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Go Green merchandising program helps lighting control distributors drive sales and save energy

SANTA CLARA, CA August 2007 – Watt Stopper/Legrand invites stocking distributors to select from a wide range of merchandising displays to help them promote sales of energy efficient lighting controls. A Go Green campaign has been designed to support the launch of new lines of commercial and residential occupancy and vacancy sensors and enables distributors to customize their marketing efforts. Product sample kits, available at upper tiers of the program, give distributors the opportunity to install controls in their own facilities to familiarize staff with their operation and save on energy bills.

At the heart of the campaign are modular product displays with samples of commercial or residential controls alongside application guidelines. Showing actual samples of the new low profile sensors is the best way to communicate to customers just how attractive they really are, and displaying a variety of products helps customers select the right sensors for each project. Distributors choose display modules with products best suited for their target markets. Modules can be mounted in free-standing or wall-hanging displays or configured for countertop placement for increased visibility. Literature pockets on the displays place supporting marketing materials right where they're needed.

Go Green also offers a branding kit consisting of a banner, counter mat, product selection guide and branded giveaway screwdrivers. Additional green coordinated display items include a gravity feed merchandiser and gondola headers.

Watt Stopper/Legrand distributors earn displays and product sample kits as well as Watt Stopper Bucks when they place stocking orders. Watt Stopper Bucks are redeemable for any of the merchandising items. In addition to the Go Green materials, product brochures and educational information are always available to support sales. For more information about the program, visit www.wattstopper.com/distributor.

Watt Stopper/Legrand is a leading manufacturer of energy efficient lighting controls for commercial and residential use. We help customers find convenient ways to save energy, meet green initiatives, and comply with energy codes with our comprehensive range of products, programs, and services. Legrand, located in Limoges, France, is the world specialist in products and systems for electrical installations and information networks. Visit www.wattstopper.com.

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