

CASE STUDY

GE C&I LIGHTING

Introduces Ultramax Electronic Ballasts



WHEN YOU WANT LIGHTING DONE RIGHT, START WITH GE.

There's more to MAX
Multi-Voltage Control Arc-Guard Protection Extreme Efficiency

GE revolutionizes lighting again with new, breakthrough technology. Our patented UltraMax electronic ballasts transform the power of light into efficiency and savings from store shelves to the job site. It all starts with UltraMax's Multi-Voltage Control (MVC), which automatically adjusts to handle voltage from 120V through 277V. That can cut the ballast models you need to stock from 40 down to 13, which can dramatically reduce inventory carrying costs. UltraMax ballasts have ArcGuard Protection, too, with a UL Type CC Anti-Arc Rating. Plus, they're ultra lamp friendly, with an industry low Lamp Current Crest Factor of 1.414 for optimal lamp performance. And the small, low-profile design of UltraMax ballasts make retrofits effortless.

All that with an energy efficiency rating of over 90%. When combined with GE T8 Watt-Miser® lamps, it can mean up to 40% in energy savings when replacing standard T12 systems. Who but GE could bring you a breakthrough like that? Contact your GE representative or visit gelifting.com for more information.

GE Lighting
TRANSFORMING THE POWER OF LIGHT™

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ULTRAMAX ELECTRONIC BALLASTS

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BREAKTHROUGH TECHNOLOGY THAT DRAMATICALLY IMPROVES EFFICIENCY, SIMPLIFIES INSTALLATION AND DELIVERS OPTIMAL LAMP PERFORMANCE.

Client Situation:

Make distributors and end-users aware of GE's revolutionary new design in ballasts that makes their lighting systems the most efficient in the industry.

Tactics:

Create an integrated sales support strategy that included advertising, sales and product literature, flash presentation, point of sale and training materials. In quick succession, Stevens Strategic Communications produced advertising, a brochure, point of sales materials and incentive program aimed at distributors. Next came the major product catalog, merchandising and flash presentation materials.

Results:

This program almost immediately resulted in leads and significant sales. GE Ballast sales exceeded forecast in a down economy.

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