

Show, Tell, and Sell Solutions



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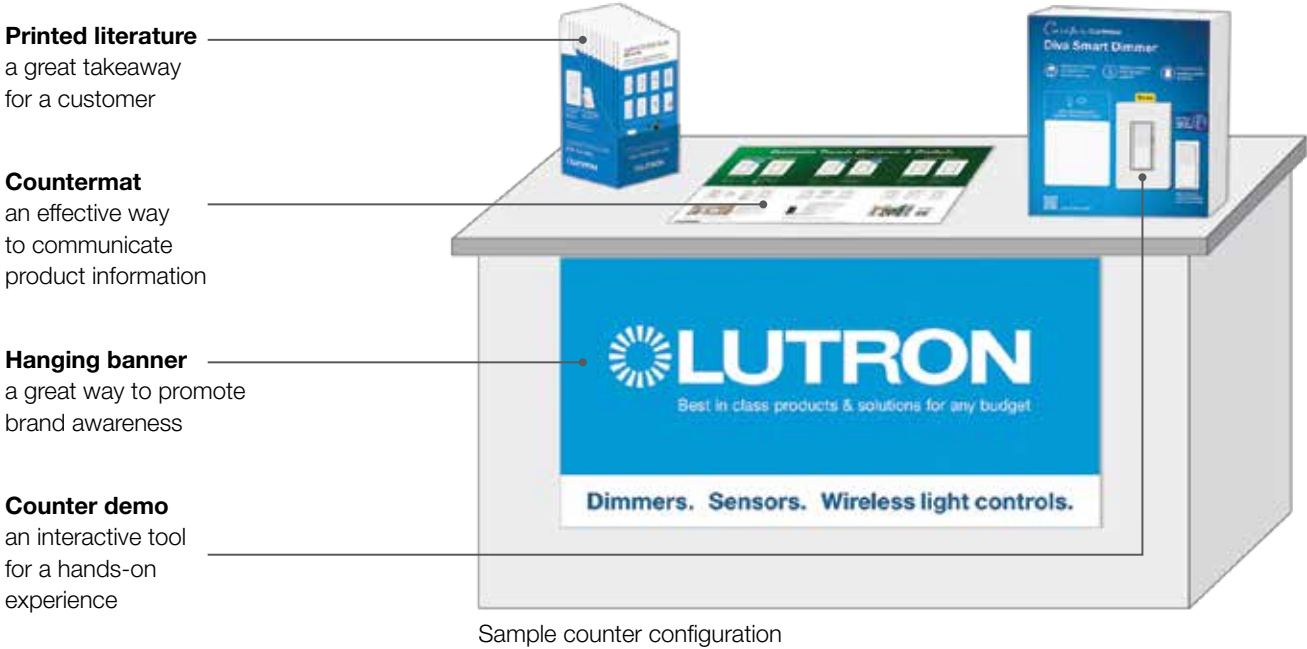
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Merchandising Display Options

Engaging, in-store merchandising creates a better in-branch product experience

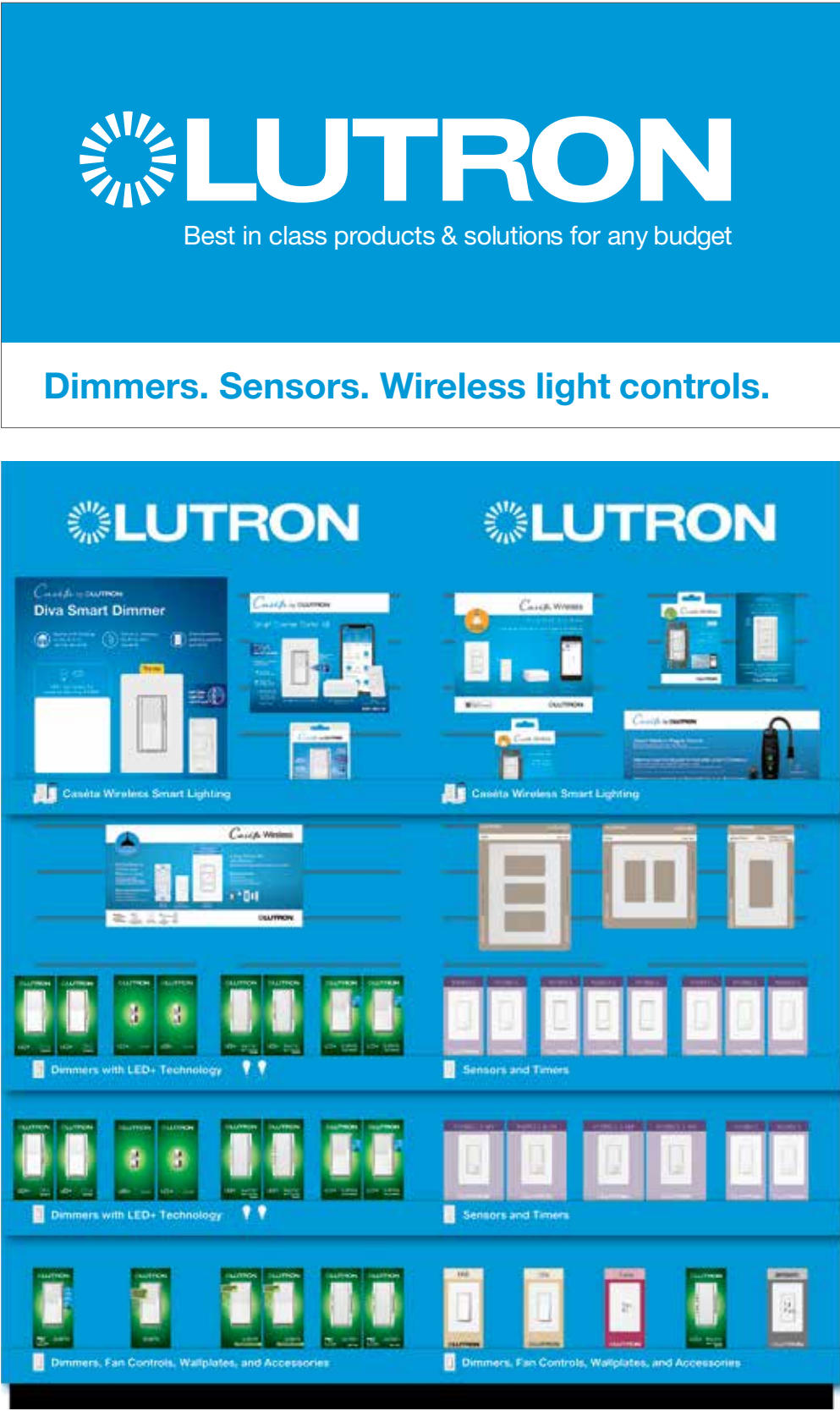
Counter approach

Utilize the counter area to create greater sales opportunities. Layering countermats, counter demos, and literature is a great way to promote product at pick-up.



Planogram approach

Create a Lutron destination that's visible from the entrance. Utilize multiple merchandising options to provide an informative and experiential planogram for your customers.



Signage

Endcap headers

Dimensions: 36 in. W x 26 in. H

Price: \$70.00 USD | \$90.00 CAD



Caséta endcap headers

ED-CASWW-SIGN

ED-CASWW-SIGN-F*

(French Canadian model not shown)

Dimensions: 36 in. W x 22 in. H

Price: \$70.00 USD | \$90.00 CAD



LED+ endcap header

ED-CL-SIGN

ED-CL-SIGN-F*

(French Canadian model not shown)

Planogram Signage

Gondola kit

Dimensions: Header: 24 in. W x 6 in. H or 48 in. W x 6 in. H

Product shelving cards: 12 in. W x 4 in. H or 24 in. W x 2 in. H

Price: \$100.00 USD | \$127.50 CAD



Gondola kit

ED-SHELFKIT

ED-SHELFKIT-F*

(French Canadian model not shown)

Planogram Signage

Pegboard kit

Dimensions: Header: 24 in. W x 6 in. H or 48 in. W x 6 in. H
Product cards: 12 in. W x 4 in. H or 24 in. W x 4 in. H

Price: \$100.00 USD | \$127.50 CAD



Pegboard kit

ED-POGKIT
ED-POGKIT-F*
(French Canadian model not shown)

Banners

Hanging banners

Dimensions: 24 in. W x 32 in. H
Price: \$40.00 USD | \$52.50 CAD



Caséta hanging banner

ED-CS-BANNER
ED-CS-BANNER-F*
(French Canadian model not shown)



Lutron hanging banner

ED-LUTRON-BANNER
(French Canadian model not shown)



Sensors hanging banner

ED-MS-BANNER
(French Canadian model not shown)



LED+ hanging banner

ED-CL-BANNER
ED-CL-BANNER-F*
(French Canadian model not shown)



Sunnata hanging banner

ED-SUNN-BAN
ED-SUNN-BAN-F*
(French Canadian model not shown)



RadioRA 3 hanging banner

ED-RA3-BANNER
ED-RA3-BANNER-F*
(French Canadian model not shown)

Banners

Hanging banners

Dimensions: 48 in. W x 24 in. H
Price: \$40.00 USD | \$52.50 CAD



Lutron hanging banner
MB-BANNER
MB-BANNER-F*
(French Canadian model not shown)

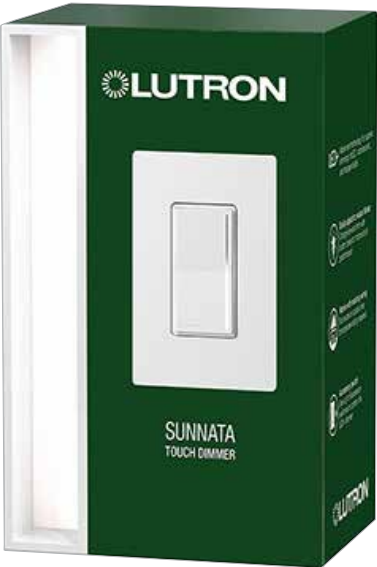


Vive hanging banner
ED-VIVE-BANNER
ED-VIVE-BANNER-F*
(French Canadian model not shown)

Demos

Countertop demos

Dimensions: 6.5 in. W x 10.5 in. H x 4.75 in. D
Price: \$400.00 USD | \$510.00 CAD



Sunnata countertop demo
ED-CTR-SUNN
ED-CTR-SUNN-F*
(French Canadian model not shown)

Dimensions: 11 in. W x 10 in. H x 4.5 in. D
Price: \$300.00 USD | \$380.00 CAD



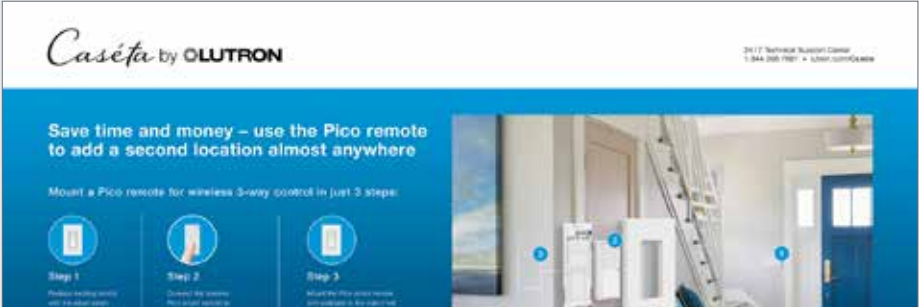
Diva smart dimmer countertop demo
ED-CTR-DVRF
ED-CTR-DVRF-F*
(French Canadian model not shown)

Countertermats

Countertermats

Dimensions: 22.5 in. W x 16.5 in. H (Control Comparison Guide 17 in. x 11 in.)

Price: \$10.00 USD | \$12.75 CAD



Caséta countermat

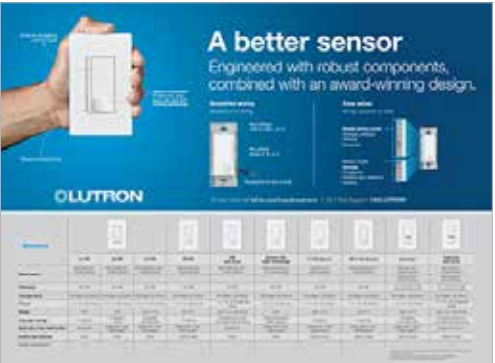
ED-CASETA-CMAT
ED-CASETA-CMAT-F*

(French Canadian model not shown)

LUTRON Control Comparison Guide Find the right lighting solution for your project.				
	Standalone Controls	Caséta System	RA2 Select System	RadioRA 3 System
Description	Advanced control of light beyond on/off	Easy entry into smart home	A pro-grade entry into high-end smart lighting control	A customizable system for qualified installers
System Devices	N/A	75 (1 hub + 1 repeater)	100 (1 main repeater + 4 repeaters)	200 ClearConnect Type A and 200 ClearConnect Type X (8 processors)
System Architecture	N/A	Wireless (RF)	Wireless (RF)	Wireless (RF)
Setup Tools	Button-press programming	100% App-based Remote editing by request	100% App-based Remote editing by request	Laptop/PC programming tool App commissioning and editing Full remote service Cloud backup
Load Types	LED+ Fans (AC only)	LED+ ELV/MLV Phase adaptive 0-10 with interface Fans (AC only)	LED+ 0-10V ELV/MLV Phase adaptive Switch relay Fans (AC only)	LED+ 0-10V ELV/MLV Phase adaptive Switch relay Contact closures Fans (AC only)
Control Options	Dimmers (in-wall, lamp) Motion sensors Fan controls Switches	Dimmers (in-wall, lamp) Motion sensors Fan controls Switches (+) Pico remotes (+) App (+) Astronomic timesclock (+) RF module (+) Appliance module Pico Original	Dimmers (in-wall, lamp) Motion sensors Fan controls Switches Pico remotes App Astronomic timesclock (+) RF module (+) Appliance module Pico Original	Dimmers (in-wall, lamp) Motion sensors Fan controls Switches Pico remotes App Astronomic timesclock RF module Appliance module (+) Reproduct (w/ personalized text) (+) Contact closures (+) Outdoor plug
Wall Aesthetics	Araceli Dalia Olivia Lumina Maestro Rotary Sylark Contour Sunnata 20+ colors	Claro Dalia Olivia Pico Paddle Pico Original 6 colors	Maestro Pico Original 20+ colors	Sunnata Maestro Sylark Pico Paddle Pico Original 20+ colors
Shade Pairings	N/A	Sevens shades Triathlon shades (w/ Pico hub) Siena OS wireless shades (w/ Pico hub)	Triathlon shades Siena OS wireless shades Palladium wire-free shades	Triathlon shades Siena OS wireless shades Palladium wire-free shades
Lighting Pairings (with CCT options)	N/A	N/A	N/A	Lumina tunable white tape light
Smart Home Integration/Works With	N/A	Amazon Alexa, Apple Home, Google Home, Ring, and more.	Amazon Alexa, Apple Home, Google Home, Jabra, and more.	Amazon Alexa, Apple Home, Control 4, Crestron, Google Home, Jabra, iSmart, Lutron, and more.

Control comparison guide countermat

ED-SYSCOMP-CMAT



Residential wallbox countermat

ED-MISLED-CMAT
ED-MISLED-CMAT-F*

(French Canadian model not shown)



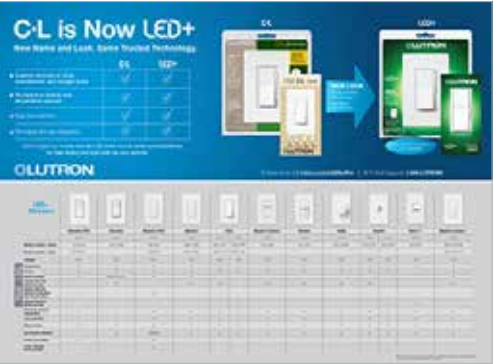
Back



Sunnata countermat

ED-SUNN-CMAT
ED-SUNN-CMAT-F*

(French Canadian model not shown)



Back

Displays

Powered displays

Dimensions: 26 in. W x 26 in. H x 7 in. D
Price: \$800.00 USD | \$1,000.00 CAD



Caséta smart lighting display
ED-DISP-CAS-DS
ED-DISP-CAS-DS-F*
(French Canadian model not shown)



Vive wireless display
ED-DISP-VIVE
ED-DISP-VIVE-F*
(French Canadian model not shown)



LED+ dimmers display
ED-DISP-LED
ED-DISP-LED-F*
(French Canadian model not shown)



Maestro sensors display
ED-DISP-SENS
ED-DISP-SENS-F*
(French Canadian model not shown)

Non-powered display

Dimensions: 27 in. W x 17 in. H x 8.5 in. D
Price: \$200.00 USD | \$228.10 CAD



Lutron sensor displays
ED-SNSR-INWALL

Contractor Tools

Diva smart demo kit

Dimensions: 13 in. W x 11 in. H x 5 in. D
Price: \$480.00 USD | \$605.00 CAD

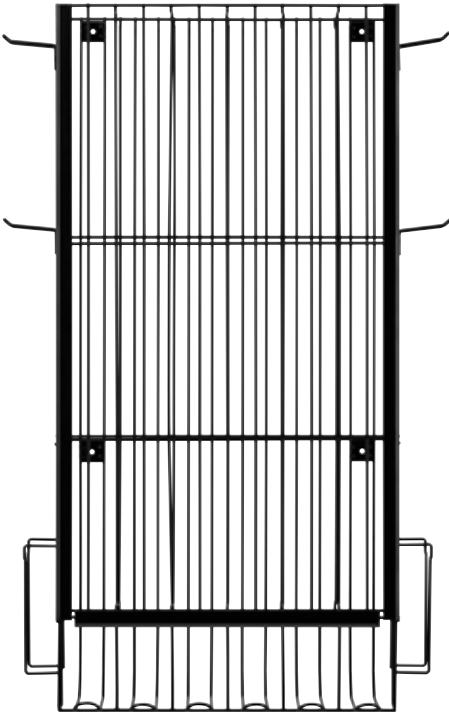


Diva smart demo kit
DIVASMART-DEMO
DIVASMART-DEMO-F*
(French Canadian model not shown)

Gravity Feed

Gravity feed rack

Dimensions: 20.619 in. W x 32.140 in. H
Price: \$60.00 USD | \$77.50 CAD



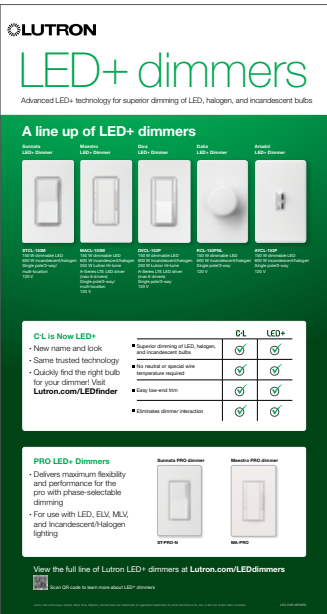
Gravity feed rack
MP-BX-WRD
(Screw into slat wall–no fins on rack)

Gravity feed graphic cards

Dimensions: 15.375 in. W x 28.125 in. H
Price: \$10.00 USD | \$12.75 CAD



Maestro sensor gravity feed graphic card
MS-HDR-MPWRD
MS-HDR-MPWRD-F*
(French Canadian model not shown)



LED+ dimmers gravity feed graphic card
LED-HDR-MPWRD
LED-HDR-MPWRD-F*
(French Canadian model not shown)

Color Samples

Satin finishes keychain

Dimensions: 2 in. W x 3 in. H x 1.5 in. D
Price: \$20.00 USD | \$25.50 CAD



Satin finishes keychain
SF-CK-1

Architectural matte keychain

Dimensions: 2 in. W x 3 in. H x 0.75 in. D
Price: \$10.00 USD | \$11.50 CAD



Architectural matte keychain
AM-CK-1

Architectural metal sample

Dimensions: 9 in. W x 4 in. H x 1 in. D
Price: \$50.00 USD | \$57.05 CAD



Architectural metal sample
AMTL-CK-1

Designer gloss keychain

Dimensions: 2 in. W x 3 in. H x 0.5 in. D
Price: \$15.00 USD | \$17.15 CAD

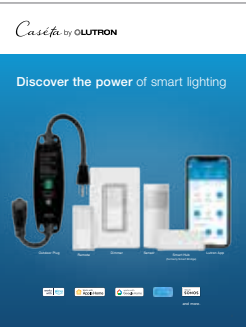


Designer gloss keychain
DG-CK-1

Literature

AIS literature piece	Part number
Sunnata Family Brochure	367-2893
Satin Finishes Takeaway Brochure	367-2918
Caséta Trade Brochure	367-2499
In-Wall Sensors Brochure	367-2479
Power of the Pico Brochure	367-2821
RA3 Product Reference Guide	367-2892
RA3 One Page Sell Sheet	367-2897
Volume 1 Catalog	367-1746
LED+ Maestro Duals Sell Sheet	367-2955
Vive Design Guide	367-2597
Contractor Visor Guide	367-2883
Contractor Visor Guide Counter Tray**	367-2883/BOX

*Contact your Lutron rep for localized literature
**Tray includes 20 Contractor Visor Guides



Caséta trade brochure
367-2499



In-wall sensors brochure
367-2479



Sunnata Touch family sellsheet
367-2893



Vive design guide
367-2597



Satin finishes takeaway brochure
367-2918



Contractor visor guide counter tray**
367-2883/BOX

Enhanced Digital Assets

Lutron provides enhanced product content and digital assets for all top-performing SKUs, regularly refreshing them to stay relevant and drive engagement.



LUTRON

Lutron Diva Smart Dimmer Switch for Caseta, 150W LED, Single Pole, No Neutral Required, 120V, DVRF-6L-WH, White

Manufacturer: Lutron | Model # DVRF-6L-WH

\$69.95/each [ADD TO CART](#)

Log in or register to view price, purchase history, and more

 Pick up in store
  Delivery

Description: Introducing the Diva smart dimmer switch for Caseta smart lighting. Lutron's #1 dimmer is now smart and works with your existing Caseta products. Match existing Diva LED+ dimmer switches in your home with the same elegant, recognized paddle style, updated to match existing Caseta products with an LED-backlit light bar. Welcome Home to Peace of Mind - always come back to a well-lit home with the Diva smart dimmer switch. Enable the Smart Away feature to randomly turn lights on and off to make it look like you're home, even if you're away (smart hub required). Use the smart hub to connect your Diva smart dimmer switch to more leading smart home brands.

[READ MORE](#)



Features & Benefits

- Lutron's most popular dimmer is now smart; matches existing Diva LED+ dimmer switches in the home
- Works with 150W LED bulbs or 600W incandescent bulbs
- Does not require neutral wire
- Tap buttons for full on/off; adjust slider to dim or brighten light level
- Preset allows you to turn your lights on to your preferred, predetermined level
- Soft-glow light bar provides easy and precise dimming control
- Add a 2nd switch anywhere by pairing with a mountable Pico remote (sold separately)
- Use with a mechanical switch to create a 3-way application
- Add a smart hub to connect with Alexa, Apple Home, the Google Assistant, Ring, Serena Shades, SONOS, and more
- Control at the wall, with a Pico smart remote, with a phone, or voice assistant (smart hub required for phone and voice assistant control)

Additional Resources

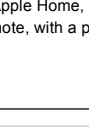
Brochure



Sell sheet



Installation guide



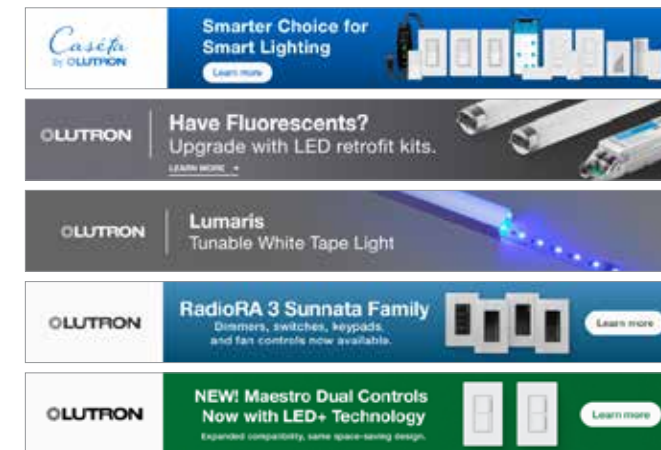
Specification guide



Banner ads

Static and animated gif banners available for C-Flex, Lumaris, RA 3, Maestro Duals, Caséta and more.
Contact your local Lutron sales rep to learn more.

728x90



320x250



320x100



120x600



160x600



All Lutron product content is available through the IDEA Connector, DDS, other syndication platforms, or through your local Lutron representative.

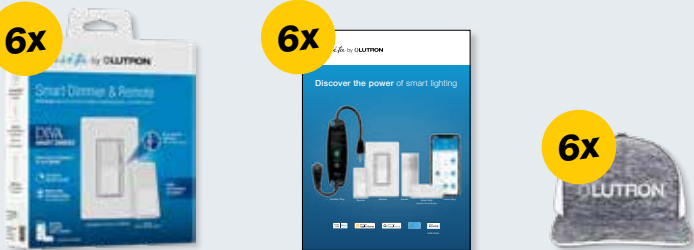


Sales Day in a Box (SDIAB)

Use MDF to create promotions that drive attendance at your next sales event or contractor training. Available while supplies last.

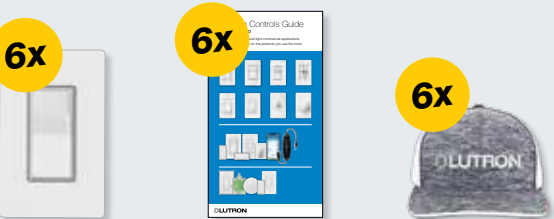
Caséta Promotional Selling Tool

For \$400 US/\$500 CAD in MDF, this kit includes (6) Diva smart dimmer & remote kit samples, (6) Caséta trade brochures, and (6) Lutron-branded hats).



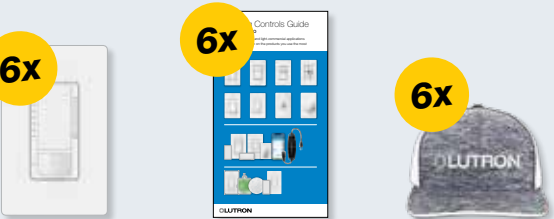
Wallbox Promotional Selling Tool

For \$300 US/\$400 CAD in MDF, this kit includes (6) Sunnata LED+ dimmers, (6) Contractor visor guides, and (6) Lutron-branded hats.



Sensors Promotional Selling Tool

For \$230 USD/\$300 CAD in MDF, this kit includes (6) Maestro occupancy sensors, (6) Contractor visor guides, and (6) Lutron-branded hats.



How to Order Sales Day in a Box

To order kits with MDF

To purchase SDIAB kit(s) with MDF, put a plan in the MDF tool.
Claim Number required.

To order kits without MDF

To purchase SDIAB kit(s) without MDF, order through Connect Store/MyOrders.
PO Number required.

Display Model Number List

Model Number (US)	Model Number (CA)	Description	USD	CAD
ED-CASWW-SIGN	ED-CASWW-SIGN-F	Caséta endcap headers	\$70.00	\$90.00
ED-CL-SIGN	ED-CL-SIGN-F	LED+ endcap header	\$70.00	\$90.00
ED-SHELFKIT	ED-SHELFKIT-F	Gondola kit	\$100.00	\$127.50
ED-POGKIT	ED-POGKIT-F	Pegboard kit	\$100.00	\$127.50
ED-CS-BANNER	ED-CS-BANNER-F	Caséta hanging banner	\$40.00	\$52.50
ED-LUTRON-BANNER	–	Lutron hanging banner	\$40.00	\$52.50
ED-MS-BANNER	–	Sensors hanging banner	\$40.00	\$52.50
ED-CL-BANNER	ED-CL-BANNER-F	LED+ hanging banner	\$40.00	\$52.50
ED-SUNN-BAN	ED-SUNN-BAN-F	Sunnata hanging banner	\$40.00	\$52.50
ED-RA3-BANNER	ED-RA3-BANNER-F	RadioRA 3 hanging banner	\$40.00	\$52.50
MB-BANNER	MB-BANNER-F	Lutron hanging banner	\$40.00	\$52.50
ED-VIVE-BANNER	ED-VIVE-BANNER-F	Vive hanging banner	\$40.00	\$52.50
ED-CTR-SUNN	ED-CTR-SUNN-F	Sunnata countertop demo	\$400.00	\$510.00
ED-CTR-DVRF	ED-CTR-DVRF-F	Diva smart dimmer countertop demo	\$300.00	\$380.00
ED-CASETA-CMAT	ED-CASETA-CMAT-F	Caseta countermat	\$10.00	\$12.75
ED-SYSCOMP-CMAT	–	Control comparison guide countermat	\$10.00	\$12.75
ED-MISLED-CMAT	ED-MISLED-CMAT-F	Residential wallbox countermat	\$10.00	\$12.75
ED-SUNN-CMAT	ED-SUNN-CMAT-F	Sunnata countermat	\$10.00	\$12.75
ED-DISP-CAS-DS	ED-DISP-CAS-DS-F	Caseta smart lighting display	\$800.00	\$1,000.00
ED-DISP-VIVE	ED-DISP-VIVE-F	Vive wireless display	\$800.00	\$1,000.00
ED-DISP-LED	ED-DISP-LED-F	LED+ dimmers display	\$800.00	\$1,000.00
ED-DISP-SENS	ED-DISP-SENS-F	Maestro sensors display	\$800.00	\$1,000.00
ED-SNSR-INWALL	–	Lutron sensor display	\$200.00	\$228.10
DIVASmart-DEMO	DIVASmart-DEMO-F	Diva smart demo kit	\$480.00	\$605.00
RA3-SUNN-DEMO-1	–	RA3 Sunnata demo	\$899.00	\$1,127.50
MS-HDR-MPWRD	MS-HDR-MPWRD-F	Maestro sensor gravity feed graphic card	\$10.00	\$12.75
LED-HDR-MPWRD	LED-HDR-MPWRD-F	LED+ dimmers gravity feed graphic card	\$10.00	\$12.75
SF-CK-1	–	Satin finish keychain	\$20.00	\$25.50
AM-CK-1	–	Architectural matte keychain	\$10.00	\$11.50
AMTL-CK-1	–	Architectural metal sample	\$50.00	\$57.05
DG-CK-1	–	Designer gloss keychain	\$15.00	\$17.15
ED-SDIAB-CAS	–	Sales Day in a Box - Caséta English	\$400.00	\$500.00
ED-SDIAB-CASFRCA	–	Sales Day in a Box - Caséta French Canadian	\$400.00	\$500.00
ED-SDIAB-CAS-CA	–	Sales Day in a Box - Caséta English Canadian	\$400.00	\$500.00
ED-SDIAB-WBX	–	Sales Day in a Box – Wallbox	\$300.00	\$400.00
ED-SDIAB-SENS	–	Sales Day in a Box – Sensors	\$230.00	\$300.00

*All items are available while supplies last and may sell out



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