

Value Proposition for Homeowners

CAST Lighting Value - A Letter from the President

Dear Homeowner,

Why are discriminating homeowners across the country asking for CAST Landscape Lighting Systems? 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 four 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 low voltage outdoor lighting fixtures are the industry's most durable, reliable and highest performing products.

- **Solid sand-cast bronze.**

Solid bronze is the ideal metal for landscape lighting. It is impervious to corrosion, won't crack, break or peel; and weathers naturally to a beautiful patina.

- **Marine-grade wire and corrosion-resistant components.**

CAST products are made to withstand the worst that nature has to offer.

Now I will break out our value in more detail. I suspect you have questions going through your mind. These are the questions that drove me to create CAST.

Will CAST Lighting fixtures withstand abuse from lawn mowers, children and dogs?

CAST lighting fixtures are practically indestructible: Lighting fixtures available through big box stores and from many other manufacturers are easily broken or bent. CAST fixtures are constructed of solid bronze or heavy gauge copper.

Will CAST Lighting fixtures fail to light or become dimmer over time?

The interior components of CAST fixtures and power supplies are highly resistant to corrosion: Through use of stainless steel and tin-coated copper, all CAST components are engineered to withstand the most corrosive environments. A properly installed CAST lighting system will continue to function perfectly for decades to come.

Will the coating or finish of the CAST Lighting fixtures chip or peel?

CAST lighting fixtures are not coated or painted: All CAST fixtures are either solid bronze or copper - neither type has any coating, just the bare metal that weathers naturally to a beautiful patina.

Does CAST Lighting make decorative fixtures?

CAST lighting fixtures are simply beautiful: Many manufacturers offer a large number of primarily decorative lighting fixtures. These fixtures tend to be fragile and easily broken. CAST offers a limited number of fixture designs but every one of them is a no-nonsense design meant to blend naturally into the landscape. By keeping our designs simple, we are able to produce lights that are rugged and that will continue to perform for years to come.

Will I be able to replace bulbs myself?

Bulb (lamp) replacement and other service tasks are easy with CAST: CAST Lighting fixtures and power supplies are simple to maintain and service. Although, we encourage you to establish a maintenance agreement with the contractor who installs your system. Read more about maintenance.

Thank you for taking the time from your busy schedule to consider using CAST for your outdoor lighting. We are confident that you will recognize the outstanding value that we offer.

Sincerely,
David M Beausoleil
President, CAST Lighting LLC.

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