

Los Angeles

Atlanta

Milwaukee

Global Lighting
& Controls

DID YOU KNOW...

- **California is the 5th largest economy in the world and 2nd only to all of the U.S. when it comes to the sale and installation of lighting controls?**
- **Within the complicated sales culture of the U.S. there can be as many as seven different entities that can veto the sale of your products on a project?**
- **By law, every state in the U.S. has an energy code that requires lighting controls on almost all commercial and industrial buildings?**

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Global Lighting
& Controls

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Representing
the world's finest
lighting & control companies
across the U.S.

WHO IS GL&C?

The Global Lighting & Controls (GL&C) team is expert at marketing lighting and lighting controls products through specification channels in the United States.

With this knowledge we've created a unique program to assist both domestic and international companies in marketing their products to architects and engineers in the U.S. with minimal capital investment.

GL&C is a "Master Sales Representation Agency" that, through our network of local sales agents, will market your products in every major U.S. market and will facilitate the process from specification to sales order.

To create this type of sales structure and network from scratch, you would need to hire full-time regional managers for the Pacific, Mountain, Great Lakes, Mid-South, Southeast, and Northeastern territories. Regional managers in the lighting industry are typically paid a base salary (\$100k+) and commission. The regional managers would then travel state to state and contract with local lighting rep agents to sell your products. This can be a very expensive and time-consuming process.

GL&C can create and manage this network for you in the shortest amount of time with very little up-front capital. GL&C is in effect a co-op for lighting and lighting controls manufacturers. We work with companies that have parallel products to yours and who share our resources – providing you the easiest path to success in the U.S. market.

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WHAT WE CAN DO FOR YOU

Market Analysis

Entering the U.S. market is no small matter and not every company and every product is positioned for the challenges and the rework that may be necessary. Global Lighting & Controls can help you make a thoroughly informed decision by conducting a market analysis based on your specific products. Any consultant can give you broad numbers. At GL&C, we show you not only the broad sales potential but also a full analysis of coming trends, national and regional preference and biases, all combined with recommendations on product development to suit the U.S. market.

Product Consulting

The United States is both one country and a collection of 50 states, each with their own unique codes and product requirements. GL&C can be your regulatory experts assuring that your products can be marketed in all 50 states. In addition, we will advise you on product development and modifications that will be needed based on mounting requirements, voltage, the need for UL certification and much more.

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Sales Network Management

Global Lighting & Controls is not only a lighting and lighting controls specialist, we also have the sales and marketing expertise to help you succeed and achieve a return on your investment in the shortest amount of time. GL&C can set up a network of local lighting industry sales experts in each U.S. state and in all major metropolitan areas. We can then have our regional sales experts manage the sales network making sure your products are their priority.

Logistics and Warehousing

Global Lighting & Controls can assist you in setting up your storage and logistic operations in the United States. Centrally, regionally, or locally we can help you choose the right structure to suit your sales operational goals.

OEM Sales Marketing

Are your products component or accessory based? GL&C has direct and personal relationships with lighting and control OEM's decision-makers looking for new, innovative and high quality products to add value to their product lines.