

# The inside track

June 2004

## Ledalite Named Genlyte Thomas Company of the Year

Ledalite is proud to announce it has been named Genlyte Thomas Company of the Year for 2003. This is the second time we've been honored with this award (which recognizes outstanding performance and innovation) since joining the Genlyte Thomas Group three years ago. At Ledalite, we know that our success is the direct result of the dedication and commitment of all our team members and sales representatives. Thank you for your hard work—we proudly share this award with you.



## Now Available: Postcard Mailers

With summer just around the corner, we anticipate a surge of new projects for educational facilities. Now is the perfect time for you to market directly to your specifiers and we can assist you with your marketing efforts.

To help you keep in touch with clients and capture the attention of specifiers, we've produced post-card direct mailers for Centris and Achieva. These mailers, which measure 3.5" x 8" inches, are inkjet compatible and fit neatly into a standard business envelope. They're available now by request from Ledalite.

As we have limited stock available, requests will be processed on a first-come first-serve basis. For more information or to order post-card mailers, please contact Anne Lam at [alam@ledalite.com](mailto:alam@ledalite.com).



### Achieva Update

Reflecting our commitment to continuously improving our product lines, all Achieva orders are now being shipped standard with paintable, die-cast aluminum end caps.

## Price Increase Reminder

During the past year, increased costs of freight and raw materials have posed a significant challenge to the entire lighting industry. As you may be aware, many other lighting manufacturers have raised their prices to reflect these higher costs.

To enable Ledalite to continue providing top quality products and service to our mutual customers, please be aware that we've recently announced the following changes:

- As of May 1st, 2004, prices have increased by 6%. You must add 6% to all quotes you create. (Rep agents currently on our LightXpress system will not be required to add this mark-up, as LightXpress automatically reflects the price increase.)
- Effective immediately, Ledalite's terms for standard quotations have been changed from "honored for 90 days" to "honored for 60 days."

Original prices will also be honored on orders that have already been placed with Ledalite and are scheduled for shipment before July 1. Orders shipped after this date will be billed at the new prices. For a list of affected orders, please contact your inside sales representative.

For agencies currently quoting from our printed price books, pricing update stickers have been sent to your office that help highlight these new quotation procedures.

Our goal is to minimize any inconvenience to you and your customers throughout this transition period. If you have questions or need assistance with the new pricing, please don't hesitate to contact our regional sales managers or a member of our inside sales team.

## Rep Survey Provides Useful Feedback about Inside Track

As part of the recent representative survey, we asked you about this newsletter. Specifically, we wanted to know how often you read the Inside Track and how useful the information is to you. We were pleased to learn that nearly three-quarters of you read the Inside Track regularly or often and that most of you found the content useful.

Many of you indicated in the survey that you would prefer to receive news and information from the company via e-mail. So, beginning this summer, we'll distribute a monthly e-mail newsletter focused primarily on product updates and related information. This will ensure you receive important product and sales information as quickly as possible.

To provide more in-depth information, company-wide news, sales tips and rep news, we'll continue to produce and distribute the Inside Track on a quarterly basis.

We want the information we provide in the Inside Track and the new e-mail newsletter to be of interest and relevance to you and we welcome your input. Please contact Anne Lam ([alam@ledalite.com](mailto:alam@ledalite.com)) with your ideas, questions or suggestions. And if you haven't already done so, please be sure to forward us your e-mail address.

## Phone Number Correction

It has come to our attention that the Ledalite phone number provided on the original Quartet spec sheet distributed last year was incorrect. While this problem has been corrected in the updated Quartet spec sheets circulated with the new Ledalite catalogue, some people are still referring to the old spec sheet and dialing the incorrect number. To confirm, our correct telephone number is (604) 888-6811.

## Ledalite Welcomes New Western Regional Sales Manager

A warm welcome to Kendra Paschall, who has joined Ledalite as regional sales manager for the western United States. Kendra comes to Ledalite from Visa Lighting, where she spent three years as regional sales manager. With more than 12 years of lighting industry experience, her background also includes positions with Osram Sylvania and Lithonia Lighting.



Kendra Paschall

Kendra is a board member of the Rocky Mountain chapter of the Illuminating Engineering Society of North America and the Denver Designers' Lighting Forum and is the workshop chairperson for the IESNA's Quality of Visual Environment Committee. She can be reached at (303) 320-9609 or by email at [kendra.paschall@ledalite.com](mailto:kendra.paschall@ledalite.com).

## A New Ledalite Standard: Pre-Stripped Power Cords

To reduce installation time and eliminate the risk of damaging internal wires, Ledalite now provides straight, flexible power cords with pre-stripped jackets as a standard.

## News From the Field

- We're pleased to welcome to the following new representative agencies: Hossley Lighting Associates (Dallas, TX), Luma Sales Associates (Minneapolis, MN), Legacy Lighting (Austin, TX), Western Light Source (San Diego, CA) and Universal Lighting Sales (Los Angeles, CA).
- Congratulations to Mayfield Lighting (Des Moines, IA) for securing a letter of intent from Wells Fargo Mortgage for more than \$2.5 million of Ledalite product over a two-year period.

## We've moved!

Ok, the truth is we moved more than three years ago. But you'd be surprised at how many reps and distributors continue to send mail to our previous address. This can create significant delays in processing product orders, invoices and payments. Please help us provide you with top notch service by checking that you have the correct address on file for us:

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*Inside Track* is produced by Ledalite Architectural Products for distribution to Ledalite sales representatives and agents across North America. We welcome your feedback at any time. Please email questions or suggestions to Anne Lam at [alam@ledalite.com](mailto:alam@ledalite.com).



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