette Kit. Choose from two options—a basic or an expanded kit. All products in each kit are fully functional.

Please contact your Lutron rep if you’re interested in purchasing a kit.

### The Basic Smart Home Vignette Kit

**Model#** SM-VIGNETTE-BK

#### Contents

- Caséta ELV+ Dimmer Wall Graphic
- Sonos Easel Graphic
- Alexa Easel Graphic
- Siri Easel Graphic
- Hunter Wi-Fi Hang Tag Graphic
- Pico Clear Acrylic Wall Plaque with Lights Pico

### The Expanded Smart Home Vignette Kit

**Model#** SM-VIGNETTE-EK

#### Contents

- Basic Smart Home Vignette Kit
- Lutron Battery Operated Roller Shade RF Bistro-2 Fabric
- Caséta ELV+ Dimmer
- Caséta Lamp Dimmer
- Caséta Bridge Pro
- Audio Pico
- Shade Pico
- Light Pico
- 3-Gang Pico Pedestal



### Show Control

The Lutron Show Control program, launched in Q1 2016, is another avenue for marketing the smart home. It was designed to help you more effectively demonstrate connected lighting and shade control with Caséta and Serena, while enhancing your fixture sales.

If you’re participating in Show Control, now’s a good time to step back and take stock of the program:

Make sure the cloud associated with your cloud control kit is up to date and that sales associates are still “showing control.”

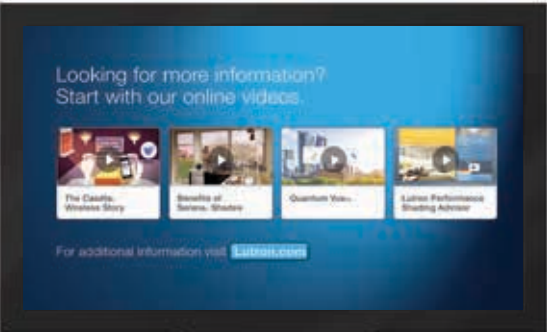
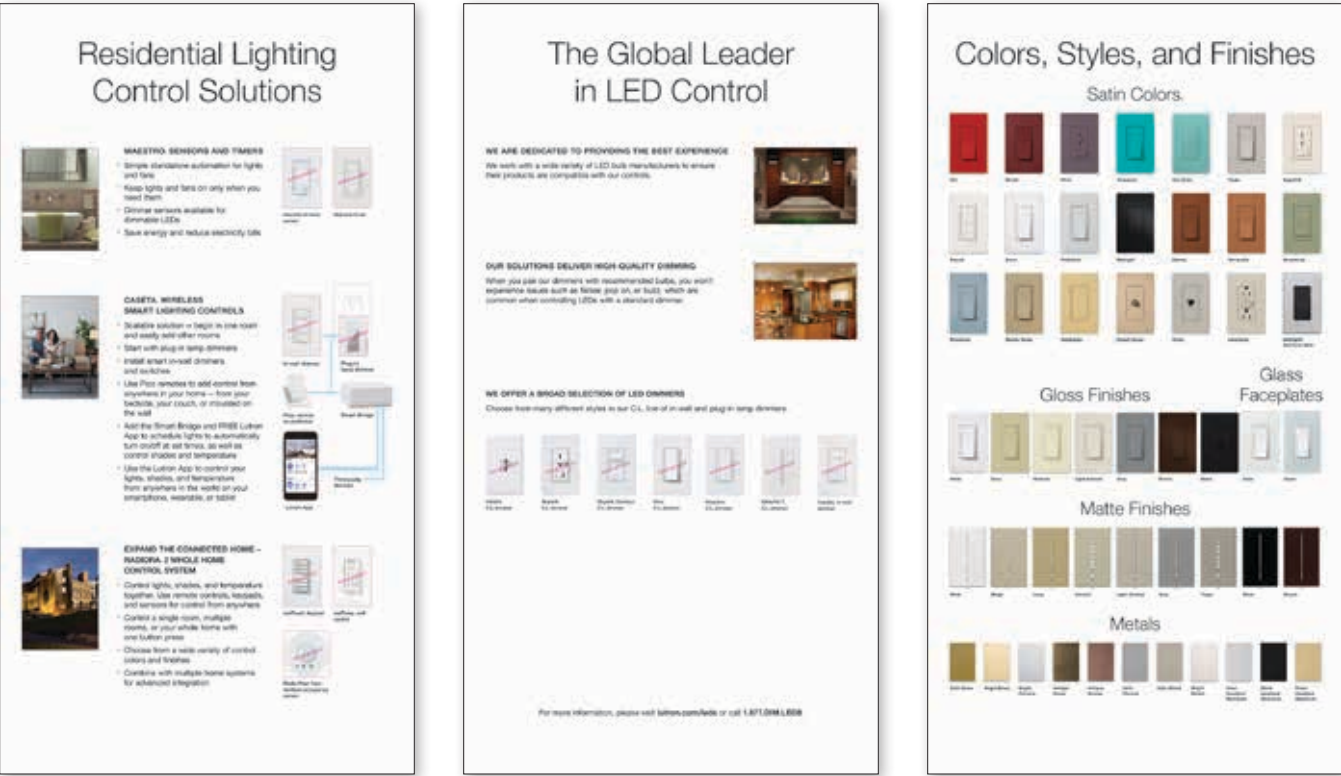
Make sure you’re using the latest Caséta products, such as the ELV+ dimmer.



Follow up with your influencers who received starter kits. Ask them about how they’ve been using the system and if they’ve recommended it to any customers. Consider using Caséta and Serena customer testimonials in your marketing materials.

Host events (if you haven’t already) for your professional customers—builders, remodelers, architects, and designers—to demonstrate the smart home right in your showroom. Work with your local Lutron rep to help organize this type of event.

# The Main Story



## Install modular displays

Our lighting showroom modular display program is a great way to help educate customers about lighting control in general, LED control, as well as the many styles and colors available for Lutron controls.

- The program consists of:
- **three panels**—residential lighting control solutions, LED control, and control colors, styles, and finishes
  - **an interactive video touchscreen** (videos can be changed on request)—Caséta, the benefits of Serena, Quantum, and the Performance Shading Advisor
  - **three-dimensional Lutron logos**—available in two sizes

Choose from several component options, based on what best fits your showroom and merchandising needs.

Farrey's Lighting and Bath, with showrooms in North Miami and Coconut Grove, Florida, took advantage of the modular display program when they were looking for an updated Lutron merchandising plan.

“The panels were proposed based on the space we provided,” said Paige Farrey, Marketing Director for Farrey’s. “The installation was very easy—

we prepped the space, Lutron shipped in the panels, and then installed them over 1½ days.”

In addition to the display panels, Farrey’s is also using the interactive touchscreen, which was loaded with Lutron Satin Colors, Serena, and C•L videos.

“Our sales staff consider the modular displays and touchscreen valuable selling

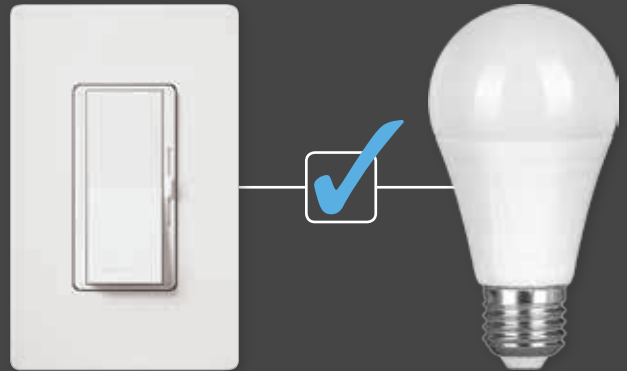
tools. Customers are drawn to the display area because it’s very clean, shop-able, and interactive,” said Paige. “Overall, it’s very helpful merchandising.”

For more information on the modular display program, please contact your Lutron rep.

# LED Compatibility Tool

## LED dimmers and bulbs:

### Creating the best match



**Not all screw-in LEDs are created equal**, which means performance varies from model to model. And that makes dimming them challenging.

With the newly revised Lutron LED compatibility tool, you can help your customers easily find the best Lutron dimmer for their LED or the best LED for their Lutron dimmer. The result? A paired solution that provides a good dimming experience.

The tool is easy to use: simply select whether you have a Lutron dimmer and need a compatible bulb or whether you have a bulb and need to know which Lutron dimmers are compatible with it.

Both the bulbs (over 800+) and dimmers listed in this tool have been tested and UL Listed to work together. You can find the tool at [lutron.com/compatibility](https://lutron.com/compatibility).

#### Tool highlights:

- Works on any platform — desktop, tablet, or mobile device
- View multiple bulbs side by side to compare lumen output, color temperatures, and wattages
- Narrow down bulbs by filtering by brand, base type, style, and wattage equivalent

# Variety Rules

## How this rep manages diverse account types—successfully

**Bryan Kelly** got his start in the lighting showroom industry while in college, where he gained lots of hands-on knowledge. In 1998, he began representing Lutron, and since then has focused on the residential channel, including showrooms, electrical distributors, residential contractors, and builders.

Today, Bryan is a Lutron rep for Synergy Electrical Sales, headquartered in Fairless Hills, Pennsylvania. Synergy’s territory includes Eastern Pennsylvania, Southern New Jersey, and Delaware.

Bryan is responsible for small accounts that have been in business for over 60 years and regional distributors with over 20 locations, to national accounts and residential contractors. With so much variety on his plate, we asked him how he juggles it all while keeping up with industry changes.

**Your account base is really broad. What are some best practices for working with each type of account?**

**Bryan:** Don’t assume one size fits all. Each account has their own nuances as far as how they like their representatives to call on them. Some are very casual in that you can stop in anytime, while others request a meeting with two or three other attendees.

Also, I have learned over time that although a quick response is always greatly appreciated, an accurate response is more important. And if you don’t know the answer, simply say you don’t know, but that you’ll find out.



**How do you successfully manage so many varied types of accounts?**

Although I do have several account types, at the end of the day they’re all typically looking for technical, design, and application assistance. I manage all of them by keeping them focused on meeting their Lutron program and sales goals—and I do that with periodic reviews throughout the year and through different Lutron promotions.

**What have you done over the years to keep your customers interested and engaged with Lutron, particularly as the lighting control industry has grown to include more manufacturers?**

We are lucky enough to have Lutron world headquarters and a Lutron Experience Center centrally located within our territory. So we try to use those as often as we can for local trainings and tours.

Additionally, our distributors look to us as a resource to assist in training their customers through Lutron presentations at their facilities or events. From the old “Earn and Learn” days to today’s RAC (Residential Advantage Contractor) sessions, Lutron has always been known for great product/industry update presentations.

**What do you do differently now than 5 or 10 years ago?**

Technology is obviously the biggest change over the last 10 years. Today we are using more and more apps, on-line tools, and videos to help train our showroom sales staff, contractors, and specifiers. These tools are a great resource, especially for contractors who are working on starting up a project and need immediate assistance.



**How has the nature of your accounts changed over the years?**

Electrical supply counters have not changed all that much over the years, but lighting showrooms have changed a lot. When I entered the industry in the late 80’s, lighting showrooms were focused solely on fixtures. Today, showrooms have expanded into furniture, accessories, blinds, and controls.

But the biggest change is probably the fact that the average homeowner is more familiar with home technology than he was 10 years ago. In turn, residential contractors are always fielding questions about “smart/connected home” technology.

# Rep Interview

## Do you help your customers determine the best strategies for selling Lutron?

Each account is different. Some require a lot of hands-on teaching while others have been selling Lutron for years. When new products are introduced those latter accounts understand where it fits into the Lutron offering and are comfortable selling it to their customers.

When an account brings on a new associate, I often meet with them to present a general overview of Lutron and help them set up a Lighting Control Institute (LCI) account. From there I recommend attending a Fundamentals class at LCI. I encourage them to ask questions and reiterate that I, as well as our inside tech team and Lutron tech hotline, are there to help them with their project.



## You mentioned that you find yourself working with more electrical contractors looking to integrate. But what about the contractors who aren't interested in integration...what do you see as the barriers to integration and how do you help electrical contractors overcome those?

We are seeing more and more young contractors incorporating controls into their everyday business, however we still have contractors who are set in their ways. They don't see the value of integration until they encounter an issue where Lutron technologies are the answer. Once that happens, they seem to be open to using basic controls and through training and technical assistance, are open to our newer technologies, especially Caséta!

## How do you keep up with the constant innovation at Lutron? And then how do you educate your customers about what's new?

Keeping my accounts updated may be the hardest part of my job! For the last several years Lutron has been great about introducing new products via webinars. And our regional managers do a fantastic job of keeping our agency up to date through quarterly meetings and local travel.

As far as keeping our customers updated, we try to touch them as often as possible through multiple mediums. I push our showrooms to sign up to receive Lightshow, and I distribute the What's New literature to commercial accounts and specifiers when I make sales calls.

For our larger rollouts, like Caséta, we host large trainings for the contractor community. And as an agency, we participate in local tradeshow and industry events throughout the year.

## How can your accounts help you help them?

I encourage all of my accounts to use the tools that Lutron provides, such as the LED compatibility tools, which were promoted in the "Get it right the first time" campaign.

# What's New

## What's New with Caséta Wireless

Exciting app and integration updates—so your smart home can do even more



### Lutron App 4.1

The updated app for Caséta makes it easier to set up a smart home, and provides more convenience and improves peace of mind for users. New features and benefits include:

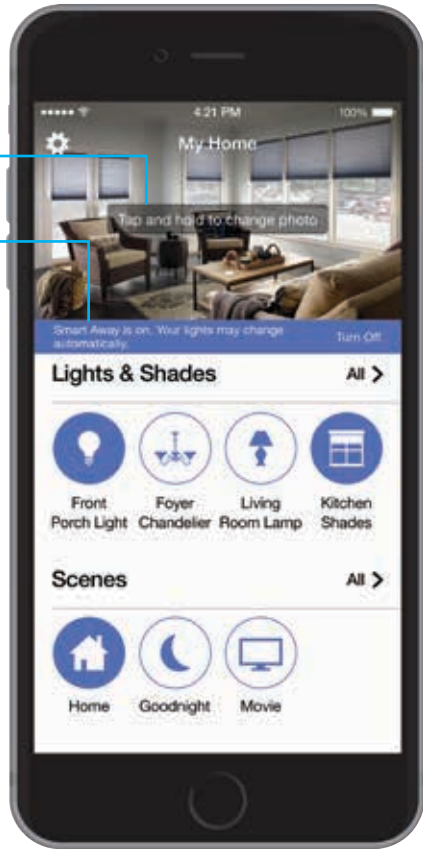
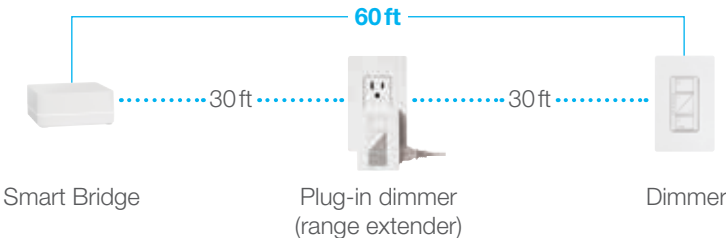
**Personalize the home screen** of the app with a custom image

**Smart Away** — This feature randomly turns lights on and off during the evening when you're not home. You can manually trigger this feature in the app at your convenience, or automatically trigger it if geofencing is turned on. You can also trigger Smart Away using the Nest Home/Away Assist feature.

Integration with the Sonos Home Sound System for **audio control** from Pico remotes and from scenes within the app

Works with Amazon Alexa for **voice control of lights and scenes**

**Range extender** — The Smart Bridge/Smart Bridge PRO has an RF range of 30 feet. Now the first plug-in dimmer you add will automatically be assigned as a range extender (view in the app), and extend the range of the system by an additional 30 feet. (One range extender per system.)



## What's New



### Integration updates

#### Works with Google Home

Change the way you control your lights by adding Google Assistant-powered devices to your Caséta smart lighting controls. The Google Assistant allows you to get answers, stream music, and manage everyday tasks—like controlling your Caséta dimmers.

The Google Assistant can also tell you the status of your lights, even when you're away from home. Ask questions—"Ok Google, are my bedroom lights on?" Then have your Google Assistant adjust your lights accordingly.

You can get hands-free help around the house with the Google Assistant on Google Home, a voice-activated speaker. Or you can use the Google Assistant to control lights while you're on the go with your Pixel or select Android phone or Android Wear device.



#### More "Works with Nest" features

In addition to working with the Nest Learning Thermostat and Nest Protect, Caséta now works with Nest Cam and Nest Home/Away Assist. Nest Cam can turn on lights when it detects someone around your home when you're not there. Nest Home/Away Assist senses when anyone is home or everyone's away and automatically adjusts the lights, shades, and temperature. Home/Away Assist can also automatically trigger the new Smart Away feature (mentioned above) in the Lutron app.



#### Works with Samsung SmartThings

Integrating Caséta Wireless with SmartThings allows you to automate your lights and shades alongside additional smart devices like sensors, locks, cameras, and more. For example, add a SmartThings Multipurpose Sensor to your entryway door and you can create a routine that turns on a few lights when you open the door in the evening. Or create a routine that turns off all the lights and closes the shades in the living room when the SmartThings Motion Sensor in the room no longer detects any motion.



#### Amazon Alexa Scene Support

Lutron scenes are now supported by Alexa, in addition to individual lights. So you can tell Alexa to "turn on Entertain" and your lights will dim, shades will adjust, and music will begin to play.

## Expand Your System

Caséta works with other connected home solutions, such as thermostats and shades, and other manufacturers' apps.



LED Compatibility Tool Wins NAILD Product Sprint Award 2017

Lutron was one of only five winners of the coveted 2017 Product Sprint Award from the National Association of Innovative Lighting Distributors (NAILD). Lutron took top honors in the Best Service category for its LED Compatibility Tool (see page 07).

The Product Sprint awards honor lighting manufacturers with the best products in five categories. NAILD distributor members voted to determine the winners of the prestigious awards, which are the pinnacle of design innovation and technical achievement.

Connect Bridge and App Win CEA Mark of Excellence Award 2017

The Lutron Connect Bridge and app were awarded lighting control product of the year at The TechHome Mark of Excellence Awards, presented by the Consumer Technology Association at this year's Consumer Electronics Show (CES).

The Connect Bridge and app provide a suite of cloud-connected, smart home features for RadioRA 2 and HomeWorks QS, including Alexa and Sonos integration, and Nest and Honeywell Wi-Fi thermostat support.

The Mark of Excellence Awards recognize the best in custom integration and installed technology. Each year manufacturers, distributors, and systems integrators compete in more than 30 award categories for this coveted honor. All entries are judged by independent experts within the industry.

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Become a Lutron 5-Star Showroom Today!

5-Star Showrooms represent the ultimate Lutron destination. At a 5-Star Showroom you can see, touch, and experience Lutron products and solutions in a fully functional environment. Each 5-Star Showroom is handpicked and certified by Lutron as one of a select number of locations throughout the U.S. and Canada.

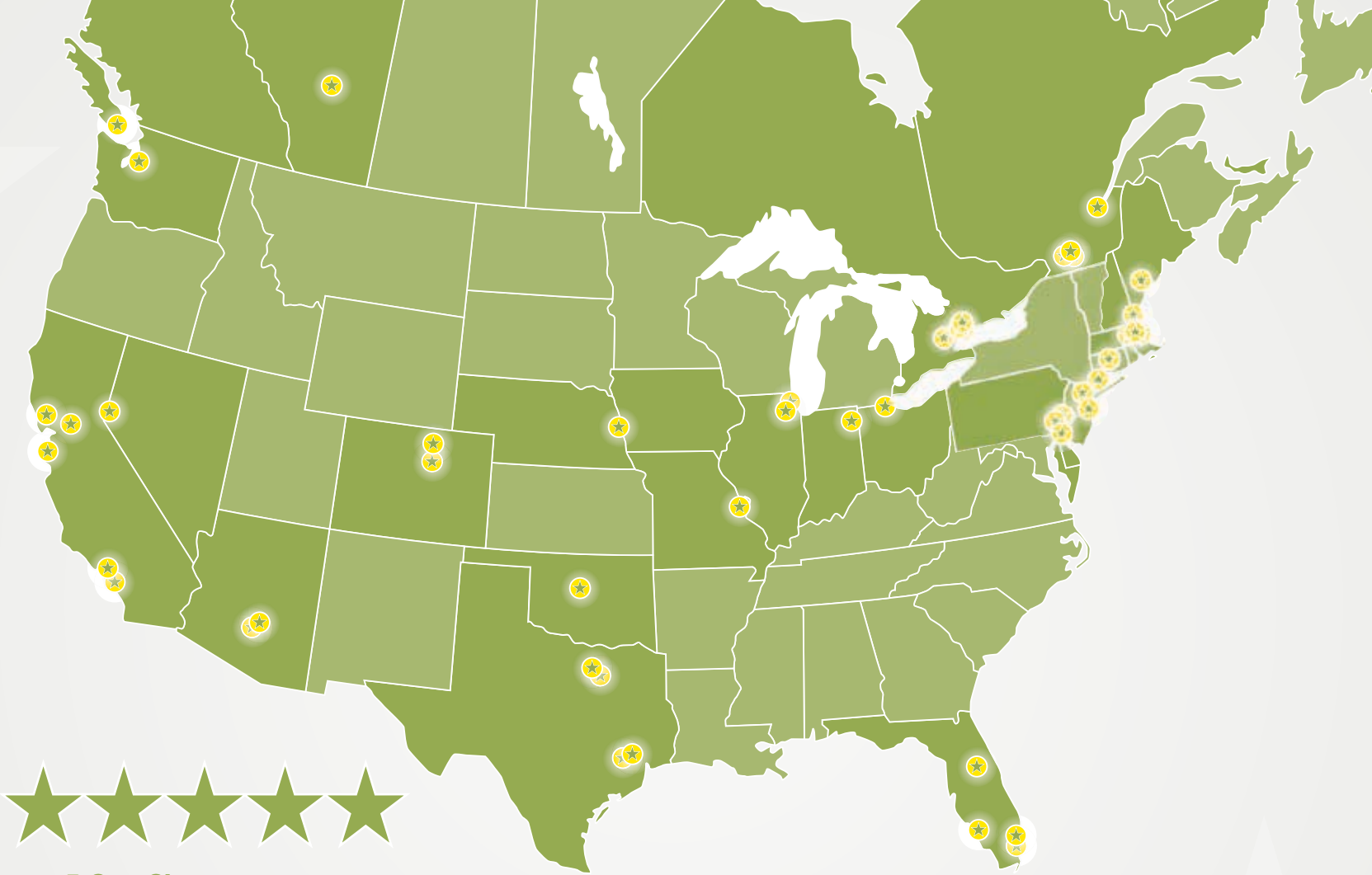
5-Star Qualifications

- Provide a working experience destination for Lutron dimmers, light control systems, shades, and fixtures
- Align with certified installers to provide home system and shading solutions
- Host residential influencer events throughout the year to promote light control solutions
- Become fully trained on all Lutron residential solutions

5-Star Benefits

- One-time MDF load of \$2,500
- Annual 5-Star plaque to display in showroom
- Included in exclusive 5-Star showroom promotions
- Supporting materials for residential influencer events
- Opportunity to win a 5-Star Category Award during January Dallas Market
- Noted as an Experience Showroom on [lutron.com/wheretobuy](http://lutron.com/wheretobuy) website

Contact your local rep for more information or Erik Anderson at 484.809.3867 or [eanderson@lutron.com](mailto:eanderson@lutron.com).



5-Star Showrooms

- A.D. Cola Lighting — Natick, MA  
Allied Lighting, Inc. — Costa Mesa, CA  
Bayshore Lighting — San Carlos, CA  
Boiteau Luminaire — Quebec City, QC  
Bright Light Design Center — Wilmington, DE  
Cabinet & Lighting Supply — Reno, NV  
Connecticut Lighting Centers, Inc. — Hartford, CT  
Cost Plus — Englewood, CO  
Denney Electric — Ambler, PA  
Echo Systems — Omaha, NE  
Energy Plus Wholesale Lighting & Design — Santa Rosa, CA  
Eurolite — Toronto, ON  
Feldman Brothers — Paterson, NJ  
Franklin Empire — Ville Mont-Royal, QC  
Gross Electric — Toledo, OH  
Hunzicker Lighting Gallery — Oklahoma City, OK  
Idlewood Electric Supply — Highland Park, IL  
Klaff's, Inc. — Norwalk, CT  
LBC Lighting — Arcadia, CA  
Light Bulbs Unlimited — North Miami Beach, FL  
Light Bulbs Unlimited — Winter Park, FL  
Lightform Lighting — Phoenix, AZ  
Lighting Concepts — Lewiston, ME  
Lighting First — Bonita Springs, FL
- Lighting Unlimited — Houston, TX  
Lighting Unlimited — Scottsdale, AZ  
Lofings Lighting, Inc. — Sacramento, CA  
M & M Lighting L.P. — Houston, TX  
McLaren Lighting — Victoria, BC  
Meletio Electric — Dallas, TX  
Metro Lighting — Chesterfield, MO  
Montreal Lighting & Hardware, Inc. — Mont-Royal, QC  
North Coast Lighting — Bellevue, WA  
Northwest Electric — Mount Prospect, IL  
Passion Lighting — Grapevine, TX  
Rittenhouse Electric Supply — Ardmore, PA  
South Dade Lighting — Miami, FL  
The Light Center — Fort Collins, CO  
The Lighting Center at Rockingham Electric — Newington, NH  
Union Lighting — Montreal, QC  
Union Lighting — Toronto, ON  
Urban Lights Inc. — Kitchener, ON  
Vaughan Electric — Woodbridge, ON  
Vivid Concepts Lighting and Design — Edmonton, AB  
Wabash Electric — Fort Wayne, IN  
Warshauer Electric Supply Co. — Tinton Falls, NJ  
Wolfers Lighting, Inc. — Allston, MA  
Wolfers Lighting, Inc. — Waltham, MA

## Sales Consultant Spotlight

Getting to know your 5-Star Showroom staff



# Steve Sharpe

Union Lighting and Furnishings,  
Toronto

**You were in the electrical wholesaler/distributor industry for 10 years, until you transitioned into the lighting industry. How did you make the transition and why?**

**Steve:** While working for an electrical distributor, I found myself becoming more interested in lighting. I moved to the lighting industry when an opportunity presented itself.

**You've been at Union Lighting since 2000 as the in-house technical sales specialist. What sort of roles did you hold in the 7 years prior to joining Union?**

I worked for a number of lighting manufacturers, mostly in a sales capacity. I also did a fair bit of lighting design.

**How is the Union showroom set up?**

The showroom is like nothing else I have ever experienced. We have about 60,000 square feet of merchandise — but the showroom isn't crammed full of stuff. Merchandise is displayed so customers can clearly see it.

We display fixtures by style and complement them with furnishings and accessories. We have areas for pendants, vanities, and outdoor merchandise. Customers can also take a virtual tour online to get an idea of how the showroom is laid out.

**Tell me a bit about your Experience Center and the Lutron updates you're currently making within it.**

Our Experience Center, which is located in our showroom, is about 400 square feet. It has an office, bedroom, and lounge. Deltech Automation is currently refitting the space for us with the latest lighting fixtures and audio-video technology. We want our customers to experience a fully automated space.

The center includes an array of Lutron products, including HomeWorks QS. Phase-adaptive modules separately control each



LED lamp in the center, so the lighting “dances” with emotion. A DMX controller controls the RGB tape lighting system on the front door entrance, which welcomes visitors as they enter the space.

We've flushed-mounted Palladiom, as well as the new glass keypads, into the drywall, to incorporate a custom look and feel. We also included a variety of Sivoia QS window coverings in the center, including roller shades in the lounge and sheers and draperies in the office.

**What Lutron solutions do you most frequently use on projects?**

Solutions vary from wallbox and wireless wallbox solutions to Caséta and RadioRA 2 systems. Budgets generally play a major part in choosing a solution, as do what the customer is looking for in terms of style, as well as lighting requirements. If the project calls for a centralized lighting solution, I will work with one of my preferred Lutron partners to develop a proposal.

**What changes have you seen in the lighting control industry over the years?**

I've been around since Lutron introduced the Skylark wallbox controls, saw the first GRAFIK Eye, and the introduction of RadioRA. I suppose the greatest changes have occurred with app-based control, as the cost of the devices has dropped, allowing for almost anyone to enjoy the “smart home” experience.

**How has Lutron responded to those changes?**

Lutron has always been on the leading edge of product development. I know, though, that Lutron will not release a product until it has been exhaustively tested.

**The lighting control industry is more complex than ever—what are some best practices that you use to ensure projects go smoothly?**

Whenever I work on a project I am careful to identify the dimming requirement of each fixture and/or lamp type, in



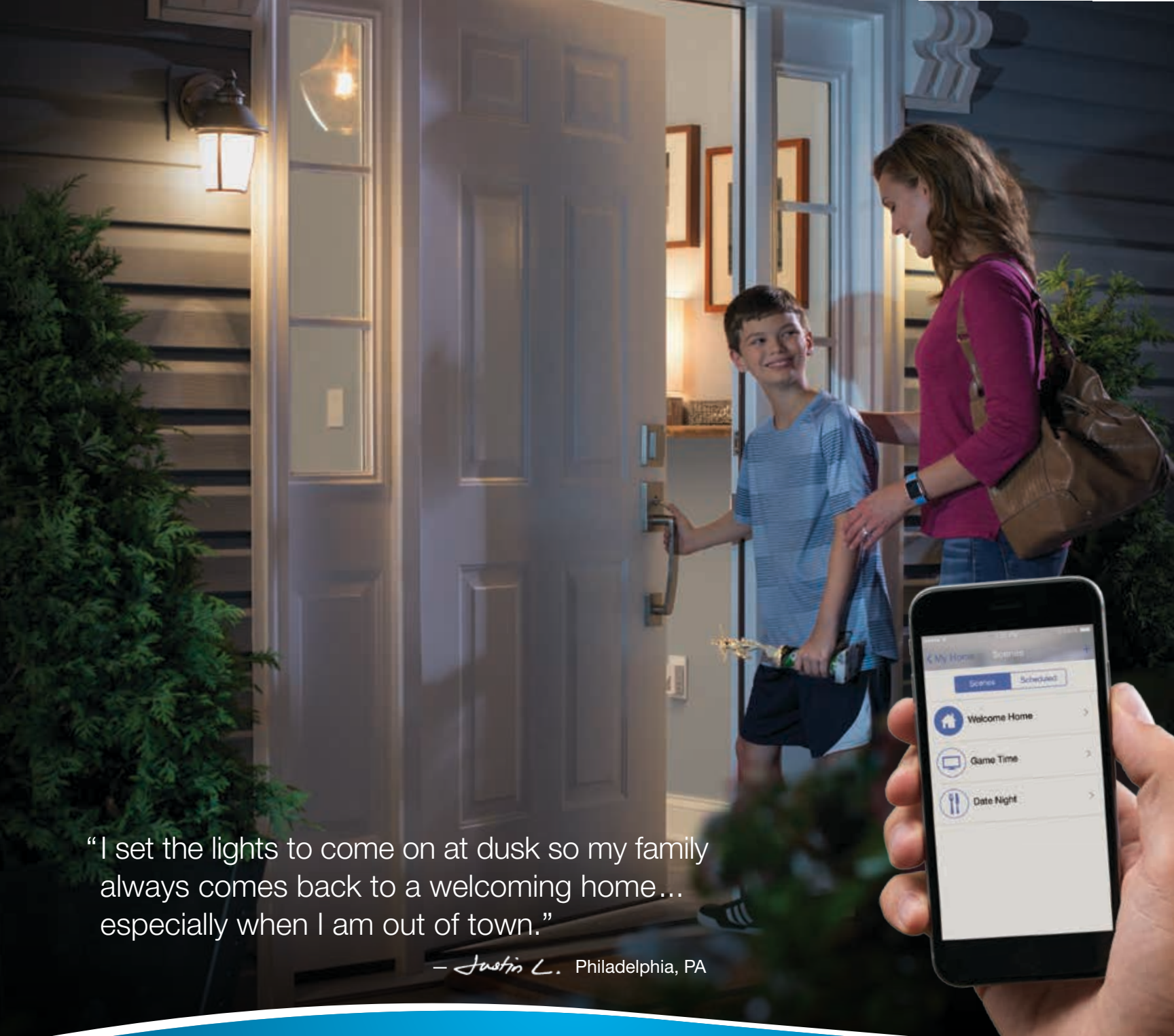
order to avoid incompatibility issues. Having a clear dialogue with the contractor is a critical part of this process.

**With the changing bulb landscape, do you find that more customers are looking for LED lighting?**

Hydroelectricity rates have skyrocketed in Ontario, and with very few exceptions, our clients are requesting LED solutions—whether they be solid state fixtures or lamps. We spend a lot of time vetting these products and researching dimmer compatibility; however issues always arise. So we rely on solutions that are proven reliable.

**How is today's customer different than the customer of 5 years ago?**




Many of today's customers are very tech savvy. And that's great, because there are so many on-line tools they can use to help find the information they're looking for. I do my best to guide them to sources that will help them arrive at the best possible solution.



"I set the lights to come on at dusk so my family always comes back to a welcoming home... especially when I am out of town."

— *Justin L.* Philadelphia, PA

## Expand your brand. Start with smart lighting control.

Caséta dimmers , remotes , and mobile app  can give your customers peace of mind, so they never have to come home to a dark house. Easy to set up and simple to use. For more ways to inspire your customers, visit **CasetaWireless.com**.

*Caséta*  
by  **LUTRON**

Seamlessly integrates with:



**SONOS**  
The Home Sound System