

FOR IMMEDIATE RELEASE

American Lighting Launches Partner Program to Empower Distributors with Hands-On Educational Tools

DENVER, Colo.—October 3, 2011—[American Lighting](#), an innovative manufacturer and distributor of lighting technologies for residential, commercial and specialty markets, announced today its American Lighting Partner Program, a comprehensive set of hands-on educational tools available to American Lighting distributors and resellers. The high-touch program is designed to train and educate distributors about American Lighting products, including its latest LED lighting products.

"We are extremely pleased to launch such a pivotal program. We are not only investing in our partners and their effectiveness, but we are also helping them build a deeper knowledge base and delivery competencies that add more value for customers," said David Wilkins, CEO, American Lighting. "All of the American Lighting Partner Program components are designed to educate distributors and allow them to see, touch and learn for themselves how the products work up close. This gives them hands-on knowledge to see just how easy our products are to install and where they are best used."

American Lighting's new educational initiative delivers an enhanced set of individual components to help drive distributor business and ensure partners receive everything needed to support the sale of American Lighting products, thereby increasing their success and driving dollars to their bottom line. American Lighting Partner Program highlights include:

- *Product Knowledge Series How-To Videos*
 - The how-to videos go in-depth on product use and installation. The Product Knowledge series kicks off with the [Piori Plus LED](#) and [T8](#) products. Upcoming instructional series videos will include the [LED Recessed Downlight](#), the [E Series LED Recessed Downlight](#) and the [LED FlexForm Tapelight](#).
- *Mobile LED Light Lab*
 - The American Lighting Mobile LED Light Lab will feature functional displays of energy-saving LED and T2 fluorescent solutions along with examples of the popular Xenon under cabinet and puck lights. Partners and customers will be able to see first hand the bulk of the American Lighting residential and commercial line without having to travel to a tradeshow, American Lighting headquarters or an installation venue. The Mobile LED Light Lab is a customized trailer that can be scheduled to be on-site at a distributor location. For more details call an American Lighting sales representative.
- *Counter Days*

- A mini-tabletop complete with the latest in lighting products is available to distributors to have on-site in their facility. Tabletop display staff are also available on-site to answer any questions.
- *Display program*
 - Static displays are available for use in distributor showrooms. The displays come in various sizes and come complete with lighting and informational take aways.
- **Partners**
 - Partner discounts and special incentives to drive preference and change behavior are in place. Distributors who reach certain sales volume levels receive discounts and/or free displays for their showrooms.
- *Lunch and Learns*
 - An educational program over lunch involving product training, product plans and lighting market insights where partners can interact directly with American Lighting product experts. Distributors can call their American Lighting sales representative to schedule a session.
- *"If You Don't Know, Ask Joe"*
 - Joe, the go-to guy at American Lighting, answers some of the most common questions about American Lighting products, installation tips, and lighting terms asked via the [American Lighting blog](#).

"American Lighting, unlike most manufacturers, is showing not telling. A lot of manufactures talk about support, but very few follow through. Their Partner Program is truly a map for a successful partnership for the entire supply chain, benefitting every link along the way, where "X" marks the spot of a completely satisfied customer," said Eric Hardin, owner, Cost Plus Electric Supply. " With easy to access online specification sheets, an easy to read and navigate catalog, fantastic inside customer support and now a mobile experience center American Lighting's Partner Program is truly the GPS to navigating the complicated niche lighting world."

The American Lightning Priority Partner Program is being rolled out throughout the remainder of 2011. For more information, please contact American Lighting, 800-880-1180.

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About American Lighting

American Lighting offers innovative, high quality, energy efficient lighting solutions to support our customers' diverse business needs and continued success. Experts in LED and energy efficient lighting technologies, American Lighting takes a "green" approach to ongoing product development and offers a broad line of modern lighting solutions. American Lighting has built a strong reputation of technical knowledge and application support, excellent customer service and timely education through American Lighting University and readily available

technical support services. For more information, visit www.americanlighting.com, www.americanlightingblog.com or *LIKE* us on Facebook.

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