

## Value Proposition for Distributors

### CAST Lighting Value - A Letter from the President

Dear Distributors,

Why are the best distributors across the country asking to partner with CAST Lighting? It's all about value.

There are many points about our value that I'd like to make, but first, I will sum them up in five bullets that you can remember.

- **The Best LED Landscape Lighting Fixtures.**

The market is full of LED landscape lights that perform poorly and that will fail long before promised. Dropping an LED bulb into an incandescent light is the wrong approach. LED's and their electronics require specially engineered lighting fixtures - that's what CAST offers - many years of the industry's best engineers designing CAST fixtures for LED's. The differences between CAST LED's and others are striking. Read the Ten Reasons why CAST LED's are Best.

- **Complete and Compact**

CAST provides every components needed for a landscape lighting system with a minimal number of SKU's taking a minimal amount of shelf space. CAST can be your only lighting line.

- **Highest Quality for a Reasonable Price.**

CAST solid bronze fixtures are uniquely positions; no other manufacturer offers such quality at such a low price.

- **Distributor Friendly.**

CAST is a real partner that brings real value - we understand distribution and meet your needs like no other.

Now, I will break out our value in more detail. Since I come from a distribution background, I beleive I know the questions going through your mind. These are the questions that drove me to CAST.

*Why waste time and money on multiple lighting vendors?*

**CAST provides a complete quality product line:** Our product line is a complete competitively priced line encompassing all components of landscape lighting systems including lamps, wire, transformers, fixtures, installation tools, training material, marketing literature and much more. Perfect as a distributor's only line or as a compliment to many lines. Save money with your order processing cycle by eliminating unnecessary vendors. One PO, one check, one source.

*Tired of dealing with product returns?*

**CAST delivers the highest possible quality - at a good price:** Superior quality with the entire CAST line – solid bronze fixtures, stainless steel internal components, tin-coated No-Ox® wire, state-of-the-art transformers, Fixture Record Tags, Spider Splice® Connections – the list goes on. All this at competitive prices.

*Looking for products that distinguish you from your competitors?*

**CAST solid bronze fixtures are unique - no-one copies them:** The market is littered with breakable, corrosion-susceptible and poorly manufactured product. Existing and new customers appreciate the distinctive look and quality of CAST. Since our distribution is highly selective, you can capture the CAST market in your region. To protect your relationship with your customers and to prevent undercutting, we do not allow Internet distributors to market our products.

*Are you paying premium prices for low quality?*

**CAST products offer the opposite - low prices for premium quality:** You'll have a tough time finding similar fixtures remotely close in price to the solid bronze product CAST manufactures. Solid bronze is our specialty; we manufacture and sell it at prices very close to inferior brands. Your customers also benefit since they can charge more for CAST products.

*Are your shelves full of product that never moves?*

**CAST products are high-velocity inventory-turners:** Our entire line consists of about 20 fixtures and all accessories to accomplish 99% of lighting installations. You will rarely see a CAST item below your A and B ranking. Other manufacturers bloat your inventory with their overwhelming selections - contractors don't need that many fixtures and you don't need to complicate your ordering, stocking and inventory process with hundreds of SKU's.

*Do you run out of shelf space because product packaging is bulky or odd shaped?*

**CAST products are packed with shelf space in mind:** Your warehouse and inventory workers will love how CAST consolidates multiple fixtures in single uniform and sturdy boxes. Low number of SKU's and minimal shelf space requirements combine to make CAST products an extremely high value per square foot shelf space.

*Do you need to stock multiple finishes for the same product?*

**CAST fixtures have only one finish - bare bronze metal:** Shiny bronze, natural bronze or patina verdi all in one box; our solid bronze ages beautifully and the contractor has the options to preserve the shiny surface, allow it to naturally turn verdi or to speed up the verdi process. No need to stock three times the product to satisfy your customers. Less money tied up in inventory and space.

*Are your current manufacturers looking out for your interests?*

**CAST's primary focus is serving the distributor:** Our business is centered on the distributor and our primary goal is to help our distributors succeed. Since CAST selects only a small number of the best distributors, when you come on board with CAST you will be blown away with the level of customer service. Our sales, office and marketing team are at your service and your needs are always high priority items. Our customers tell us that our customer service far surpasses that of all other manufacturers.

*Do you want to be partners with a manufacturer committed to quality and service?*

**CAST was born out a passion for quality landscape lighting:** CAST founder, David Beausoleil, a former lighting distributor, started CAST because he was frustrated by low quality products and poor customer service. CAST Lighting is his dream come true and CAST distributors benefit from the high standards we deliver.

*Are your customers frustrated waiting weeks for repairs or returns?*

**CAST products are 100% field repairable:** All our products, including fixtures and transformers,

are field repairable. Our goal is to minimize returns to the distributor. Contractors can easily replace sockets, circuit breakers, terminal blocks and every other part. We provide the parts and instructions on how to replace them.

*Do you see the value in training your sales staff and the customers they serve?*

**CAST leads the industry in training:** The CAST Hands-On Landscape Lighting Seminar has launched thousands of contractors into the business of landscape lighting. This seminar, taught by our expert staff, will bring you new business. In addition, CAST makes sure that your sales staff is adequately trained to serve your lighting customers.

*When's the last time a lighting manufacturer helped your customers design their jobs?*

**CAST Sales Staff do a lot more than sell:** CAST pioneered a new concept in the industry, "Lighting Coaches". CAST seminar leaders take on the role of CAST Lighting Coach. In this role they help inexperienced contractors take their next steps in getting their businesses off the ground. Newly trained installers are the best and most loyal customers for the distributors, our Coaches help get them through the toughest part – getting started.

*Would you like a manufacturer to help your customers get more work?*

**CAST provides highly effective sales and marketing tools:** Key for the distributor is the ability to rapidly arm their Landscape, Irrigation or Electrical customers with the tools needed to sell lighting. Our sales and demo kits are remarkably effective. We also offer professionally designed marketing materials (door hangers, postcards, sell sheets and sales booklets). In addition, our marketing department will provide you with beautiful landscape lighting images that can be used in your own marketing material or on your website.

*How many leads have you received from a lighting manufacturer?*

**CAST gets the leads and sends them to you:** CAST aggressively pursues leads through its online marketing. These leads from contractors, architects, designers and homeowners go directly to you, the distributor.

*Would you like to capture the low voltage architectural and high-end residential market?*

**CAST supplies the specs, photometrics and everything else architects and designers need:** Our website is architect-friendly with detail drawings, legends, typical installation details and a complete performance-based bid package. Most architects purchase through manufacturer reps, but CAST only works with distributors like you. The spec market is huge and, with CAST, you can capture a part of it.

Thank you for taking the time from your busy schedule to consider becoming a CAST Lighting Distributor. We recognize you as a potentially valuable partner and are prepared to offer you outstanding value in return.

Sincerely,  
David M Beausoleil  
President, CAST Lighting LLC.