

Value Proposition for Specifiers

CAST Lighting Value - A Letter from the President

Dear Lighting Specifiers,

Why are the best landscape lighting professionals taking a closer look at CAST Lighting? It's all about value.

There are many points about our value that I'd like to make, but first, I will sum them up in five bullets that you can remember.

- **The Best LED Landscape Lighting Fixtures.**

The market is full of LED landscape lights that perform poorly and that will fail long before promised. Dropping an LED bulb into an incandescent light is the wrong approach. LED's and their electronics require specially engineered lighting fixtures - that's what CAST offers - many years of the industry's best engineers designing CAST fixtures for LED's. The differences between CAST LED's and others are striking. Read the Ten Reasons why CAST LED's are Best.

- **Highest quality for a reasonable price.**

CAST solid bronze fixtures offer outstanding value, no other manufacturer offers such high quality at such a low price.

- **Rugged - practically indestructible.**

With solid bronze bodies and stakes, no other fixture withstands physical and environmental abuse better.

- **Simple to install and maintain.**

Engineered for easy installation and maintenance - all products field serviceable.

- **Unmatched technical, design, business and training support.**

In addition to our Hands-On and Classroom Seminars, the resources in our website are encyclopedic.

Now, I will break out our value in more detail. After over 15 years of working hands-on in the field, in the classroom and as a supplier and a specifier, I believe I know the questions going through your mind. These are the questions that drove me to create CAST.

Tired of landscape lighting products that fail?

CAST delivers the highest possible quality: Superior quality with the entire CAST line – solid bronze fixtures, stainless steel internal components, tin-coated No-Ox® wire, state-of-the-art transformers, Fixture Record Tags, Spider Splice® Connections – the list goes on. All this at prices far lower than other spec-grade manufacturers.

Looking for products that distinguish you from your competitors?

CAST solid bronze fixtures are unique - no-one copies them: The market is littered with breakable, corrosion-susceptible and poorly manufactured product. Existing and new clients appreciate the distinctive look and feel of CAST. Placing heavy CAST Bullets in the hands of your clients will convince them that you are installing a fixture markedly different from (and superior to) your competitors.

Is your job complicated by selecting and ordering multiple finishes and styles?

CAST Lighting has a lean product line and only one finish - bare bronze metal: When you tell your clients that you select fixtures based on performance rather than decoration, they get it. Instead of offering the client a selection of hundreds of styles and finishes, you offer them the lean-and-mean selection from CAST. This greatly simplifies the specification and ordering process.

Can you afford to waste time in getting answers to your questions?

CAST Lighting Staff are all experts in the business, art and science of landscape lighting: CAST Sales and Office Staff are landscape lighting experts. They are available to answer questions regarding applications, specification and photometrics.

Do you need immediate access to specifications, detail drawings and photometrics?

CAST provides up-to-date product data where and when you need it: In three clicks or less you can access specifications, detailed installation drawings, product information sheets, photometric data and operating manuals - no user names or passwords required. View available documents.

Would you like to make your bid documents bullet-proof?

CAST performance specifications enable you to dictate critical installation details: Specifications too often get undermined by cost-cutting purchasers and project managers. Our performance specification template can be edited and submitted along with your bid to ensure that your designs are implemented at the quality level you intend. View performance specification template.

Can you ensure that post-installation maintenance will preserve your lighting design?

CAST Fixture Record Tags and System Record Forms ensure proper maintenance: CAST Fixture Record Tags are an exclusive feature that enables the installer to create a permanent record of lamp data at every fixture. In addition, record forms at each transformer display critical electrical data to ensure simple and effective troubleshooting.

There are many more points I could mention, but I know your time is valuable. I strongly suggest that you visit your nearest CAST distributor, locate the CAST section and pick up one of our MR-16 Bullets. That action will speak louder than any words I could possibly offer.

Thanks for your time and consideration,

Sincerely,
David M Beausoleil
President, CAST Lighting LLC.

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