

Lightshow

Summer 2018





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02 The Main Story Shop lift

06 Merchandising Shades Straight talk on shades

09 What's New

10 Rep Interview Tricks of the trade/Don Lyons

12 News

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The Main Story

Shop lift

Smart strategies to help you elevate your showroom merchandising

How you merchandise can make or break your showroom. After all, merchandising is more than selling products—you're selling a retail experience. Your customers are there to shop (browse), and then buy. And that's a different objective than say, a customer who walks into a grocery store with a list of dinner ingredients and walks out 15 minutes later, mission accomplished.

When it comes to retail, your customers are looking for inspiration and ideas.

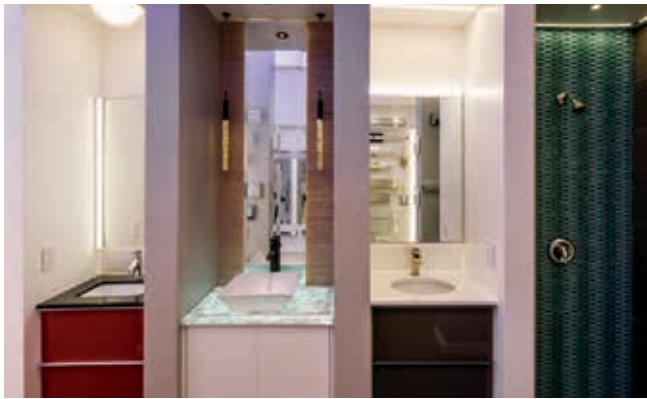
Playing to emotions

Head to southern California and any of Lightstyles by Light Bulbs Etc.'s three lighting showrooms, and you'll find shining examples of merchandising that hits the mark.

As Melvyn Kahn, president of Lightstyles by Light Bulbs Etc. says, "We need to make purchasing lighting an entertaining, meaningful, pleasant experience."

"We are in the design and decorating industry," he continues. "A customer could go online, but that's not an ideal experience when shopping for lighting."

Kahn goes on to explain that fixtures need to be seen firsthand. You can't decide about a lighting fixture online, he says, because it's an emotional buy. Lighting must invite you into your home—a feeling that isn't easily delivered over the web.



Photos courtesy of Lightstyles by Light Bulbs Etc.



To create that emotional pull and spur ideas, Lightstyles by Light Bulbs Etc. relies on vignettes, with about 24 in each showroom.

“We use vignettes so customers can see fixtures without clutter; they’re not bombarded with stuff from the left to the right,” says Kahn. “We have two types of vignettes. The first kind is room settings, including a dining room, wine room, and kitchen. These vignettes work extremely well for depicting good lighting as well as poor lighting, so customers can see the transformation from poor to good.”

They also have free-standing vignettes that feature different groups/collections of fixtures in each section.

“Our free-standing vignettes are in the form of an H,” explains Kahn, “so when you’re looking at

one side that’s where your focus is. You can see each collection or group independently without confusion from another side of the vignette, which may feature something different.”

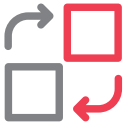
At Lightstyles by Light Bulbs Etc., they use a team of merchandisers because their displays are in flux all the time. “You have to be current; it’s not a smart use of real estate to have merchandise sitting around for 2 to 3 years,” says Kahn. “That real estate is sometimes more valuable than the product that’s in it, which is why you want to remove old product at any cost.”

He suggests working with manufacturers to see if you can work something out with new merchandise for old. “If we absolutely can’t get rid of something, we donate it to Habitat for Humanity,” he adds.

The Main Story

Merchandising best practices

According to Kahn, the following pointers are great ways to kick your merchandising into high gear. And the best part? They're all easy to do.



Embrace change. Change creates energy, so change your showroom around often to deliver an experience people will want to come back to.



Cut the clutter. Get rid of what you don't need. Too much merchandise results in sensory overload, making it difficult for your customers to know where to look.



Light bright. Make sure you can light fixtures, so customers can see what they look like when they're turned on. After all, you're selling a fixture that's meant to be lit.



Keep things shining. Replace burned out bulbs. You don't want to turn on a fixture, only to have a bulb not work.



Clean house. Make sure fixtures aren't dirty or dusty, so customers see them in the best possible light.

Building blocks

While creating an experience for your customers is key, store layout serves as the building block on which to create that experience. Traffic flow, personal space, and the sales counter location all influence how your customers browse.

Traffic flow

When customers first walk into a store, they usually stop, look around, and form an initial opinion about what they see. Remember, first impressions are lasting impressions.

Your store entrance should be open, inviting, and free of overpowering signage and displays. Customer behavior studies, conducted by Paco Underhill, a leading authority on customer retail practices and the founder and CEO of Envirosell, support this opinion. They show that customers tend to ignore displays, signage, and even manned sales counters placed close to store entrances.*

After their initial look-around, customers will usually head to the right of your store. (Customer behavior studies show that nearly 90 percent of shoppers do this.) According to Georganne Bender of Kizer & Bender, the area to the right just beyond the entrance, is best for promoting displays.*

Knowing that customers will generally head right makes a strong case for including best sellers or what's popular along this side of your showroom, as well as planning for a right to left traffic flow.

Personal space

You probably don't enjoy being crowded or brushing past another person's behind when shopping, and your customers don't, either. Make sure that pathways through your store are at least 3 feet wide—with a few extra inches if space allows. (Three feet meets ADA requirements.)

Sales counter

If customers are walking through your showroom in a right to left pattern, they will obviously end on the left. Putting your sales counter at the front left of your entrance is a natural fit, according to Georganne Bender, and won't take up prime real estate.

*Planning Your Store Layout: Step by Step Instructions, by Krista Fabregas, FitSmallBusiness.com, January 18th, 2018.



Photo courtesy of LBU Lighting, North Miami Beach

Merchandising tools you can use

Our lighting showroom modular display program is a great way to generate profitable attachment sales. Plus, it helps educate customers about lighting control in general, LED control, as well as the many styles and colors available for Lutron controls.

You can choose components based on what best fits your showroom and your merchandising needs.

Mix and match:

- Three panels—residential lighting control solutions, LED controls, and control colors, styles, and finishes
- An interactive video touchscreen—preloaded with Caséta, the benefits of Serena, Quantum, and the Performance Shading Advisor (videos can be customized with any Lutron video—see our YouTube channel for video selections; customization done remotely!)
- Three-dimensional Lutron logos—available in 30" and 74" sizes

To date, we've had over 30 showrooms take advantage of this program in some form or another. Don't miss out on this opportunity! (You can purchase components with your MDF.)

For more information, please contact your Lutron rep.

Merchandising Shades

Straight talk on shades

**Considering selling Lutron shades?
Lighting Concepts shares how they do it.**

Lighting Concepts is a Lutron 5-Star Showroom headquartered in Lewiston, Maine, that is also a full Lutron shade dealer (excluding Palladiom). They've been selling Lutron shades for about 5 years, with the first few shade jobs done with a full-service shade vendor before they ventured out on their own.

We talked to Danica Jacobson, showroom manager for Lighting Concepts, about their shade merchandising efforts.



Photo by Rene Roy

Why did Lighting Concepts decide to sell automated shades—and then why did you become a full-service shade dealer?

With shades, we saw a chance to add value to our projects by providing total lighting control.

Coordinating trades was the biggest reason for deciding to switch to being a full-service shade vendor. Our sister company is an electrical firm with a large labor base; we handle scheduling internally around our combined projects and priorities. They assist us on our larger projects with pocket installations, power panel and wiring installation, as well as large shade installations that require multiple hands, scaffolding, etc.



“With shades, we saw a chance to add value to our projects by providing total lighting control.

Danica Jacobson, showroom manager for Lighting Concepts

What styles of Lutron shades do you display?

We have both Sivoia QS Triathlon and Sivoia QS Wireless shades on display in our showroom and our design center. Our showroom features a dual roller Sivoia QS Wireless in a pocket; we also feature roller and insulating honeycomb Sivoia QS Triathlon shades. Our design center has Sivoia QS Triathlon shades on display in our front windows.

How do you merchandise Lutron shades in your showroom?

We incorporate shades into vignettes and show them in a variety of settings. In our showroom we built decorative frames and applied “murals” to create windows where we didn’t have any, and we added molding to existing windows to hide pockets and frame shades.

How often do you refresh a display or vignette that has Lutron shades?

We’ve added a different shade product/display to our showroom every year since becoming a dealer. We started with Sivoia QS Wireless dual shades in a pocket. We added Serena shades (which have since been replaced with Sivoia QS Triathlon) to our displays in both roller and insulating honeycomb styles.



Photo courtesy of Lighting Concepts



Pico remote for shades

Merchandising Shades

How do you demonstrate Lutron shade control for customers?

We control shades in our showroom with RadioRA 2 keypads, Pico shade remotes, the Lutron Connect app on an iPad, as well as with voice activation via Amazon Alexa.



Do you start the conversation about shades with customers, or do you wait for them to inquire about shades?

Our staff is trained to bring up shades and controls with customers as soon as we start talking with them about a lighting project. Sometimes it's a question as simple as "Want to see something cool?" Other times, it comes up in discussion when the shades in the showroom automatically open or close (from timeclock events or control programming).

Since we've been selling shades for a few years now and have done some target marketing for automated shades, we do have customers call or visit our showrooms just to talk about shades. We've done several projects with our affiliate partners and so they often send their customers to us for shades.

How does your shade assessment/consultation work?

Although all our design staff can speak to Lutron shades, we have a designated technology specialist who handles our control systems as well as our automated shade projects. Often, a designer will begin the conversation with a client and qualify the project before passing the project on to our technology specialist.

Typically, we schedule an appointment to come to a client's home to review the shading

solutions, fabrics, measure windows, and review installation details. We provide detailed estimates showing the shade specifications (size, fabric, headers, etc.) and outlining any special installation details. We include installation, batteries, and controls depending on the project parameters.

What are your top three pieces of advice for other showrooms that are considering becoming a full-service shade dealer?

1 — Training, training, training!

Full shade training is a must for all who will be involved with specifying, installing, and programming. Product knowledge learned at shade training results in salespeople who are vested in the product and can provide exceptional customer service.

2 — Start small.

Picking one product line and doing jobs that allow you to test the market will allow you to navigate the ins and out of shades without negative impacts to your bottom line.

3 — Expect to make mistakes.

Mistakes are a part of the learning curve. Even mistakes such as improper measuring help you improve your process/system. And that helps improve the customer's experience.

What's New

Radio Powr Savr sensors now work with RA2 Select

The functionality of RA2 Select continues to grow, with the addition of ceiling and wall-mount sensors.

Your customers can enjoy the convenience of hands-free lighting control in laundry rooms, garages, and more, with a Radio Powr Savr occupancy/vacancy sensor. Radio Powr Savr sensors, like Pico remotes, automatically configure when added to the system.



Caséta now works with Stringify

Stringify is an app that ties your smart home products together to create unique experiences—Stringify calls them flows.

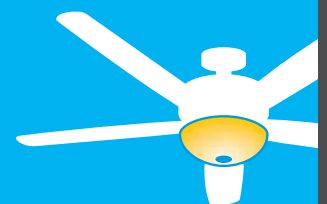
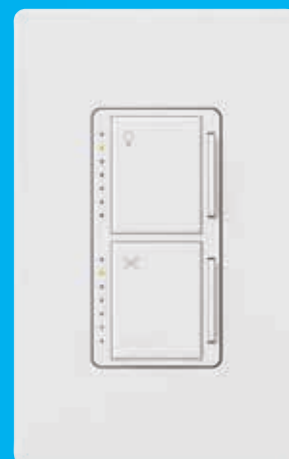
For example, a Movie Night Flow might dim the Caséta controlled lights, close Serena shades, set back the Nest Learning Thermostat, and turn on the TV (via the Logitech Harmony remote).



Maestro fan control and LED dimmer

Now your customers can conveniently dim their LED lights and adjust fan speed from one wall control.

- C•L dimmer for dimmable LEDs and incandescent/halogen bulbs
- 75 watt dimmable LED; 250 watt incandescent/halogen
- No neutral wire or canopy module required (separate wire required for fan and light)
- Single pole only
- 4-speed fan control (fully compatible with 3-speed fans)
- Available in 26 colors



Tricks of the trade

8 merchandising tips for engaging your customers



Photo by Jeff Engel

“Merchandising is a silent salesman.”

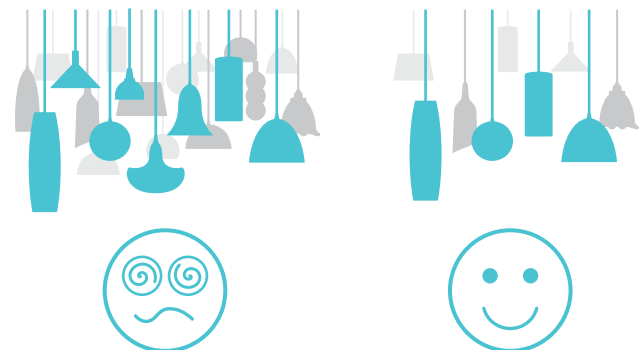
So says Don Lyons, this issue’s featured rep. Lyons, who works for Laurent Lyons Lighting in Fort Lauderdale, Florida, has been calling on showrooms in one role or another for 20

years. Suffice it to say, he knows a bit about showroom merchandising. In keeping with the spirit of this issue, we asked him for his top merchandising tips.

Here’s what he had to say.

1 Create an experience

You want to merchandise in a way so that customers pause to look, touch, read, or ask a question.



2 Limit the number of choices

I see a lot of choice confusion—which often occurs in smaller stores with limited space and larger fixtures. The tendency is to show more product than is effective. For example, you might see all types and price points of bathroom lights grouped together, which is too much of the same-looking product in one space.

A better strategy is showing less product, because it’s much easier for customers to decide on what they want. Good/better/best choices are a nice option, arranged by style then price point.

3 Freshen up

How often you refresh your showroom depends on your manpower. A good rule of thumb is two times a year or whenever new product is introduced.

4 Tell a story

Telling a story gives you an opportunity to generate emotional pull, while at the same time explaining how a product or solution will benefit the customer.

For example, you could create a vignette that demonstrates voice control with Caséta and Alexa, so customers can see not only the benefits of dimming, but the convenience of voice control.

Or you could install an interactive touchscreen or looping video, for sharing more information about specific products.

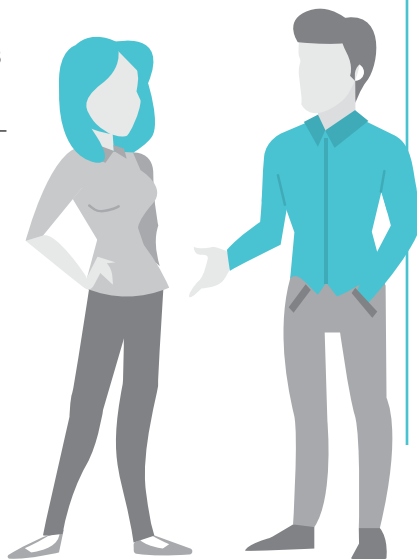
You could also use shelf talkers, hang tags, or sandwich boards to tell a story.

5 Start a conversation

Signage or hang tags with short messages can serve as conversation starters between customers and staff, or at the very least, give customers something to think about.

Why not put a sign under a Satin Colors display that reads, “Match your dimmer with your backsplash”?

Or remind customers with a simple hang tag that their 15-year-old dimmer won't work with that new LED fixture they're considering.



6 Showcase what's hot

Put the hot trends up front, so that people can see them from the street. You want to draw them in if they're window shopping. Putting your most expensive fixtures at the front of the store might scare people off.

7 Know your customers' taste

Make sure to merchandise according to the style demographics in your area. For example, in Miami Beach, the style is clean and contemporary, whereas in Boca Raton it's more transitional.

8 Go above and beyond

Delivering outstanding customer service sounds like a no-brainer. But it really is the value-add over purchasing a fixture online.

Shopping online, like having too much product in-store, is a source of choice confusion. While your customers may research price and style online before walking into your showroom, they're coming to you for personal assistance. You can help them in choosing a fixture that will best meet their needs, budget, space, and taste.

You're also there if they run into any problems with the fixture once they get it home. A virtual store doesn't have the ability to pick up and re-box a fixture. If you're buying a white t-shirt online, the sales returns/service probably meets your expectations. But online returns won't meet your needs when you're buying an expensive fixture.



News

Lutron acquires Ketra

Lutron has signed an agreement to acquire Ketra, whose Natural Light solutions provide the highest-quality light—light that seamlessly emulates daylight in interior spaces.

Founded in 2009 in Austin, Texas, Ketra offers lighting and control solutions that deliver beautiful, customizable light in residential and commercial environments. Ketra's selection of light sources creates high-quality white, pastels and saturated colors, which enhance the look of any space and allow you to precisely tailor the light to meet the needs of the space. For example, enjoy a bright, energizing light in your office—or a warm, comforting light in your living room.

Ketra products are sold through select U.S.-based lighting showrooms and A/V dealers.

To learn more please visit ketra.com.

RA2 Select Doubles Up on Awards

We're excited to announce that our newest residential solution, RA2 Select, received two honors earlier this year.

CTA 2018 TechHome Mark of Excellence Awards Lighting Control Product of the Year

The Consumer Technology Association (CTA), in conjunction with CE Pro, recognizes groundbreaking consumer electronics technologies and installations. (Entries are judged by an independent panel of industry experts.)

2018 NAILD Product Sprint Awards Best Control

The National Association of Innovative Lighting Distributors (NAILD) awards are the pinnacle of design innovation and technical achievement; entries are voted on by NAILD distributor members.

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.

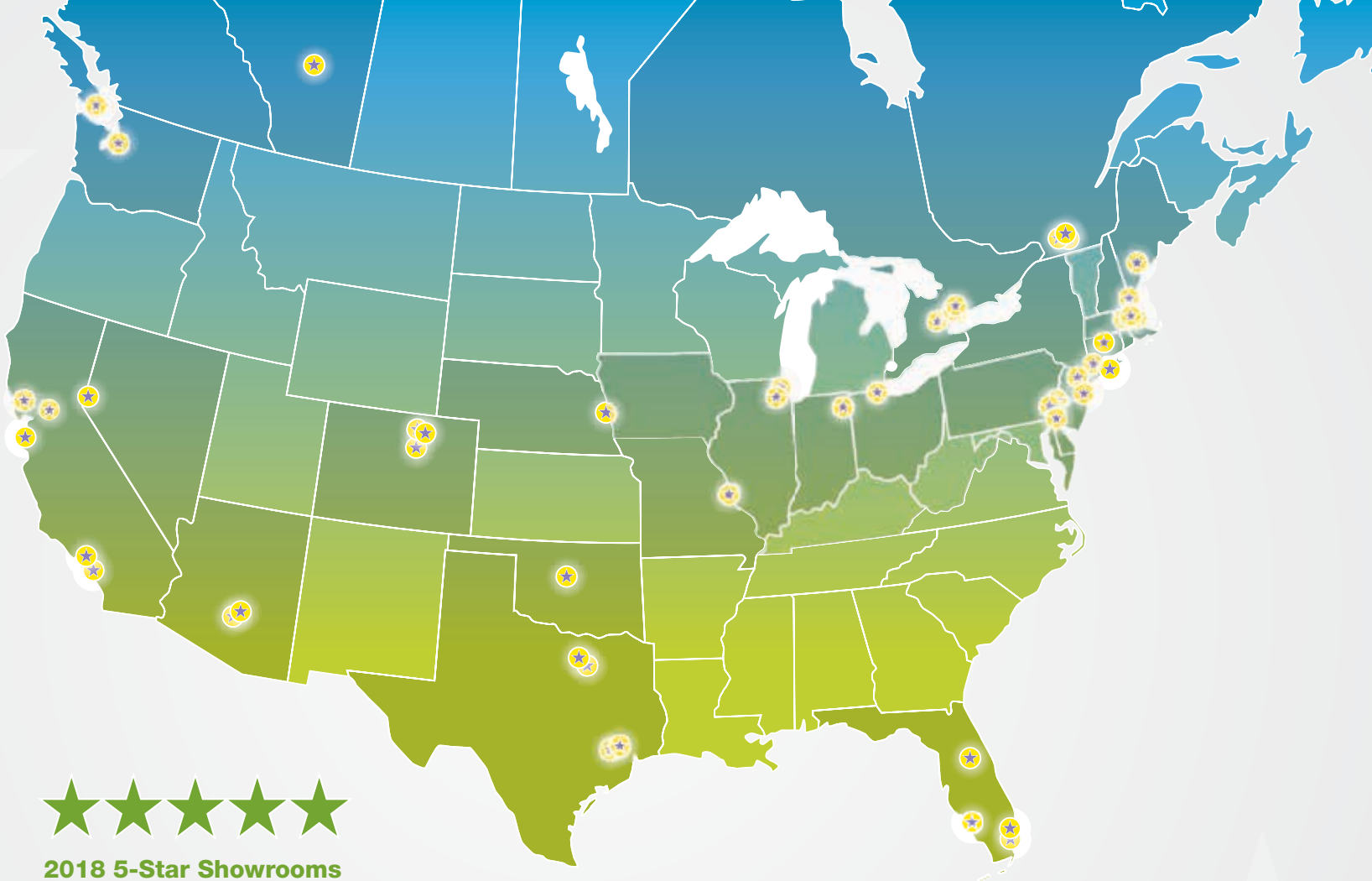
5-Star Qualifications

- 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 website

Contact your local rep for more information or Erik Anderson at 484.809.3867 or eanderson@lutron.com.



2018 5-Star Showrooms

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

RA2 Select

Whole home lighting control made simple



SIMPLE. FAST. FLEXIBLE.

Easy app setup

Automated system configuration

Connect up to 100 devices
throughout the home

Visit lutron.com/RA2Select to learn more.

