

# Lutron® LightShow

Fall 2010

A residential design publication

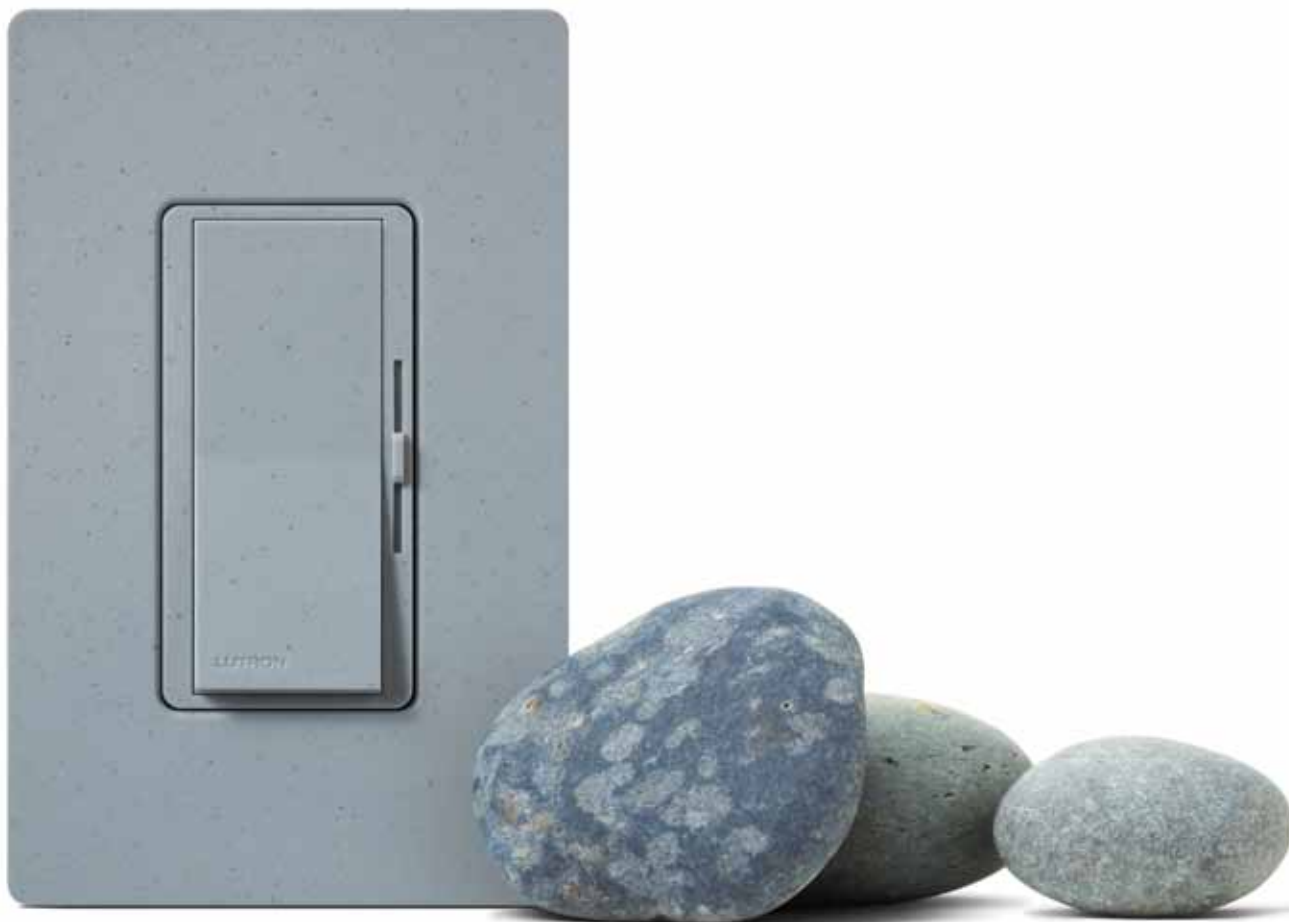


Control tomorrow's light sources today  
with C·L™ dimmers for dimmable CFL and LED bulbs

 **LUTRON®**

save  
energy  
with  
Lutron™ 

inspiration comes in many colors™



Diva® dimmer in bluestone

Bluestone is just one of our 20 Satin Colors® for dimmers, switches, wallplates, and accessories.  
See the entire line of colors – and discover how to save energy beautifully – at [www.lutron.com/satincolors](http://www.lutron.com/satincolors).



**Find Satin Colors near you** at select lighting showrooms, electrical distributors, through your electrical contractor, or **call 877.258.8766**.



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REGREEN

To view on-line or to register for your next issue visit

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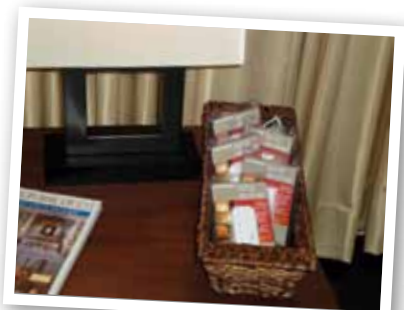
# Targeting the Retail Customer with Impulse Buys

We've all walked into a store at some point and had our attention waylaid by a display of something we hadn't even thought to buy. Who hasn't stood in line at a checkout, staring at magazines, gum, and lip balm, and suddenly decided to buy an issue of *US Weekly* or realized "Oh, I do need Chapstick®?" The next time you shop for groceries or walk into your favorite clothing store, pay attention. These stores have mastered the art of generating impulse buys.

Chances are not many people drive by your showroom and decide on a whim to stop in and pick out new kitchen pendants. Choices like upgrading lighting fixtures are usually given more thought and most customers are coming into your showroom with a purpose. They've likely researched styles, finishes, and even brands on the Internet, where they've also read product reviews and know to some degree what they want, where they're going to put it, and about how much they'd like to spend.

With every customer that walks through the door you are presented with an opportunity. Someone may walk in with a plan, but with a little work on your end you can encourage customers to make impulse purchases.

First, choose an appropriate product to promote. Most people are motivated to purchase something that is a great value or is offered at a great bargain. Take Lutron's Credenza® lamp dimmers as an example. The best-selling impulse items are ones that not only deliver value, but that most people don't already have. Credenza lamp dimmers are an ideal opportunity since most people aren't currently taking advantage of lighting control and a customer can purchase the lamp dimmer for less than \$20.



**As an alternative to a traditional wire rack display, come up with your own unique display to merchandise Credenza at your checkout area or in key points in your showroom**



After choosing a product, the next step is to catch customers' eyes. How will they know what a great value that lamp dimmer is if they don't even notice it?

Grab attention with a unique display that makes the product look enticing, but not untouchable. Having a "Try Me" display nearby, like the working Credenza demo shown below, lets people get comfortable with the product before committing to a purchase—and because customers also hate returns, they'll be more likely to purchase a product if they can take it for a "test drive" first.

So, the price is right, you have your display and working demo. What else do you need to do?

Create an emotional connection to the product. Place working demos around your showroom with different style lamps and in small vignettes. Help your customers picture using the lamp dimmer in a home office, bedroom, kid's room, or family area. When customers can see for themselves how something fits into their lives they will be more likely to make a purchase. If you focus on selling a solution rather than a product, you maximize the selling opportunity with every customer.



Customers are more likely to purchase a product that they've experienced themselves and like.



# Try Me

Use Lutron's working demo throughout your showroom to help customers experience Credenza. Choose the green card to promote energy or the red to promote ambiance.



## Outdoor fixtures

# Do you want a dimmer with that?

Has anyone ever walked into your showroom looking for a new outdoor fixture and asked to be shown to the ugliest one you have? Assuming the answer is “no,” let’s move on to another question. When your customer finally chooses a fixture with the right style, color, and finish, will it look the same once it’s installed?

The fixture won’t mysteriously morph between your showroom and it’s new home, but once installed it will have a bulb inside brighter than the 15-Watt ones used in your display fixtures and, more than likely, will be operated by a switch.

In the light of day (when the homeowner probably isn’t there to see it anyway) your fixture will look beautiful but its time to shine, so to speak, is when the sun goes down—and shine it will. Together, that higher-wattage bulb and light switch will produce a bright orb of light, making it difficult to even see the fixture that the homeowner painstakingly chose as The One.

What’s the point in investing in a beautiful fixture if, when put to its purpose, it can’t be seen? Many times outdoor lighting is so bright people not only can’t appreciate the look of their fixtures, but they can’t enjoy their porch or deck space either and resort to using candles, Tiki torches, or even no light at all to keep bright flood or decorative lights from ruining their outdoor experience.

How can you help customers make the most of their outdoor lighting? By offering Lutron solutions you can ultimately add value to your customer’s purchase experience and help the homeowner maximize her lighting investment.



### Another value proposition:

Dimming saves energy and extends the life of incandescent and halogen bulbs. Considering the bulbs of outdoor fixtures are sometimes the hardest to change, bulb life extension is a great benefit of using a dimmer.



**Picture this:** In place of that switch there is a brand new dimmer, bought from you at the same time that fabulous new outdoor fixture was purchased. And the homeowner has decided that you were right when you suggested she'd get more out of her fixture if she used it with a dimmer. Her neighbors may have bright orbs outside their homes, but she has a fixture that achieves the perfect balance between enough light to safely illuminate the space and not too much light that the fixture itself can't be seen.



Maestro® dimmer

**You might ask how to start this “do you want a dimmer with that?” conversation.**

As you're working with a customer and discussing different options, point out the look of the fixtures in your showroom. Make sure the customer understands that once the fixture is installed and has a brighter bulb inside it will look much different, and then show her how a Lutron dimmer can help make the most out of her investment.



expand your business



## Outdoor living: The next frontier

Outdoor spaces are fast becoming extensions of homes and the lines between indoors and outdoors are blurring. As homeowners spend time relaxing and socializing outside, where they can cook, eat, listen to music, and even watch TV, the need for outdoor lighting extends beyond illuminating their way back inside.

What can you offer customers in addition to fixtures to help them make the most of their outside lighting? Look to Lutron to find options appropriate for a range of budgets.

First, consider offering a simple dimmer—it easily replaces a switch, creates ambiance, and as you know (if you read “Outdoor Fixtures” on the previous page) it will help light fixtures look their best.





Another consideration is Maestro Wireless® and Pico® wireless controls, which combine the benefits of dimming with the convenience of controlling lights remotely. Homeowners can use Pico to turn outside lights on as they arrive or they can bring it outside when they are using their outdoor spaces to easily turn lights on without going inside.

## Pico wireless controls



On/off



On/off  
favorite



On/off  
Raise/lower

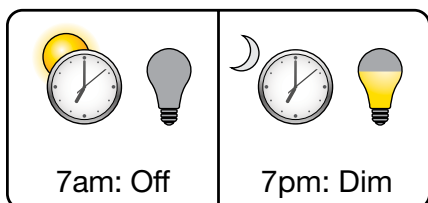


On/off  
Raise/lower/favorite

Be sure homeowners know that although Pico can be used outdoors it isn't weather or waterproof.

# expandable

Homeowners can also consider Radio RA 2®, an expandable system that offers wireless control at a new level with a built-in timeclock, which can turn lights on and off automatically based on sunrise and sunset or at a specific time of day. Pico controls also work with RA 2 so homeowners can control lights from anywhere in the home, inside or out.



Wireless control and timeclock scheduling offer benefits beyond convenience, like safety and energy savings. Homeowners feel more secure coming home to a lit house and turning lights on and off wirelessly or at a set time helps save energy because lights are only on when they need to be.

# Control tomorrow's light sources today with C•L dimmers for dimmable CFL and LED bulbs

## Changes in the Marketplace

Starting in 2012, many common incandescent bulbs will become obsolete, thanks to new efficacy requirements. Between 2012 and 2014, 100-, 75-, 60-, and 40-watt bulbs will become unavailable and only CFLs, LEDs, and advanced halogens will meet the new efficacy requirements of the Energy Independence and Security Act of 2007.

You will find more and more customers using screw-in CFLs and LEDs, which have proved difficult to dim in comparison to incandescent and halogen bulbs.

## Challenges of CFLs and LEDs

As CFL and LED bulbs are dimmed with standard dimmers, they will sometimes turn off or “drop-out” before the slider reaches the bottom. This makes it extremely difficult to set the lights at the right level without bulbs turning off.

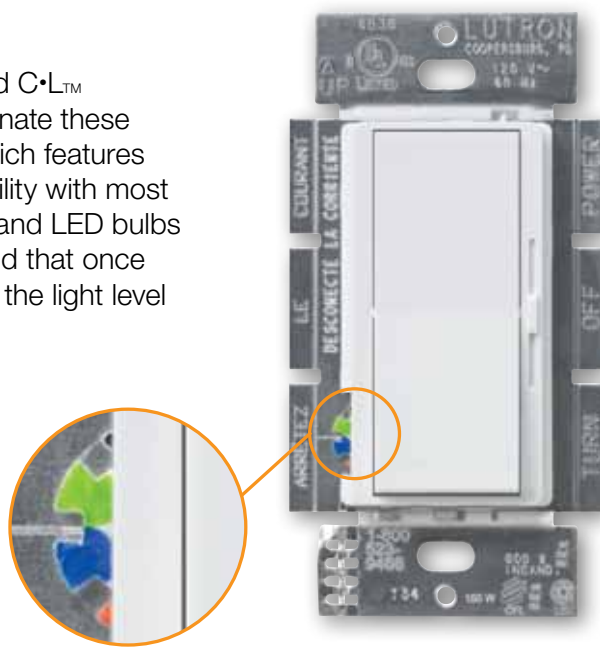
After being dimmed to a low light level, sometimes CFL and LED bulbs will not turn on until the dimmer's slider is moved up. This is referred to as “pop-on,” and is especially challenging in 3-way applications, where lights can be turned on/off from different locations, not just using the dimmer.



## A Reliable Solution

Lutron has introduced a new line of dimmers, called C•L™ dimmers, that are designed to reduce or even eliminate these problems. C•L dimmers use HED™ Technology, which features advanced dimming circuitry designed for compatibility with most high-efficacy light bulbs. It ensures dimmable CFL and LED bulbs remain on at the low end of their dimming range and that once turned off, lights will turn on again no matter where the light level is set.

Another important feature of the C•L dimmers is an adjustment dial. Dimming performance varies among different bulbs and manufacturers, so Lutron has designed these new dimmers to be adjusted to accommodate a broad range of dimmable bulbs. The adjustment dial helps set the bottom of the dimming range for a particular bulb.



Adjustment dial

## The C•L dimmer family:



Diva® C•L



Skylark  
Contour™ C•L



Credenza® C•L



Ariadni® C•L  
available Q1 2011

**Lutron individually tests CFL and LED dimmable bulbs to ensure compatibility with Lutron's C•L dimmers. Find a list of bulbs approved for use with these dimmers at [www.lutron.com/dimcflled](http://www.lutron.com/dimcflled).**



# Help builders and remodelers understand lighting

In new construction many pieces of a home, like the location, floor plan, and appliances, can add up and lead to a builder's potential customer saying, "yes" to a home. Many of these same details will also help a remodeler win a project. The sum of all the pieces equals the whole that sells, but are any of the pieces more important than the others in the puzzle? If not given proper attention, some parts can be detrimental to the whole—lighting is one.

For example, consider a kitchen design where the cabinets, backsplash, appliances, countertops, and flooring all blend perfectly, but the builder installs only one light fixture in the middle of the ceiling.

This could make a kitchen valued at tens of thousands of dollars look and feel like a kitchen purchased at a discount store. That's why today's kitchen designs incorporate under-cabinet, over-cabinet, and in-cabinet lighting, as well as pendants over an island, recessed lights outlining the space, and lights focused on the sink area.

This not only creates proper task lighting but also ambiance to highlight the kitchen design. There is a great opportunity for the showroom sales person to be the expert and guide builder/remodelers through lighting design.

In some cases the great strides recently made in lighting are becoming painful to work with

and can leave builders and remodelers with more questions than answers.

What types of fixtures do you need to qualify for a specific rating system? What lamp types (CFLs and LEDs for example) do the fixtures need and can they be dimmed? What do those Kelvin color temperature numbers mean and why do you need to care?

One thing is for certain: builders and remodelers know they can't go back to one light in the middle of a kitchen ceiling to be competitive.

Lighting showrooms need to become knowledgeable resources. Explaining how to incorporate various fixture and lamp types into designs is critical. Imagine adding a lamp type with a cool Kelvin temperature that gives off a bluish light onto cabinetry and countertops that were chosen under another, warmer lamp temperature. They can look like totally different selections and quickly disappoint a customer.

Another consideration is how these lamps/fixtures can be controlled. Even with an adequate number of fixtures placed properly to illuminate a space, what if you are not able to dim the lamps? Not having the ability to adjust lighting levels for meal preparation versus ambiance for entertaining can just as easily disappoint.



## A few points to consider explaining to your builder/remodeler customers:

- People are used to seeing the finishes in their homes in incandescent lighting, which gives off a warm, yellowish glow—keep color temperature in mind when choosing lamps and fixtures
- CFLs do not produce “bad light” when used in appropriate locations, like closets, basements, utility rooms, garages and other task driven locations
- For spaces where dimming is desired, keep in mind that some CFLs can be dimmed but not all do so equally as well
- LEDs are still in the early stages—in time they will standardize, lower in price and become a great solution
- High-efficiency halogen or incandescent lamps paired with a dimmer save energy,

extend lamp life, and produce the warm glow homeowners are accustomed to

- Lutron Electronics has solutions that can dim/control any of the lamp types that have been introduced
- If you and your builder/remodeler partners aren’t considering what effect lighting in key areas (like the kitchen and master suite) is having, someone else probably is

Take advantage of the fast pace of innovation within the lighting category to become the needed consultant your customers can't be without. Your expertise is truly a value they will be able to appreciate when you help guide them through all of these changes to your industry.

*Erik Anderson, CGA, CGP is the National Sales Manager – Residential Construction for Lutron Electronics Co. Inc. He is an active member of the NAHB and NCHI at the National level. He works with the 20 Club Program, chairs the Marketing/Communications workgroup of the Home Technology Alliance (HTA) and sits on the Custom Home Builder Committee. He also chairs his local HBA's Education Committee and is on their Board of Directors and Executive Committee. He can be contacted at eanderson@lutron.com or (484) 809-3867.*

# innovation

## Have questions about an LED project?

Find answers by calling 1.877.DIM.LED8. This hotline is dedicated to providing you with information on LED control options and helping create ideal lighting solutions.

Also check out Lutron's updated LED website at **[www.lutron.com/led](http://www.lutron.com/led)**.

The website is designed to answer questions about this emerging light source and provide reliable information on LED compatibility. It now includes an expanded tool for creating LED solutions as well as details on LED testing, education, conferences and presentations.

If you're using scREW-in LEDs, visit **[www.lutron.com/dimcflled](http://www.lutron.com/dimcflled)** for information on Lutron's C•L dimmers for CFL and LED dimmable bulbs.



# Lutron Artifacts Added to National Museum of American History

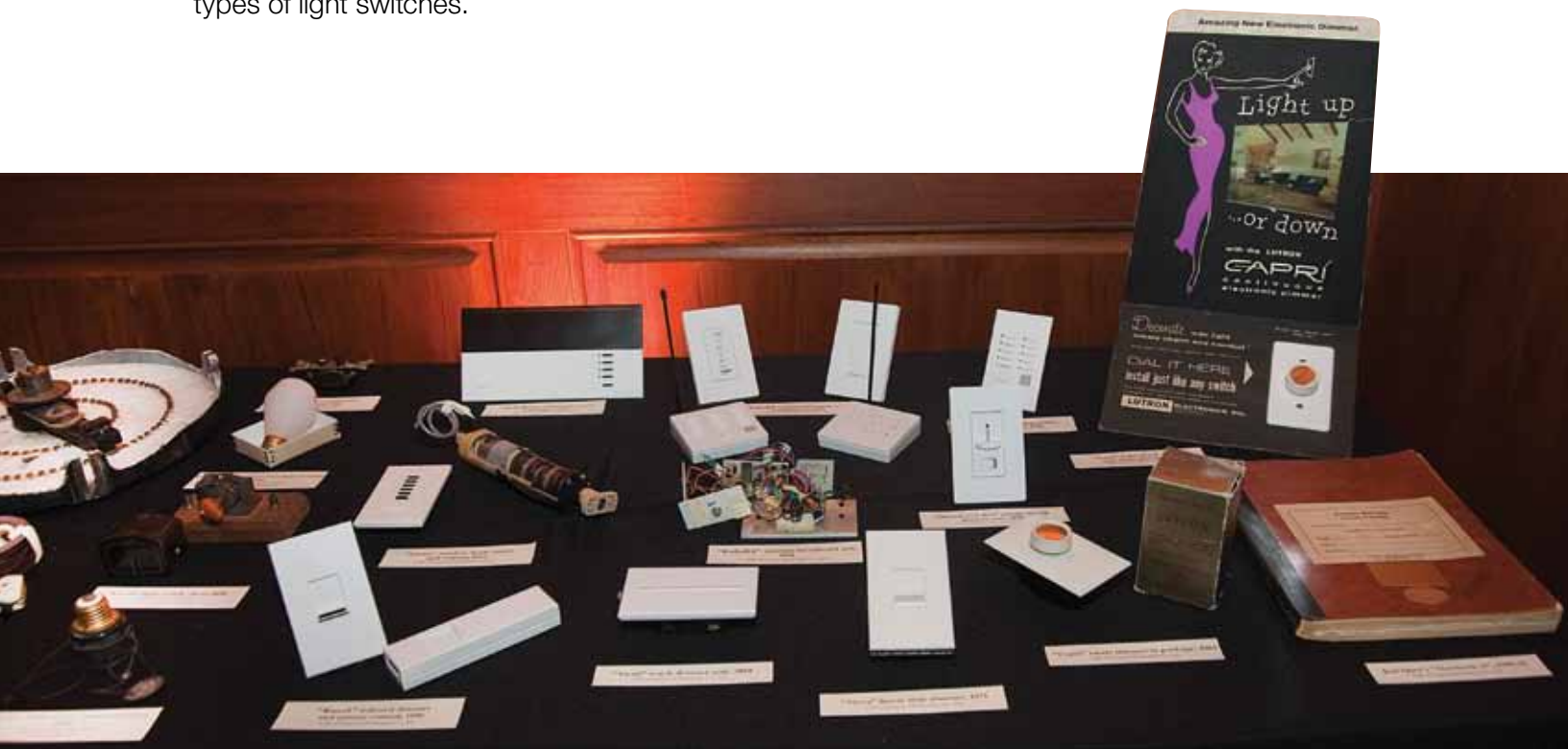
In a special donation ceremony on April 29, 2010, Joel Spira, inventor and developer of the solid-state electronic “dimming device” and chairman and founder of Lutron Electronics, donated materials related to the company’s 50-year history to the Smithsonian’s National Museum of American History.

The donation includes an early version of the original solid-state (devices using transistors) Capri dimmer manufactured by Lutron in September 1964. Also part of the donation is a retail display featuring the fully functional dimmer and other Lutron dimmers and lighting-control systems that show lighting-control developments at the company over the past 50 years.

The museum requested objects and papers that would provide insight into Spira’s career as an inventor. The museum received his original inventor’s notebook with more than 100 pages of handwritten documentation and historic photographs, as well as product advertisements. The Lutron materials join other artifacts in the museum’s Electricity Collection, including experimental lightbulbs from Thomas Edison, dimming light sockets from the 1910s, theatrical lighting controls from the 1920s and many types of light switches.



Capri was the world's first solid-state dimmer and Lutron's first product







"As the nation's history museum we tell the story of this country in all its depth and breadth," said Brent D. Glass, director of the museum. "Collections such as this one from Lutron help us to understand the continuation of the electrical evolution, the process of invention and the history of business and manufacture."

Spira developed a way to reduce the light output of an incandescent bulb in his New York apartment in the late 1950s, which extended the life of the lightbulb and saved electrical energy. The commercialization of the solid-state dimmer has made such control of interior lights affordable for most homes.



Joel Spira, Lutron's chairman and founder, signs over materials shown left and above at the donation ceremony

## KBIS 2010

Lutron kicked off this year's Kitchen and Bath Industry Show, held at Chicago's McCormick Place, with an informative seminar, "Lighting: What's New in Energy Savings." The presentation was a big success, with industry professionals actively engaging in thoughtful discussion about how to save energy with dimmers, sensors, and LEDs. Lutron held two additional 30-minute in-booth presentations, helping educate attendees on how to save energy with Lutron while creating the perfect light in a space.

Lutron's booth wowed attendees with a 10-foot working demonstration of the new Kirbé™ vertical drapery system. RadioRA® 2 was also on display. This state-of-the-art wireless lighting control system provides convenient and intuitive control of lights and shades at the touch of a button.

Maestro Wireless® was another focal point of the booth, demonstrating how wireless technology can be used in tandem with remote controls and sensors to bring convenience and energy savings to a space on a smaller scale than a RadioRA 2 system.

Rounding out the booth was a collage of Lutron dimmers in every available color and the entire Avant Collection™—Lutron's new shading fabric collection of over 125 contemporary and traditional fabrics.

Lutron also introduced its new catalog for 20-20 Technologies' design software, which gives designers the ability to add Lutron controls and Ivalo® Aliante® modern light fixtures to any 20-20 CAD drawing. Lutron is the first company to add lighting controls to 20-20 Design.



Mark Gaspar and John Hewson, both of Lutron, lead a presentation and discussion on how lighting controls save energy



## 20-20 Design Software

This CAD software, designed specifically for the Kitchen and Bath Industry, gives a designer the ability to specify a product, preview a 3D rendering in any color, view the product in the design space, and print a bill of materials.

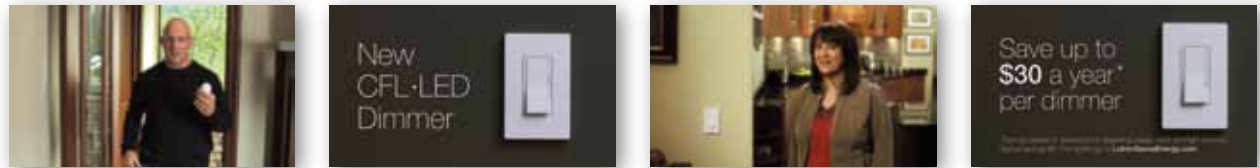
The Lutron 20-20 catalog includes 3D renderings, product information, and list prices for Vierti®, Maestro Wireless®, Maestro®, Diva®, and Lyneo® Lx dimmers and switches, as well as electrical accessories, including GFCI and duplex receptacles, phone jacks, and cable jacks.



Designers can choose from Lutron's full range of gloss, satin, and matte finishes, as well as architectural metals. Add Ivalo light fixtures to create a full lighting solution. For more information you can email [designersolutions@lutron.com](mailto:designersolutions@lutron.com) or download the free catalog at [www.2020.net](http://www.2020.net).



## Lutron® Campaign Featuring National TV Advertising



Lutron has launched a national, energy-saving awareness campaign, with an aggressive goal: to get every home in the United States to replace two light switches with energy-saving dimmers.

Lutron is taking its message to millions of homes in America by way of four, 30-second TV commercials, which will air nationally on the Home and Garden Television (HGTV) and Do It Yourself (DIY) networks now through early 2011. The commercials feature Lutron's new C-L™ (for use with dimmable CFLs and LEDs) and eco-dim® dimmer collections.

Additionally, Lutron has unveiled a new website, [LutronSavesEnergy.com](http://LutronSavesEnergy.com), and will be continuing its nationwide Mobile Experience Center (MXC) tour. With this campaign Lutron will be engaging tens of millions of homeowners and helping them make educated decisions about ways to save energy in their homes.



## The NEW Lutron Website

Check out Lutron's revamped company website, which went live in May 2010. The site has a fresh look as well as a brand new architecture and navigation. The improved functionality makes browsing products and solutions easier and is designed as an ultimate customer resource, providing information on products and solutions with downloadable literature, as well as information on education, training, service and support.

Lutron interviewed hundreds of customers and stakeholders to understand how they wanted and needed the new site to work. With this valuable tool, Lutron has made it simpler for you and your customers to find information—see and experience the new site now at **[www.lutron.com](http://www.lutron.com)**.

## The Latest from Dallas Market

In June, Lutron showcased new merchandising pieces designed especially for lighting showrooms: a Satin Colors Wall Kit for use in vignettes and a lamp dimmer demo for table and floor lamps.

The booth also now features RadioRA2 and QS wireless shades, an expanded Maestro Wireless demonstration, and an LED dimming station showing the latest LED dimming solutions.

In January, look for even more fresh merchandising ideas, like new displays and metal finish posters.



NEW Satin Colors® wall kit merchandises color without installed product



NEW metal finish posters

## Ivalo® Lighting Fixture Receives ENERGY STAR Designation



Lutron subsidiary, Ivalo Lighting's 21" Aliante fluorescent dimmable demi-sconce has been named ENERGY STAR Qualified by the United States Department of Energy (DOE) and the Environmental Protection Agency (EPA).

According to its website, "ENERGY STAR is a joint program of the U.S. EPA and the U.S. DOE helping us all save money and protect the environment through energy efficient products and practices. Results are already adding up. Americans, with the help of ENERGY STAR, saved enough energy in 2009 alone to avoid greenhouse gas emissions equivalent to those from 30 million cars — all while saving nearly \$17 billion on their utility bills."

The Aliante fixture is the first Ivalo product to receive this designation. Known for its elegant, nautically-inspired minimalist form, the collection is available with incandescent, LED, compact fluorescent and linear fluorescent sources.



## Featured Interior Designer: Cynthia Bennett

Cynthia Bennett, ASID, CID, is the principal and owner of Cynthia Bennett & Associates (CB&A) in Los Angeles, California. The company has been working with Lutron for more than ten years, using Diva dimmers and accessories like outlets in Satin Colors® to coordinate with tile and paint colors. Her firm has also used HomeWorks, Lutron's high-end whole-home system, for a few projects that have been a great success with clients.

When asked about incorporating lighting and control into a design, Cynthia said the biggest challenge is “getting the client to understand and appreciate the benefit of a whole house lighting control system and coordinating all the trades involved (low voltage, media, electrician, etc.). At first most clients are afraid to use anything ‘fancy’ and worry that they would not be able to ‘figure it out.’”

Cynthia, who herself uses a HomeWorks system in her personal home, says that “once they realize a whole house system actually simplifies everything and makes it easier to use than traditional, individual switches, they become interested in learning more about the product, especially in media rooms and great rooms where typically there are many layers of lighting, window shading control, etc., and a whole house system is a great advantage.”







The company's latest project is the Eco Kitchen for the Pasadena Showcase House of Design. The Eco Kitchen showcases “green design” with the use of sustainable materials. The kitchen is part of an eighty-four year old mansion and the historic advisors wanted to use as much of the original floor tile, wood counter tops, and cabinetry as possible. Cynthia Bennett & Associates was able to salvage and restore all of these areas, promoting sustainability through the reuse of existing materials.

## eco kitchen



This tile used throughout the space is by Encore Ceramics, which uses a “Zero Waste Process,” using every bit of raw material in a finished product, including scrap clay, rejected tiles and cleanup water. It is all reprocessed until it finds a home in a saleable product.



CB&A installed new cabinetry, like that in the new island, designed to match the details of the existing, refinished cabinetry, which can be seen in the main sink area.



Countertops and other surfaces were done using IceStone® durable surface, made from 100% recycled glass and cement, and Sonoma Cast Stone, made of 44.75% recycled content.



Other highlights of the kitchen include stainless steel Energy Star appliances, the cleaned and resealed original flooring, and the use of low VOC paint throughout.

Find out more about Cynthia Bennett and her firm at [www.cynthiabennett.com](http://www.cynthiabennett.com).

## REGREEN

Green is more than a fad—it is becoming a way of life. Consumers are motivated by concern for the future quality of the environment as well as increasing energy prices. With the popularity of more fuel-efficient cars, and ENERGY STAR appliances, it is clear that consumers are willing to spend money now to save in the long run.

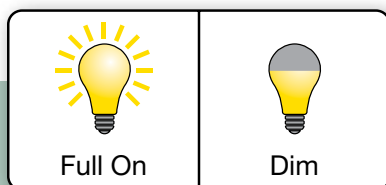
REGREEN is a more cost-effective approach to LEED (Leader in Energy and Environmental Design) certification. LEED, developed by the United States Green Building Council (USGBC), is designed for residential and commercial projects, but doesn't apply to staged projects, which is how most homeowners remodel—a little at a time. REGREEN helps homeowners and designers integrate sustainable design during any stage of a project.

The REGREEN Residential Remodeling Program was established by the USGBC in conjunction with the American Society of Interior Designers (ASID) Foundation in March 2008. The goal is to provide guidelines of best practices for designers, contractors, and homeowners to make sustainable choices in residential remodeling projects.

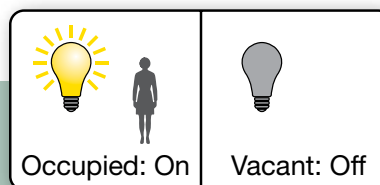
The guidelines offer a set of green strategies as well as case studies that can be used for any green project, from making a few upgrades in a kitchen, to adding an addition to a house. The main elements of the guidelines include the home site, materials and resources, water efficiency, energy, atmosphere, and indoor environmental quality.

**Read more about REGREEN and check out the guidelines at [www.regreenprogram.org](http://www.regreenprogram.org).**

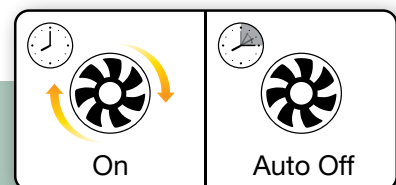
## Help your customers save energy with:



**Dimming** incandescent or halogen bulbs by 25%, for example, saves 20% electricity. Dim more and you'll save even more.



**Occupancy/vacancy sensors** turn lights on when a person enters a space and off when the person leaves the space.



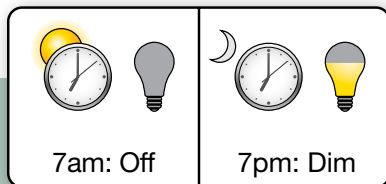
**Timers** count down to automatically turn off an exhaust fan or light.

## How can you address REGREEN and homeowner's desire to save energy?

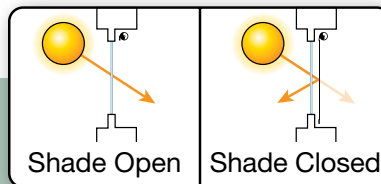
Some of the simplest measures to take to conserve energy in the home are centered around electricity as well as heating and cooling. Homeowners can save electricity with energy-efficient lighting and controls and can save on heating and cooling costs by reducing air leaks, drafts, and solar heat gain.

Become a knowledgeable customer resource, able to talk about the many ways to save energy by upgrading lighting. Merchandise green throughout your showroom, calling out fixtures made from sustainable materials and/or through a sustainable manufacturing process, as well as products that save energy, like high-efficacy lighting and Lutron controls.

Homeowners can save energy by using dimmers, occupancy sensors, timers, astronomic timeclocks, and electronic window shades. Lutron solutions can do all of this and more—you can find out about all its energy-saving solutions at [www.lutron.com/lutronsavesenergy](http://www.lutron.com/lutronsavesenergy).



**Scheduling** programs a timeclock to automatically dim or turn off lights in spaces where they are often inadvertently left on.



**Controllable window shades** reduce heating and cooling costs by blocking the sun's rays in the summer or letting them in to warm a room during cooler months.



**[www.lutron.com/lightshow](http://www.lutron.com/lightshow)**

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