

# The Perfect Storm For Merchandising Light Bulbs



Now that the demand is there, the opportunity to differentiate yourself from competitors has presented itself and the chance of increasing your average sales is on the horizon – it seems like the perfect storm, but where does one start?

## **BULBRITE is here to help!**

With over 40 years of lighting experience we understand the challenges lighting retailers experience when trying to merchandise bulbs. Variety, organization and clear communication of applications are the key ingredients to a successful merchandising formula.

BULBRITE offers several display options for our most popular product lines. We also partner with many lighting showrooms and retailers to create custom in store displays.

We'd love to speak with you about the opportunities within your space which will make the most impact when merchandising light bulbs.

**Contact our marketing team today to begin shaping your merchandising success story!**  
[marketing@bulbrite.com](mailto:marketing@bulbrite.com)

**merchandising for success!**

moving bulbs from the backroom to the showroom

**merchandising for success!**

moving bulbs from the backroom

to the showroom

# **BULBRITE**<sup>®</sup>

*Established in 1971*

## **Corporate Office & Distribution Center**

145 West Commercial Ave  
Moonachie, NJ 07074

P: 800-528-5555 • 201-531-5900  
F: 800-441-7708 • 201-531-1217

[info@bulbrite.com](mailto:info@bulbrite.com)

## **Showroom & Educational Training Center**

World Trade Mart #3351  
2100 North Stemmons Freeway  
Dallas, TX 75207

## **Southwest Distribution Center**

1132 Valwood Parkway, Suite 100  
Carrollton, TX 75006



# **BULBRITE**<sup>®</sup>

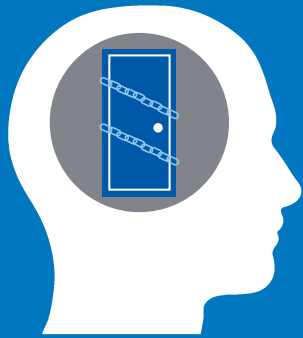
[Bulbrite.com](http://Bulbrite.com) [lightopedia.com](http://lightopedia.com)<sup>®</sup>

©2013 Bulbrite Industries, Inc. All Rights Reserved

# **BULBRITE**<sup>®</sup>

# “Light Bulbs? Sure, we have them, let me just go to the back...”

For many traditional lighting showrooms, electric supply houses and lighting retailers, sales revenue is driven by high ASP (average selling price) products. Logically this means that prime retail space is occupied by beautiful chandeliers, decorative sconces, track lighting and eye catching pendants. Today the variety of options in the lighting world are endless, but light bulbs are still considered a commodity item.



Due to this old train of thought, the idea of merchandising light bulbs or giving them space on your retail floor probably seems non-traditional, but here's why **moving bulbs from the backroom to the showroom** is an opportunity for success.

## LIGHT BULB SALES



■ WITHOUT DISPLAYS  
■ WITH BULBRITE DISPLAYS

# Why shine the spotlight on light bulbs?



## PEOPLE WANT BULBS!

The lighting industry has changed more in the last five years than in the past few decades. With the evolution of LED retrofit lamps, the Energy Independence and Security Act (EISA) legislation permeating mainstream media and designers making lighting a focal point, people are more aware and knowledgeable about light bulbs today.

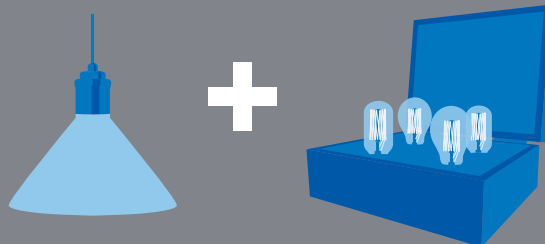
## Bulb-Centric Fixtures On The Rise

With light bulbs becoming top of mind, fixture manufacturers are designing more fixtures centered on the light source. “Bulb-centric” fixtures are paired with decorative lamps that can truly transform the ambiance of a space. Vintage lamps are at the peak of their popularity and consumers are looking to try them out!

## Light Bulbs, An Economic Makeover

With the increase of lighting options available today, consumers can update the look in their homes by purchasing decorative light bulbs with less of a financial impact than by replacing lighting fixtures. The demand is here and retailers putting a focus on light bulbs are on the right path.

*“Nostalgic bulbs have been such a hot trend. We have displayed them in our chandeliers allowing us to increase our average sale by as much as 100%. Bulbrite has given us so many decorative options to truly customize lighting and offer our customers a personalized touch.”*  
- Jodie Orange, Living Lighting on King



## YOU CAN BE DIFFERENT!

It's no secret that consumers are being driven to big box stores for light bulbs. They claim to have all the options, but do they really have what consumers need?

## Differentiate Yourself With More Options

With your lighting expertise, you can create differentiation from big box stores by offering a deep selection of light bulbs. By having the full array of options for a variety of models, you'll never miss an opportunity to fulfill the customers' needs. Consumers are looking for unique designs, quality lighting and rely on lighting retailers to have exactly what they are looking for.

*“Show consumers that you're a lighting retailer that has all the options because one size doesn't fit all.”*



## MAKE A GUARANTEED SALE!

Think about all of the fixtures you sell every day. Do you sell bulbs with each of these purchases?

Imagine if you took the opportunity to add a unique designer light bulb or perhaps an energy efficient alternative to your list of upsell suggestions when selling fixtures. You may be able to double, triple or even quadruple your light bulb sales.

*“Just like toys are never sold without batteries, fixtures should never be sold without light bulbs.”*

This combination is guaranteed to help increase your overall sales and make your customers happy.

**BULBRITE®**

**merchandising for success!**

**BULBRITE®**