

CodeLumen



# Are you tired of overspending on lighting packages?

## Manufacturer-Direct Model

A turnkey solution tailored for General Contractors.



[www.clumen.com](http://www.clumen.com)

# The main reason you are spending a fortune.

Most General Contractors spend a fortune on procuring lighting packages for their projects.

## WHY?

Because the traditional supply chain model currently in use is costly and inefficient, with three different layers of massive profit markups.

About **95%** of US importers and wholesalers are forced to operate under this model, alongside lighting reps, wholesalers, and local distributors.

A significant percentage of markup is added on every resale at each level, leading to sky-rocketed lighting package costs.



The background is a solid light blue color. It features several large, faint, white question marks scattered across the top half of the page. Below the question marks, there are several smaller, faint, white circles. The overall design is clean and modern, with a focus on the central text.

*This brings us to the crucial question –*

**What is the most cost-effective  
method of sourcing lighting  
products for projects?**

The answer is the **manufacturer-direct** business model.

## What is the manufacturer-direct business model?

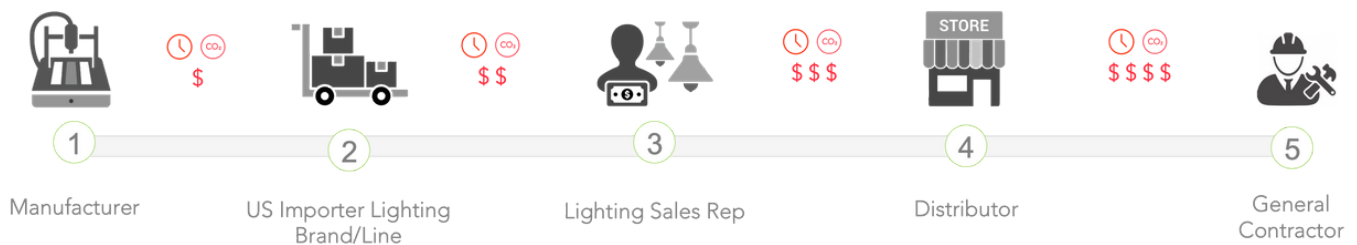
The manufacturer-direct lighting business model involves two major players – the manufacturers and the General Contractor.

The General Contractor directly buys the LED lighting products from the manufacturer, who delivers them directly to the project site.

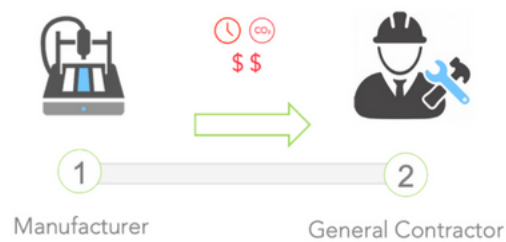


The most cost-effective method of sourcing lighting products for projects is to ditch the counterproductive traditional supply model and opt for the **manufacturer-direct** business model.

## Traditional Outdated Supply Model



## Manufacturing-Direct Supply Model



Time    Energy    Money



# Why choose the manufacturing-direct business model?

Let's look at the advantages of the manufacturing-direct business model:



## Lower Distribution Costs

Since products do not need to be shipped first to a warehouse and then to a retail location, both players can work with lower and more favorable pricing.

## Unique Direct Customer Relationship

Unlike the traditional supply system, this model offers a direct customer relationship. Manufacturers can receive input and feedback directly from customers instead of relying on the lighting rep or electrician for such crucial information.

## Simplified Supply Chain

Asides from being cost-effective, the manufacturing-direct business model simplifies the supply chain. If you decide to purchase via the manufacturer-direct route, you're likely to benefit from competitive pricing and shorter delivery times. The simplicity of this supply chain also means you are erasing the carbon footprint as much as possible.



# 40% off the costs

*and more...*

Overall, the manufacturing-direct business model could help general contractors reduce lighting packages costs by up to 40%.

Again, a few of the top benefits of using a reliable and experienced manufacturer-direct partner include:

- **Lowest market rates**
- **Products tailored to the project needs**
- **Optimal turnaround and delivery times**
- **Direct customer relationship and service**





# Important Note:

Despite all the upsides, there is a slight limitation with the manufacturing-direct model. Only very few manufacturers in the system can offer multiple models of lighting products. It is even more challenging if you decide to work with a single manufacturer.

Likewise, working with the manufacturer-direct model requires you to do your due diligence on product quality, such as checking for UL or ETL certifications and verifying the products' warranties.

You should ensure that you work with a manufacturer-direct lighting company with proven track records of successful collaborations with general contractors. Such companies are usually well-versed in the construction business and can help with common problems general contractors encounter. This means you can worry less about timely delivery, product quality, or spec grade products that meet specific functionality and energy-efficient standards such as tile24.

**In simpler words, an experienced manufacturer-direct lighting company can make the entire lighting process a walk in the park for you as a general contractor.**



# Successful cases

These mayor brands saved up to 40% on their project with our manufacturer-direct model:



Hotel & Residences



Energy Retrofit



Office Space

**Square feet**

219,895.29 ft<sup>2</sup>

105,650 ft<sup>2</sup>

16,401 ft<sup>2</sup>

**Initial Cost**

\$510,385.00

\$19,392.00

\$93,245.00

**Manufactured  
Direct Cost**

**\$198,425.00**

**\$12,589.00**

**\$58,280.00**



# Work with us.

Do you want to work with a reliable manufacturing-direct lighting partner that treats your project like theirs?

**We are here to help.**

# Why us.

At **CodeLumen**, we continuously listen to the close group of general contractors we work with. Hence, we understand their needs and tailor our solutions to meet them.

We design and manufacture LED lighting fixtures according to your project's specifics, without sacrificing standards and relevant certifications. This allows us to cut layers of profit markups from lighting reps, online e-commerce, and local distributors.

Stop overspending on your lighting project!

**Save up to 40% off your next lighting products purchase with us!**



[www.clumen.com](http://www.clumen.com)

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