

Value Proposition for Installers and Designers CAST Lighting Value - A Letter from the President

Dear Installers and Designers,

Why are the best landscape lighting professionals taking a closer look at 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.

- **Highest quality for a reasonable price.**

CAST solid bronze fixtures offer outstanding value, no other manufacturer offers such high quality at such a low price.

- **Rugged - practically indestructible.**

With solid bronze bodies and stakes, no other fixture withstands physical and environmental abuse better.

- **Simple to install and maintain.**

Engineered for easy installation and maintenance - all products field serviceable.

- **Unmatched technical, design, business and training support.**

In addition to our Hands-On and Classroom Seminars, the resources in our website are encyclopedic.

Now, I will break out our value in more detail. After over 15 years of working hands-on in the field, in the classroom and as a supplier, I believe I know the questions going through your mind. These are the questions that drove me to create 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. There's no reason to waste time and energy by mixing and matching components from different manufacturers.

Tired of landscape lighting products that fail?

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 feel of CAST. Placing heavy CAST Bullets in the hands of homeowners will convince them that you are installing a fixture markedly different from (and superior to) your competitors.

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. You can charge more for installing CAST.

Do you waste time selecting and ordering multiple finishes and styles?

CAST Lighting has a lean product line and only one finish - bare bronze metal: When you tell your clients that you select fixtures based on performance rather than decoration, they get it. Instead of offering the client a selection of hundreds of styles and finishes, you offer than the lean-and-mean selection that CAST offers. This greatly simplifies planning, ordering and installation.

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 (although this is seldom required). You can easily replace sockets, circuit breakers, terminal blocks and almost every other part. We provide the parts and instructions on how to replace them.

Do you ever need help to design a job, create a marketing plan or answer a technical question?

CAST Lighting Staff are all experts in the business, art and science of landscape lighting: CAST Sales and Office Staff are trained as "Lighting Coaches". In this role they can help in many ways, often times working with you in the field or over the phone. In addition, this website contains a wealth of technical information including extensive troubleshooting and maintenance materials. We welcome every opportunity to meet your needs.

Do you need help obtaining marketing materials that match the quality of your work?

CAST provides highly effective sales and marketing tools: We provide you with all 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 sales leads have you received from a lighting manufacturer?

CAST aggressively gathers homeowner leads and sends them your way: We work hard to pursue homeowner leads through our online marketing. These leads are sent to your CAST distributor who will pass them on to their contractor customers.

There are many more points I could mention, but I know your time is valuable. I strongly suggest that you visit your nearest CAST distributor, locate the CAST section and pick up one of our MR-16 Bullets. That action will speak louder than any words I could possibly offer.

Thanks for your time and consideration,

Sincerely,
David M Beausoleil
President, CAST Lighting LLC.

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