

<EMAIL>

Subject: Lighting Component Sourcing – Save 30%

How would your bottom line improve if you could get Chinese lighting component and product manufacturing costs without learning Chinese... in fact, without even going any further than your computer?

Plug in a complete...

- In-industry (lighting components and fixtures)...
- In-country (offices in China, United States, Europe, Spain)...
- In-culture (fluent in Mandarin, Cantonese, English, German, Spanish)...
- Single source solution (anything from factory auditing to turning your concept into a delivered safety approved product)...

That bridges the gap between your in-house capacity and the resources you need to drive your business...

With cost savings as much as 30% or even more.

Get the complete story NOW... [click here](#)

*Whether you need to cut costs to stay in business or...
you want to cut costs to drive your competitors out of business...*

Reduce Your Manufacturing Costs By As Much As 30% and Light Up Your Bottom Line With An...

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From: Shenzhen, China

Dear Lighting Professional,

It's not news that China is "the" low cost manufacturer. However, the barrier to entry can be daunting for any company without the resources of a big Importer or large retail chain.

You know the reasons why you should outsource your retail or OEM lighting components and products to a facility in China...

- √ **Reduced costs** – lower labor cost, lower cost of living in China.
- √ **Reliable quality** – modern state-of-the-art manufacturing facilities.
- √ **Increased volume** – readily available manufacturing capacity.
- √ **Competitive edge** – ability to go from design to market more quickly, more cost effectively.

You also know what holds you back...

- **Control** – you're thousands of miles away, how do you handle the details so everything runs smoothly?
- **Communication** – not only are there language differences but how do you bridge the vast cultural differences?
- **Cost** – how can you have a China presence without frequent trips, an office there and the ability to speak the language or have an interpreter?

If you've relied on brokers or trade companies before, you've experienced results that fell short of your expectations and certainly short of the promises.

They don't represent you. In some cases they represent the manufacturer. In other cases, they grab from both ends. In all cases, you really don't **have the control over YOUR business that you want**. And you certainly don't see the savings you want.

With <Company> you get different results because we are different in a very critical way. We work for YOU, just like you work for you – with your success at stake, with you in control.

The Competitive Advantage You Need

Whether you simply need someone to audit your current or new factory or you want your concept turned into a delivered safety approved product – or anything in between - <Company> is your critical competitive advantage.

Single source – multiple levels of expertise to pick up exactly where you leave off. Specific expertise YOU need, when YOU need it...

- You save 20-30% in cost on top of enjoying an easy, smooth transaction from start to finish. (We partner with you on your projects from start to finish).
- **Over 20 years experience handling all phases of retail and OEM lighting manufacturing from design to delivery. (Everything from design specifications to safety approval).**
- Office in China for 4 years with local Chinese speaking AND English, German and Spanish staff. (Communicate with ease in the language you are most comfortable with, and even more - with people who understand your culture and how you do business).
- **Additional offices in Europe and the United States.**
- Source development with “Guanxi” (an established Chinese network) to find the best factories and to handle contract negotiation, cost management and schedule management. (Enjoy the speed and flexibility of a country of options with the power of competition working in your favor for a change).
- **Product development with engineering expertise to take your project from concept to safety-approved product. (Reduce the number of layers you’ll need to coordinate with).**
- Quality development at every phase from pre-production evaluations, to prototype design, development and testing, to on-site production inspections and testing, to finish product inspections and testing. (Have complete confidence that the product you receive is precisely what you want).
- **Safety approval agent to test products and assist with UL, ETL, CE or TUV approval process. (Don’t loose time to market struggling through the approval process).**
- Delivery from documentation to consolidated freight shipping. (No need to pull your hair out trying to get your product from the factory to your shop).

Have more control. Keep more profit.

<Company> gives you **the local advantage**... The local China advantage. The local European advantage. The local United States advantage. **You get exactly the product you want at a price that meets your budget... and you never have to leave home.**

How much assistance do you want to make outsourcing to China for your retail or OEM lighting needs work for you?

We understand the importance of “Face” in China and we understand the importance of your bottom line to you. We work in both worlds. And **always, we work for YOU.**

When you consider the reasons why it makes sense to outsource your retail or OEM lighting components or products – cost, quality, availability – it becomes clear the best way to realize success is with <Company>.

Light up your profits, dim your competition.

[Contact us now](#) about your project and the kind of assistance you need.

Yours for better profits,

<Name> from Los Angeles

<Name> from Shenzhen