

Lighting Your Pathway to Success

Why become a Futronix dealer



FUTRONIX

Why should we distribute Futronix products?

You are a well established distributor looking for new products that are easy to sell, with easy installation, programming & training – and with high profit margins for the electrical products industry.

Futronix is just the product range you're looking for!

Build market share, customer base and profitability in your market with Futronix's internationally - recognized brand and comprehensive range of dimming and lighting control solutions!

You will be selling a unique product – a product central to any lighting project or building, especially any project aiming to attract the 'smart-house' conscious consumer or buyer.

The Futronix brand name is well established at the leading edge of the lighting control industry – with a product range that has demonstrable advantages in functionality, sophistication, compactness and diversity of application.



Adding Futronix lighting control systems to the list of products you sell makes you look more professional, serious and comprehensive in scope – this translates into more products sold into one project.

Futronix systems also have a synergy with lighting products that helps you sell other related products in volume.

For major projects, our established reputation and international client references provide an excellent introduction to purchasing departments, consultants, and key decision makers as a 'core technology'.

When you identify major projects in your market, you will approach them with confidence, knowing that with Futronix lighting control systems as your key product, you enhance your ability to propose highly-profitable turnkey solutions for major lighting projects.



Simplicity & consistency have always been keywords for Futronix design engineers.

All Futronix products are operated in the same way, which minimizes training for both staff and the end user. These products are profitable because they are not time consuming to sell, install or instruct customers in use.

Futronix distributors worldwide are supported with reliable service & support, effective marketing & advertising, as well as local project leads and in-house & factory training.

Benefit from our 18 years of expertise, experience & innovative technologies.

Become a Futronix 'Approved Distributor' and light up your pathway to success!

The Brand – Futronix

Market trends, changes in technologies and strong ownership of product design have been the driving force behind Futronix brand development and management.

The Futronix brand has successfully targeted specific markets in the construction and lighting industries worldwide, with all Futronix brand products maintaining our excellent reputation for superb design, quality, reliability and after-sales support.

Futronix worldwide network of approved distributors and system integrators have been able to build on the base of excellent products, sales and marketing support to create strong local demand and successful distributorships.



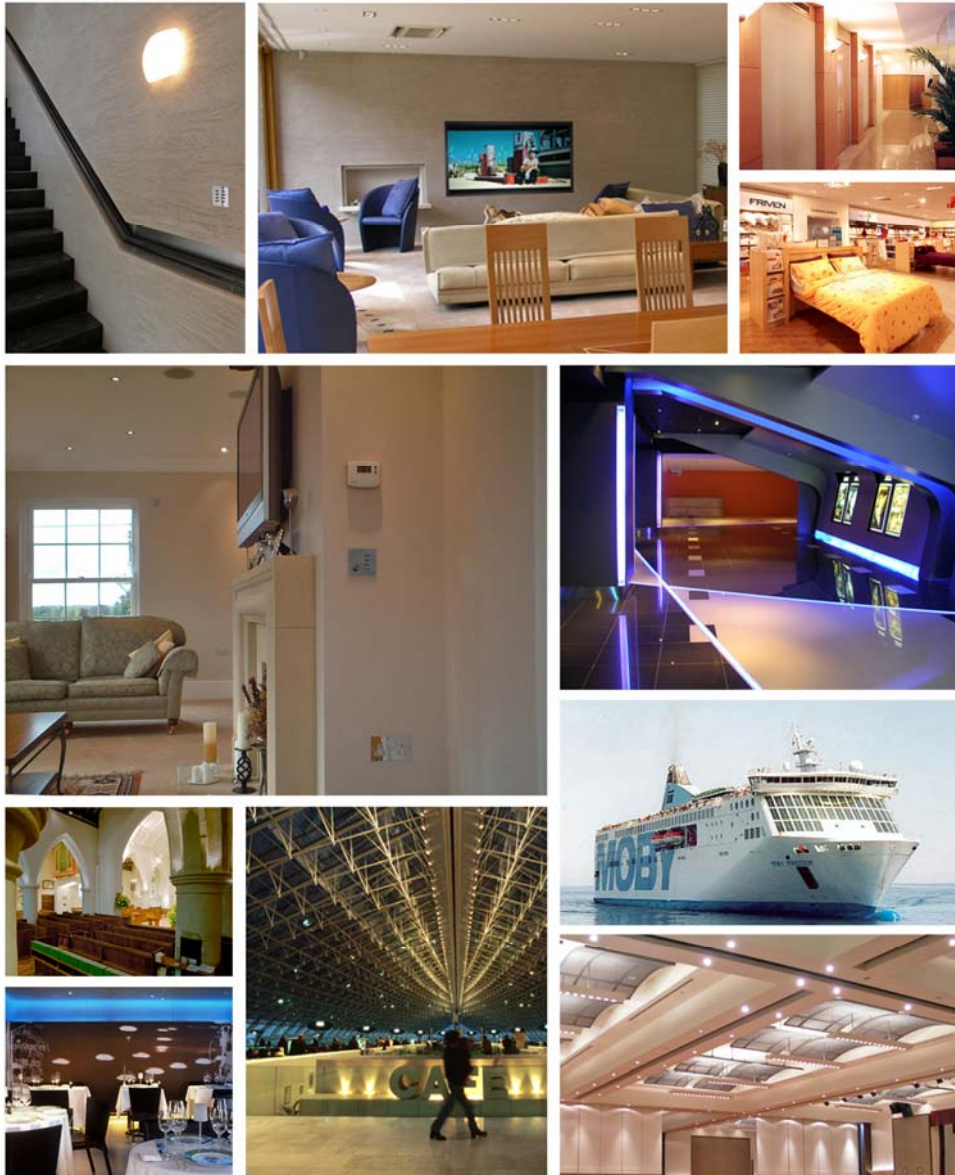
Market Sectors

The comprehensive range of Futronix dimmers and lighting control systems means that Approved Distributors can submit competitive proposals for projects ranging from a single room to huge complexes.

Potential market sectors include:

- hotels, resorts & restaurants
- conference & convention centers
- residential (home resorts, luxury houses, condominiums)
- entertainment & recreational venues
- cinema & retail complexes
- private & public health care
- educational institutions

- commercial office developments
- cultural & arts facilities
- transport terminals (airport, rail, bus, rapid transit, monorails)
- government buildings (administration, defence, correctional, etc)
- landscaping & security (parks, gardens, roadways, security)
- industrial manufacturing plants & control rooms
- hazardous locations (oil rigs, gas stations, refineries, fuel storage, labs)
- places of worship
- cruise ships.



Futronix Marketing Materials

To assist our Distributors in their marketing efforts, Futronix have assembled a variety of marketing aids, including:

- **Print Literature** – a range of informative documents includes:
 - Product Brochure
 - Company Profile
 - Accessory Brochure
 - Technical Binder
 - White papers
- **Distributor CD-Rom** – containing technical & installation information regarding Futronix products
- **Artwork DVD Set** – a multi-set compilation of promotional artwork, graphics, marketing materials, plus comprehensive collections of images for Futronix Products and Projects
- **PowerPoint CD-Rom Set** – containing product training and installation training Power Point presentations regarding Futronix products



- **Light Walls & Demonstration Cases** – selectively back-lit transparencies wall mounted in a metal case, or housed in an aluminium suitcase, complete with Futronix switchplate and dimming software to simulate dimming effects in the customer's premises.



Futronix Corporate Advertising, Marketing and Promotion

In addition to providing our Approved Distributors with effective marketing tools, Futronix continually advertise and promote our dimming systems with full and half-page advertisements, articles and advertorials in a variety of industry-leading publications – such as Home Cinema Choice, and Smart House magazines – and participation at major industry trade events, such as CEDIA and others.



For the past 5 years Futronix have supported the brand name with high-profile sponsorship of F3 (Formula 3000) motor racing, with Futronix cars winning the 2003 British F3 Championship outright, and achieving competitive results in UK and European F3 racing in the 2004, 2005 & 2006 seasons with the successful JVA Team.



The Company

Futronix is a world leader in design and manufacture of digital lighting control systems, with 25% average annual growth since start-up.

Futronix dedication to innovative design, research and development, and constant refinement of dimming products augments Futronix drive for increased market share, the core elements being development of new products, and technology and design enhancements to existing products.

We believe in finding out what our customers want, and supplying the need, and increasing market share by effective sales and marketing.

Our long-term commitment to dealers, installers and system integrators includes providing in-house & on-site training, installation & instruction manuals, and marketing & sales materials.

Business-to-business marketing procedures for mutual success include superior service and support throughout the complete business cycle, from specification through commissioning, after sales service and pre-planned maintenance.

Representing Futronix means building long term relationships with your core technology supplier. Our eighteen years as a privately owned company lessens the possibility of being terminated as a distributor due to rationalization as part of a takeover.

Futronix Customers

Futronix industry-leading products have been installed by some of the world's most prestigious companies.

Why not distribute lighting control products that have already satisfied leading hotel brands such as Hilton, Sheraton, Grand Hyatt, Landmark, Shangri-La, Peninsula, Sofitel, Oriental and the Burj Al Arab, as well as IMAX and Golden Screen Cinemas, and major corporations including Honeywell, Siemens, Microsoft, Toyota, DaimlerChrysler, Hyundai, Daewoo, Barclays Bank and Credit Suisse?

When you represent Futronix, you can approach projects of any size or scope, confident that the products, service and support will result in a satisfied customer – and an unbeatable profit margin.

Our website www.futronix.com provides complete information on Futronix products and operations.

