

WEEKLY NEWSLETTER

September 18, 2015

VOL. 5 ISSUE 34

2016 DALLAS MARKET

The Dallas Market show is right around the corner! Save the date!

Tuesday, January 19, 2016
through

Friday, January 22, 2016

EXCITING NEWS

We have some exciting news from China! We are going to release a new Under Cabinet at the upcoming January Show. It costs less than our very popular EL series and designed with the same even light technology, plus it is CRI 90.

CO-OP EMAIL

Just a friendly reminder please send all Co-Op advertising to the address below:

CAP@maximlighting.com

Please include a cover letter listing all past ads, an itemized invoice, and a copy of the ad.

SOCIAL MEDIA

Social Media has been a great tool for stores, sales reps, and designers to converse with each other. Through these tools designers have been able to tag Maxim & ET2 in their projects where then stores grab onlookers whom gush over the fixtures. Join the craze by following us on our social media portals!



#maximlighting

#et2lighting

PRODUCT OF THE WEEK



NEW INTROS INVENTORY

Enclosed is an updated list for the inventory status for the new Maxim and ET2 June 2015 Market introductions, which is also available through your Rep Tools on PartnerLink.

LED & DIMMABLE

We carry many products that are LED and LED Dimmable and to better assist you in spotting those special features, we have created symbols that point out what is LED and what is dimmable.



DISCONTINUED ITEMS

A list of discontinued items for the week is appended.

HOW DOES MAXIM & ET2 STAY ON THE CUTTING EDGE

By Nathan Sperling

Maxim Group Companies invests seriously on Research and Development to create technical items that meet the latest requirements at pricing to meet budgets. This June, Maxim released several series of bath vanities that are **CRI 90+ LED** fixtures to meet **Title 24**. CRI 90 is a measure that rates the **quality of light color**, where the highest measure of CRI 100 is natural sunlight. These **high-tech** and **cost effective** light fixtures also meet **ADA regulations**. With mounting capabilities both linear, horizontal and extension under 4", these fixtures were tailor-made to meet particular specifications with **style**. Maxim's new line complements and enhances a many differing styles, while delivering **long lasting energy efficiency**.

Spotlight on the Ice Collection



QUOTE OF THE WEEK

“ Our business in life is not to get ahead of others but to get ahead of ourselves, to break down our own records, to outstrip our yesterdays by our today, to do our work with more force than ever before. ”

- Stewart B. Johnson