

Grow Your Business With The Three R's

A practical framework for helping customers maintain, improve, or modernize their lighting – while expanding every sales opportunity

Every lighting request points to one of three practical paths. The opportunity is not to push the largest project. It is to identify the path that best fits the customer's immediate need, operating priorities, fixture condition, and long-term plan.

1 Re-Lamp or Re-Ballast

(MRO / Maintenance Expense Budget)

- Direct replacement of failed or aging lamps, ballasts, or drivers
- Lowest disruption, fastest turnaround
- Lowest upfront cost

Customer Results:

Keep the line running. Same form, fit, and function – Delivered fast.
Does not significantly reduce energy or maintenance long-term.

2 Retrofit / Upgrade the Existing Fixture

(Maintenance or Capital Budget – customer choice)

- Reuse existing fixture housings
- Install new LED engines, drivers, optics, and controls
- Delivers:
 - Major energy savings
 - Better light quality
 - Minimal disruption to operations

Customer Results:

Maximum improvement without replacing the whole asset.
Like putting a new engine in a trusted machine.

3 Replace – New LED Fixture

(Capital Improvement Budget)

- Full fixture replacement with modern LED luminaires
- Best option when:
 - Existing fixtures are obsolete
 - Layout or light levels need to change
 - Controls or compliance are required

Customer Results:

Future-proof the facility and reduce long-term maintenance

FOR YOU	FOR YOUR CUSTOMERS
• Expands average order size • Moves lighting from “price-only” to value-based selling • Creates repeat business with maintenance departments • Differentiates from Amazon and commodity lamp sellers	• Lower energy and maintenance costs • Reliable & Predictable lighting resource partner • Predictable ROI • Minimal operational disruption

LED vs Conventional Lighting FAQ's

- LED lighting uses on average 40% to 70% less electricity than conventional lighting, providing payback of 1.5 to 4 years on average depending on operating hours and electricity cost.
- LEDs have 2-3 times longer life spans than conventional lamps – typically 50,000+ hours.

Sell Lighting With Confidence

Service Lamp is a full-service commercial and industrial lighting supplier with nationwide reach and family-owned service since 1976. We provide products, technical expertise, retrofit solutions, and project support to help you serve your customers and grow your lighting business.

Every facility eventually faces lighting failures, rising maintenance demands, changing operations, or performance concerns.

You Don't Need To Be a Lighting Expert to Have the Conversation

— you need to be a good scout. Here's where your job ends and ours begins:

YOUR JOB: Spot the signs (use the Quick Reference card). Ask a few simple questions. Take photos. Send it to Service Lamp.

OUR JOB: Pick the right products for the application. Confirm code and safety requirements. Match color, layout, and light levels to the space. Check rebate and incentive eligibility. Handle the technical side, warranties, and follow-up.

If a customer asks something you don't know, that's expected — not a gap in your training. Get us the details and we'll get you the answer.

Why Lighting is a Strategic Opportunity for Your Customers

Your customers rely on lighting not just to see — but to improve safety, address changing code requirements, and reduce maintenance demands.

Your customers will always face one of three lighting decisions:

1. Maintain existing lamps/ballasts (quick fix).
2. Upgrade / Retrofit existing fixtures to high-efficiency LED.
3. Replace with modern LED fixtures for long-term performance.

Each path creates opportunities to expand the sale, increase order value, and provide more complete solutions than replacement lamps alone.

Why Partner With Service Lamp

- 1. One Source for a Full Range of Lighting Products**
 - Lamps, ballasts, LED retrofit kits, LED fixtures from top brands
 - Solutions for industrial, commercial, warehouse, retail, healthcare, and exterior applications
 - Rapid access and competitive pricing
- 2. Lighting Design & Project Support**
 - CAD fixture plans, lighting layout, energy analysis
 - Support for maintenance and capital budget proposals
- 3. Retrofit & Upgrade Solutions**
 - Efficient LED options for industrial spaces
 - Retrofit kits for T5/T8 and metal halide systems
 - Lighting controls and occupancy sensors to enhance energy savings
- 4. Local & National Support**
 - Small orders, multiple locations, nationwide programs
 - Project staging and fulfillment coordination

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