

dimmer wingstack show specials



Toggler® dimmer

- Includes 18 Toggler dimmers
- Retail price \$14.99

\$148
PROFIT

SWSD-TG-18P



Skylark® dimmer

- Includes 18 Skylark dimmers
- Retail price \$19.99

\$297
PROFIT

SWSD-SDP-18P



Diva® dimmer

- Includes 12 Diva dimmers
- Retail price \$24.99

\$167
PROFIT

SWSD-DVW-12P

LUTRON® Show Specials


2011
spring market

30% OFF
\$111 Savings
Lutron Premium Planogram



\$436
PROFIT

eco-dim® wingstack show special



eco-dim® dimmers

- Includes 4 each of Diva, Skylark, Toggler, and Rotary eco-dim dimmers

\$198
PROFIT

SWSD-ECOMIX-16P

eco-dim® dimmers guarantee at least 15% energy savings*

- extend bulb life 3x
- works in both single pole and 3-way applications

dimming the lights	saves electricity	bulbs last on average	annual savings
15%	15%	3-4 years	\$12.70
25%	20%	3-6 years	\$17.30
50%	40%	10+ years	\$30.00

Actual savings may vary depending on use and application. Stated savings based on dimming (4) 75 W incandescent r e flector lamps (rated at 1500 hrs each, costing \$1.75 per lamp or 3000 hour halogen bulbs costing \$3.35 pe r lamp) for 5 hrs per day with electricity cost of \$0.104/kWh. To calculate your own savings visit www.lutron.com/energy.
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* Maximum light output of 85% guarantees 15% energy savings over standard switches.

20% OFF
\$59 Savings
Lutron Standard Planogram



\$296
PROFIT

10% OFF
Lutron Starter Planogram



\$98
PROFIT

Buy a wingstack and receive special pricing					
Lutron Model	qty	price	discount	show special price	total price
SWSD-TG-18P		\$ 180.00	\$ 22.50	\$ 157.50	
SWSD-SDP-18P		\$ 221.94	\$ 33.29	\$ 188.65	
SWSD-DVW-12P		\$ 224.76	\$ 36.64	\$ 192.12	
SWSD-ECOMIX-16P		\$ 225.06	\$ 18.46	\$ 204.60	

90 day dating, PPD-Freight

Order Date _____ PO# _____

Do It Best # _____

Phone _____ Fax _____

Ship to

Company _____

Name _____

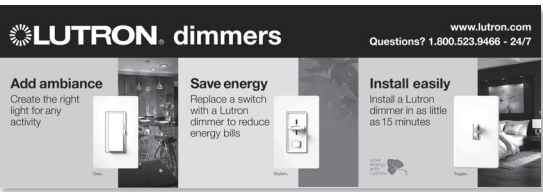
Address _____

City _____ State _____ Zip _____

Phone 1.888.LUTRON1
Fax 610.282.8325


© 1/2011

FREE header
included with premium
and standard planograms



actual size 8"x24"

Lutron® dimmers offer your customers
a great way to **save energy**

Booth #3415

save energy with Lutron™ 

Do it Best

30% savings – Lutron® premium planogram						
Do It Best SKU#	Lutron model	description	qty	cost	extended cost	discount
557544	MAW-600H-WH	Maestro® dimmer	2	\$ 23.05	\$ 46.10	\$ 13.83
557536	DVW-603PH-WH	Diva® dimmer	2	\$ 22.05	\$ 44.10	\$ 13.23
557528	DVW-600PH-WH	Diva dimmer	2	\$ 18.73	\$ 37.46	\$ 11.24
505135	S-600H-WH	Skylark® dimmer	2	\$ 8.72	\$ 17.44	\$ 5.23
557463	S-600PH-WH	Skylark dimmer	2	\$ 12.33	\$ 24.66	\$ 7.40
557498	S-603PH-WH	Skylark dimmer	2	\$ 16.50	\$ 33.00	\$ 9.90
564060	TG-600PH-WH	Toggler® dimmer	2	\$ 10.00	\$ 20.00	\$ 6.00
564052	TG-600PH-IV	Toggler dimmer	2	\$ 10.00	\$ 20.00	\$ 6.00
564087	TG-603PH-WH	Toggler dimmer	2	\$ 13.35	\$ 26.70	\$ 8.01
564079	TG-603PH-IV	Toggler dimmer	2	\$ 13.35	\$ 26.70	\$ 8.01
501656	LC-300H-WH	Attache® dimmer	2	\$ 6.67	\$ 13.34	\$ 4.00
561037	TT-300H-WH	Credenza® dimmer	2	\$ 6.67	\$ 13.34	\$ 4.00
505117	GL-600H-DK	Glyder® dimmer	2	\$ 7.10	\$ 14.20	\$ 4.26
501629	D-600PH-DK	Rotary dimmer	2	\$ 3.31	\$ 6.62	\$ 1.99
501601	D-600RH-DK	Rotary dimmer	2	\$ 2.77	\$ 5.54	\$ 1.66
501558	D-603PH-DK	Rotary dimmer	2	\$ 5.01	\$ 10.02	\$ 3.01
501585	RK-WH	Rotary knob	2	\$ 0.75	\$ 1.50	\$ 0.45
501576	RK-IV	Rotary knob	2	\$ 0.75	\$ 1.50	\$ 0.45
RH-AEI-24		header sign	1		N/C	
Subtotal					\$ 362.22	\$ 108.67
Promo @ 30% (MKT-2011D-S-P)					\$ 108.67	
Net total cost to dealer					\$ 253.55	

20% savings – Lutron planogram						
Do It Best SKU#	Lutron model	description	qty	cost	extended cost	discount
557544	MAW-600H-WH	Maestro dimmer	2	\$ 23.05	\$ 46.10	\$ 9.22
557536	DVW-603PH-WH	Diva dimmer	2	\$ 22.05	\$ 44.10	\$ 8.82
557528	DVW-600PH-WH	Diva dimmer	2	\$ 18.73	\$ 37.46	\$ 7.49
505135	S-600H-WH	Skylark dimmer	2	\$ 8.72	\$ 17.44	\$ 3.49
557463	S-600PH-WH	Skylark dimmer	2	\$ 12.33	\$ 24.66	\$ 4.93
557498	S-603PH-WH	Skylark dimmer	2	\$ 16.50	\$ 33.00	\$ 6.60
564060	TG-600PH-WH	Toggler dimmer	2	\$ 10.00	\$ 20.00	\$ 4.00
564052	TG-600PH-IV	Toggler dimmer	2	\$ 10.00	\$ 20.00	\$ 4.00
564087	TG-603PH-WH	Toggler dimmer	2	\$ 13.35	\$ 26.70	\$ 5.34
564079	TG-603PH-IV	Toggler dimmer	2	\$ 13.35	\$ 26.70	\$ 5.34
RH-AEI-24		header sign	1		N/C	
Subtotal					\$ 296.16	\$ 59.23
Promo @ 20% (MKT-2011D-S)					\$ 59.23	
Net total cost to dealer					\$ 236.93	

10% savings – Lutron starter planogram			
Do It Best SKU#	Lutron model	description	qty
557544	MAW-600H-WH	Maestro dimmer	1
557528	DVW-600PH-WH	Diva dimmer	1
557436	S-600PH-WH	Skylark dimmer	1
557498	S-603PH-WH	Skylark dimmer	1
564060	TG-600PH-WH	Toggler dimmer	1
564087	TG-603PH-WH	Toggler dimmer	1
505117	GL-600H-DK	Glyder dimmer	1
561037	TT-300H-WH	Credenza dimmer	1
10% Savings (STARTPOG-99)		order qty	
Net total cost to dealer			\$ 99.00

10% savings – Lutron open stock								
Do It Best SKU#	Lutron model	description	case pack	qty.*	cost	discount	show case cost	total
523623	TG-603PH-LA	Toggler dimmer	6		\$ 80.10	\$ 8.01	\$ 72.09	
523631	DVW-600PH-LA	Diva dimmer	3		\$ 56.19	\$ 5.62	\$ 50.57	
523666	FSQ-2FH-DK	Rotary dimmer	6		\$ 57.00	\$ 5.70	\$ 51.30	
523678	S-600H-LA	Skylark dimmer	3		\$ 26.16	\$ 2.62	\$ 23.54	
523682	S-600PH-LA	Skylark dimmer	3		\$ 36.99	\$ 3.70	\$ 33.29	
523696	S-603PGH-WH	Skylark dimmer	6		\$ 90.66	\$ 9.07	\$ 81.59	
523703	S-603PH-LA	Skylark dimmer	3		\$ 49.50	\$ 4.95	\$ 44.55	
523721	SFSQ-FH-WH	Skylark dimmer	6		\$ 78.66	\$ 7.87	\$ 70.79	
523730	TG-600PH-LA	Toggler dimmer	6		\$ 60.00	\$ 6.00	\$ 54.00	
520438	TG-603PGH-WH	Toggler dimmer	6		\$ 79.98	\$ 8.00	\$ 71.98	
501656	LC-300H-WH	Attache dimmer	6		\$ 40.02	\$ 4.00	\$ 36.02	
561037	TT-300H-WH	Credenza dimmer	6		\$ 40.02	\$ 4.00	\$ 36.02	
505117	GL-600H-DK	Glyder dimmer	6		\$ 42.60	\$ 4.26	\$ 38.34	
501629	D-600PH-DK	Rotary dimmer	12		\$ 39.72	\$ 3.97	\$ 35.75	
501601	D-600RH-DK	Rotary dimmer	12		\$ 33.24	\$ 3.32	\$ 29.92	
501558	D-603PH-DK	Rotary dimmer	6		\$ 30.06	\$ 3.00	\$ 27.06	
557544	MAW-600H-WH	Maestro dimmer	6		\$ 138.30	\$ 13.83	\$ 124.47	
557536	DVW-603PH-WH	Diva dimmer	3		\$ 66.15	\$ 6.62	\$ 59.54	
557528	DVW-600PH-WH	Diva dimmer	6		\$ 112.38	\$ 11.24	\$ 101.14	
505135	S-600H-WH	Skylark dimmer	6		\$ 52.32	\$ 5.23	\$ 47.09	
557463	S-600PH-WH	Skylark dimmer	6		\$ 73.98	\$ 7.40	\$ 66.58	
557498	S-603PH-WH	Skylark dimmer	6		\$ 99.00	\$ 9.90	\$ 89.10	
564060	TG-600PH-WH	Toggler dimmer	6		\$ 60.00	\$ 6.00	\$ 54.00	
564052	TG-600PH-IV	Toggler dimmer	6		\$ 60.00	\$ 6.00	\$ 54.00	
564087	TG-603PH-WH	Toggler dimmer	6		\$ 80.10	\$ 8.01	\$ 72.09	
564079	TG-603PH-IV	Toggler dimmer	6		\$ 80.10	\$ 8.01	\$ 72.09	
Subtotal								
Net total cost to dealer								

*order in multiples of case packs

GREAT VALUE!

Starter planogram includes one each of Lutron’s best-selling dimmers. Limit one per store.

Visit www.lutron.com for more information about the features and benefits of Lutron dimmers.