

LIGHT WHERE YOU NEED IT. WHEN YOU NEED IT!



# The PRISM Gazette

A quarterly review for the clients of PRISM LIGHTING SERVICES • WINTER 2009

## DID YOU KNOW?

- 1 • That the PIL 1000 can come with a specially designed case as an add-on accessory?
- 2 • That the PIL NiteLite comes with its own specially designed case as a standard feature?
- 3 • A PowerPoint-based Prism Sales Presentation is available for you and your staff to use as a successfully-tested method of selling the PIL? Call the office for a free copy!



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## DIRECTOR'S MESSAGE

In a year where words like "recession", "bailout" and "record lows" became a part of our daily lexicon, 2008 was a record-setting year for Prism Lighting Services!

There were many reasons for this success, and we believe that despite the downturn in the U.S. and world economies, 2009 is positioned to be an even stronger sales year. Here is why we feel this way:

- Our National sales partner, **DQE**, not only renewed their contract, but inked a three-year deal with Prism to continue as the sole provider of the PIL to the Emergency Management Market Channel in the United States.
- Our International Dealer Network doubled in 2008, thus we have high expectations for greater visibility of the PIL through that network. That network now includes new dealers such as: **Ancom Systems** (China), **ATS Safety** (Finland, Sweden, Norway, Estonia), **Pod's Marketing Mix** (Trinidad & Tobago), **Kacimij Corp** (Peru) as well as **CKE** of Thailand and **ISP** of Puerto Rico...both of whom sold more than 40 units in 2008!
- And our new USA dealers include: **S&R Event Rental**, **Safety-West, Inc.**, **Centaur Custom Design and Build**, **SOHO Network Solutions, Inc.**, **KC Installation, LLC.**, and **JJ Eucce and Associates**.
- There was **NO PRICE INCREASE** for either the PIL 1000 or the PIL NiteLite heading into 2009!
- The 2008 addition of the low-cost PIL NiteLite gave our dealers an alternative to the PIL 1000 Series...and in fact provided additional lighting sources for our end-users.
- The Spring 2009 addition of our new PIL 1000M Series (see "What's New") will give our dealers an entrée into the military market channel.

The PIL continues to be a unique and affordable product for our end-users. And our Dealer

Network has proven to be able to generate high amounts of margin revenue by selling this product. This is a winning combination in any economic climate.

We are here to serve you, and to help you light the way!

### Wishing You Continued Success!

*Gregg B. Taylor*

Director, Sales & Marketing

## WHAT'S NEW

**In the first Quarter of 2009, Prism will introduce the PIL 1000M Series!!** The 1000M and 1000MG (with generator) are specially designed for the military and come with many standard features such as: a camouflage cover, two spare blower motors, a storage case, extra balloon cloth and two spare bulbs...and for the 1000MG the generator is also in camouflage color!!!

**Our new and improved website is in service...** [www.prismlighting.net](http://www.prismlighting.net)

**NO WEB-PRICING!!** Prism has enforced the clause in all Dealer Agreements that relates to marketing on the web. Please **DO NOT** put your pricing on the internet as it blurs the geographical and market channel lines. Feel free to use something like this: "Call us for prices!"

## HOME OFFICE

The continued growth of the Prism Inflatable Light System has allowed us to add another new face to the team for 2009: Roosevelt "Rudy" Baker—Service Center.

Administrative Assistant, Shirley Fason, the "real" boss of the company, will celebrate her 6th anniversary in May. Shirley, thanks for all you do!