

THIS IS PROGRESS

A brand focused on making luxury affordable, we're more than just a lighting manufacturer with a rich heritage. We're illuminating a vision for the future, placing a high concentration on creating superior lighting solutions at a great value. Our brand evolution sets a fresh foundation to educate, equip and excite distributors and their customers.

SEE WHAT SETS US APART

Design inspiration, product integration and technology leadership has been at the heart of Progress Lighting's success for more than a century. We offer high-quality solutions for residential and light commercial applications that are affordable and on trend for today's projects. More than ever before, we're placing a concentration on providing a variety of inspirational resources that accompany our breadth of products – to Equip, Educate and Excite our partners and their customers.



IMPRESSIVE PRODUCT OFFERING

In addition to providing high quality lighting packages at great prices, Progress Lighting offers more than 5,000 lighting fixtures, including LED options in both decorative and commercial offerings.



PROGRESS LIGHTING
DESIGN+SERIES™

DESIGN SERIES SUBCATEGORY LAUNCHES INTERIOR DESIGNER PROGRAM

Through Progress Lighting's Design Series collection, we are elevating expectations and shattering perceptions of what Progress Lighting is in the marketplace. We are proud to announce the launch of our first designer collaboration with acclaimed interior designer Jeffrey Alan Marks. With rich materials and finishes, fashion-forward elements and luxurious details, the Design Series category offering showcases more than 400 products for interior and exterior applications that offer higher margins as well as high-end appeal for online growth and the growing remodel market.



RESIDENTIAL INTERACTIVE ONLINE TRAINING SERIES

Progress Lighting began 2017 with a brand evolution – to present a look that better fits its go-to market strategy for the future. In 2018, we set out to concentrate on providing the most effective visuals and messaging to help our brand not only stand out, but win in the marketplace. Our new interactive online training series offers a variety of engaging, creative and interactive online courses to further Equip, Educate & Excite a multitude of audiences. The program goal is to amplify knowledge of product offering and lighting expertise to increase sales growth.



620K SQUARE-FOOT DISTRIBUTION CENTER

In addition to our Ontario, CA distribution center, our Jefferson, GA distribution center was built in 2017 to accommodate Progress Lighting's significant sales growth. The distribution center also translates to faster turnaround time for orders and fewer shipments necessary to complete orders – as its outside inventory storage facilities are now all consolidated into one 620k square foot facility.



DIRECT SALES

Through our outside sales team focusing on key markets, growth investments and smart succession planning, we're aiming to provide "best of class" service to our partners. Our inside sales team members provide outbound calling support and allow our account managers more time to serve our partners directly.



PROGRESS LIGHTING SHOWROOM

In 2018, we unveiled a fresh look, additional space and state-of-the-art features at our permanent showroom located in the Dallas Market Center. Curated product vignettes, an LED Demonstration Lab and an "iDevices® Smart Loft" featuring integrated home automation solutions are available to accommodate all facets of Progress Lighting's key audiences - including homebuilders, designers and online partners.

INSPIRATIONAL MATERIALS THAT FUELS INSPIRATION AND ENGAGES CUSTOMERS

Resources, such as the Curated Collection Guide, Lighting Trends and *Experience Progress*, have been developed to provide easy access to a world of inspiring spaces. We have been astounded by the splash our consumer-facing magazine has made among its wide network of engaged builders, designers, retailers, showrooms, decorators and homeowners - extending all over North America and Canada. The *Experience Progress* publication offers a free platform for a multitude of target audiences from strategic partners to high-profile social media influencers to interior designers reaching a 60K+ subscription base that keeps growing.



DIGITAL ENGAGEMENT SOCIAL MEDIA FACTS



50.3K+
fan followers



95.8K+
fan followers



1M+
monthly viewers

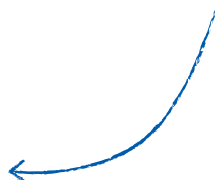
Progress Lighting continues to identify and partner with designers across the nation to share inspiration, images and project details online. Through cross-promotional activities, Progress Lighting provides designers, as well as our strategic partners, a platform to serve as industry experts and make new connections in the home décor community.

Additionally, Progress Lighting is the only lighting manufacturer to maintain a regular blog that addresses key home improvement and design trends. When brands partner with Progress Lighting on social media, they are able to gain online exposure with a large and captivated audience of individuals seeking to learn more about interior design and homebuilding topics.



With over a century of lighting technology, leadership and engineering, Progress Lighting offers the highest quality in residential and commercial lighting solutions. We understand what it takes to be a leader: offering products that deliver aesthetic appeal, stellar performance, easy installation and value.

FOR MORE INFORMATION,
CONTACT US.



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