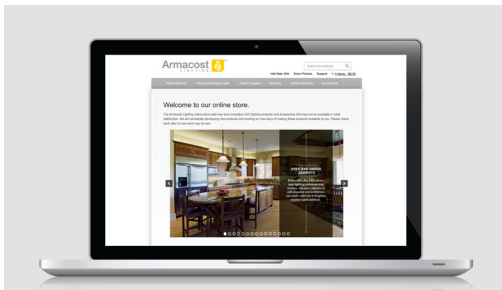


# ARMACOST LIGHTING

## RETAIL BRANDING

Brand Identity / Marketing Materials / Web / Exhibits



### ABOUT

Armacost Lighting designs and manufactures innovative, energy-efficient LED lighting, LED drivers, dimmers, controllers, and other accessories.

### CHALLENGE

Armacost Lighting sought to increase product sales among retailers and consumers, focusing on its flagship product, RibbonFlex Pro™ LED tape lighting.

### SOLUTION

- Novak Birch developed the Armacost Lighting brand and created a foundation of marketing and sales materials to launch their component-based RibbonFlex Pro LED tape lighting.
- Developed a marketing communications plan detailing the solutions needed to reach customers and generate sales.
- Developed a brand platform, including logo and messaging, used across all marketing channels.
- Conducted research via focus groups.
- Developed branded packaging that prominently features benefits.
- Produced easy-to-understand installation guides and built customized, hands-on trade show and POP displays to attract distributors and consumers.
- Designed and developed an intuitive, user-friendly website ([armacostlighting.com](http://armacostlighting.com)) that provides consumers with quick access to product information and enables administrators to easily update information.
- Provided public relations support, including trade publications, trade show opportunities, and broadcast.
- We continue to evolve Armacost's marketing communications to reach retailers and consumers and maintain visibility.

### RESULTS

- National, regional, local, and online retailers carry the RibbonFlex Pro LED product and accessories, including The Home Depot, Lee Valley Tools, and DeNault's True Value.
- The RibbonFlex Pro LED tape lighting and accessories are the first—and remain the only component—based tape lighting system available at home improvement stores. They consistently receive the most five-star reviews of any accent or under-cabinet lighting product at The Home Depot.
- The product has received significant industry recognition.
  - » Won a Retailers' Choice Award at the 2012 National Hardware Show®.
  - » Profiled on the Lifetime channel's home improvement show *Designing Spaces*.
  - » Featured in *National Hardware* magazine.