



H.O.T. News

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H.O.T. CALENDAR

- Oct 17-22
High Point Market
- Nov 26-27
Closed for Thanksgiving
- Dec 25
Closed for Christmas
- Jan 1
Closed for New Years

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New Lighting Regulations in CA

On January 1, 2010 California Title 20 requirements for portable lighting will go into effect. It is part of a state mandate issued by the California Energy Commission to reduce average state-wide energy consumption not less than 50% from 2007 levels for indoor residential lighting. This is, in effect, the demise of the incandescent bulb in favor of more energy efficient light sources.

"Title 20 is the law," says Dick Upton, president of the American Lighting Association. "The best thing people can do is to look at the issue and see how they can use it to their advantage." ALA worked closely with the California Energy Commission staff to develop five compliant energy efficient light source

options for all portable lamps.

- A compatible Energy Star CFL, packed with product retaining the screw based socket.
- A dedicated fluorescent socket,



The demise of the Incandescent bulb.

non-screw base, with approved internal transformer.

- A GU24 line voltage socket.

• A LED luminaire that meets certain energy efficiency requirements.

• A single ended, non-screw based halogen socket with dimmer control.

There are two exceptions that House of Troy president Bill Brown was active in gaining in this legislation. Portable wall mount adjustables, or swing arm lamps, may be sold without the bulb-in-the-box requirement, provided that they are rated for 57 watts. Picture lights, dimmable, single socket limited to 25w, if multiple sockets (no more than three), maximum allowed is 15w per socket.

At House of Troy we have begun to modify our products to *Continued on page 4,*

LED Picture Light Displays

Ask your House of Troy Sales Representative about our new LED picture light displays. The Classic Traditional, Display-TLED and the Slim-line, Display-SLED will be available to ship with our new LED picture lights in late fall.

LED lighting is so suitable for illu-

minating artwork because it gives off little heat and NO UV that can be damaging to your artwork. The new displays will work for you as a sales tool; referencing available styles, sizes, finishes, and LED specifications. Call your rep or customer service at 800-428-5367 to find out how to receive a free display.



Sales thoughts from VP Tim Green

When is the last time we as manufacture's salespeople walked around our showrooms and just looked and learned?

I recently attended the 2009 ALA conference at the beautiful Terranea Resort in Palos Verdes, CA. Attendance was down, but I had some great conversations with various accounts from across the country.

The conference focused on the economy, sales, and how to do things differently and better. One guest speaker, Steve Mulvaney, had some outstanding points. He talked about how the economy has shown us "who our order takers were, and who our salespeople are." This phrase was used extensively in all my conversations with showrooms.

As salespeople, are we better than our competition? Think about your showroom. How does your showroom differentiate itself from your competition? Most of the time it's all about customer service. How

is your customer service? Better than your competitions? When a customer walks into a showroom, the showroom salesperson asks numerous questions to find out what that customer is looking for. When is the last time any of us asked "our" customers what they are looking for?

When is the last time we as manufacturer's salespeople walked around our showrooms and just looked and learned? When is the last time we actually studied our accounts? What do your customers have on display? Is it selling? If it's not selling, everyone in the equation is losing money, and we need to come up with an idea to replace it with something that does sell. Are the most popular

items on display? What can I do to help my customers and make the sales process a more positive and profitable one? Is there another channel of distribution out there that I have not pursued?

There are so many opportunities out there for sales. The opportunities are just smaller than they have been in the past. But those opportunities are still there. We as salespeople need to think outside the box, and come up with new and innovative ideas to help the entire sales process and take advantage of those small opportunities.

So many questions, so many ideas, think about it. Until next time ...



Arthur, David and Edythe Director

Connecticut Lighting, a family business

A family-run business, Connecticut Lighting Center, was established by Arthur and Edythe Director in 1972. Their son, David Director joined the business after graduating from Quinnipiac College in 1981. David succeeded his father, as President, after Arthur retired in 1994. The store was one of the first in the area to promote the "lighting center"

concept, solely committed to the sale of lighting fixtures, portable lighting, fans and home accessories.

The 14,000 sq' Hartford showroom, and 6,000 sq' Southington Connecticut showroom, are full service decorative lighting and home accessory stores. In 2006, the 3,000 sq' Restoration Lighting Gallery was opened across the street from

the Hartford location. Restoration Lighting Gallery specializes in the sale and restoration of vintage lighting, table and floor lamps, lamp shades and home accents found world-wide. David Director said Restoration Lighting Gallery has expanded their business to service the demand for repairs and restoration, by other spe-

continued on page 3

In-Line Dimmers Now Available



Dimming creates ambiance and is energy efficient.



For years we have had requests for picture lights with dimming capability. Now, we are happy to offer this custom solution for Vermont made picture lights.

Upon customer request, our Classic Traditional and

Slim-line picture lights (150w max) will be wired with a full range in-line dimmer switch installed directly on the cord.

Now your customers can adjust the light over their artwork without the expense of electrical outlet and remote control installation.

Dimming capability adds instant ambiance to any décor with the flip of a switch. Dimmers also cut down on the amount of energy used in powering your picture light.

Please call our customer service department today for pricing and lead-times.

Spring Forward, Fall Back

“An extra yawn one morning in the springtime, an extra snooze one night in the autumn is all that we ask in return for dazzling gifts. We borrow an hour one night in April; we pay it back with golden interest five months later.” - Winston Churchill

One of the biggest reasons we change our clocks to Daylight Saving Time (DST) is that it reportedly saves electricity. Newer studies are being done to see if that long-held reason is true.

In general, energy use and the demand for electricity for lighting

our homes is directly connected to when we go to bed and when we get up. Bedtime for most of us is late evening through the year. When we go to bed, we turn off the lights and TV.

Daylight Saving Time “makes” the sun “set” one hour later and therefore reduces the period between sunset and bedtime by one hour. In the winter, the afternoon Daylight Saving Time advantage is offset by the morning’s need for more lighting. In spring and fall, the advantage is less than one hour. So, Daylight Saving Time saves energy for lighting in all seasons of

the year, except for the four darkest months of the year (November, December, January and February) when the afternoon advantage is offset by the need for lighting because of late sunrise.

We are coming up on the darkest four months of the year. The time when the need for lighting becomes so important. Stock up and take advantage of this golden opportunity to increase sales over the upcoming season.



HD Boutique 2009

HD Boutique 2009, a hospitality and design event was held at the Miami Convention Center on September 14th and 15th. House of Troy product manager, Tom Latta, was there to exhibit our latest innovative products.

The event, taking place on chic South Beach, is unique in that it allows intimate access to the hottest hospitality design products from manufacturers and artisans

throughout the Americas by the most influential and exclusive group of hospitality owners, operators, and design professionals.

The smaller scale venue allows for a creative and collaborative event between design professionals, manufacturers, and buyers. The event highlights customizable solutions and cutting edge designs in a relaxed and personal environment.

Tom Latta and Jeff Sokol, from HA

Framburg, manned a mutual booth and met with many designers and hospitality professionals while there. House of Troy products, including our new 30,000 hour, energy efficient, LED picture lights, were introduced for potential hospitality use.

Special thanks to Ron Ingles, our South Florida rep for all his help at the show.

**HD Boutique
2009, an
intimate
setting to show
hospitality
design
professionals
innovative
products.**

Conn. Lighting Center *continued from pg. 2*

cialty lighting retailers. “Most stores just aren’t set up do this sort of work. If they do send it to us, we can do it quickly and efficiently and they can mark it up.”

Connecticut Lighting Center’s website, www.ctlighting.com is really dynamic. Currently it is used to offer ideas, describe products, offer discounts and services while driving

business to their brick and mortar locations. Connecticut Lighting also has an e-commerce site, www.myrlg.com.

The philosophy passed from Arthur to David that “the customer is the boss” has brought continued success to Connecticut Lighting Center. The concept being that the customer decides whether a busi-

ness will succeed or fail. The business has been “built on honesty and integrity and our focused drive to satisfy our customers’ needs.”



Original Hartford Showroom



**902 Silver Ridge Rd
Hyde Park VT 05655**

Phone: 802-888-7984
Toll Free: 800-428-5367
Fax: 802-888-2942

www.houseoftroy.com
Email: customerservice@houseoftroy.com

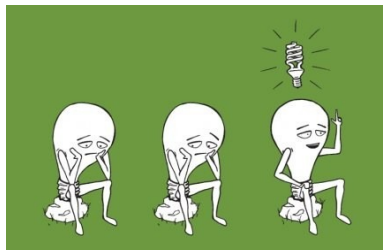


California Title 20, continued from page 1

meet CEC requirements. We will add the Energy Star rated CFL bulbs wherever possible. We have added a hi/lo switch to our 6", 11" and 16" Slim-line picture lights. We have developed a series of traditional picture lights which will have a special reflector system and maximum three candelabra sockets rated 15w each. We are also designing new products using the 50w GU10 halogen bulbs, with full range dimmer.

There are many LED products currently on the market that would seem to be excellent and efficient options, however the current LED requirements of Title 20 are so stringent that they do not qualify. LED requirements state that there must be a minimum of 200 lumen output at 40 lumens per watt. This makes good sense for task lighting, however is

unpractical for decorative or ambient lighting. We have found a new compliant LED light source that we will use in the Generation G300 series, introduced in June, that will ship late fall of this year.



In California, education of showroom sales force will be a priority, Changes in product packaging and marking will also be a priority to manufacturers shipping to California.

A federal energy bill that recently passed the U.S. House and will go under Senate consideration this month will likely imitate Title 20, in making these requirements national. Clark Linstone of Pacific Coast Lighting in California, says the state's role in the issue of energy efficient lighting "presents a real challenge to local retailers and manufacturers. A federal bill would help level the playing field." See the September 2009 issue of Residential Lighting for more information on this energy saving legislation.

California dealers are welcome to contact House of Troy to receive a list of compliant product and products with planned modifications at customerservice@houseoftroy.com, or call today at 800-428-5367.