

CASE STUDY

ADURA'S EXPERTISE HELPS DECO LIGHTING CAPTURE NEW MARKET

When a national supplier of architectural lighting needed to pivot their entire product portfolio, Adura stepped in and provided expertise and solutions to get their LED products to market.

SOLUTIONS OVERVIEW

INDUSTRY Architectural Lighting

CLIENT Deco Lighting

PROBLEM Transform an entire product catalog to LED quickly – or risk falling behind the competition

OUTCOME With Adura's LED expertise, Deco grew to be one of the biggest U.S. suppliers of outdoor LED lighting



Why ADURA?

Adura's deep expertise in the LED lighting market allows customers to leverage its resources to ensure new product lines can be successful.

“It's a pleasure to work with Adura. They helped us get our products to market – quick!”

– Deco Lighting

CLIENT CONCERNS

- “In 2008, we made a serious commitment to induction lighting, establishing ourselves as a large supplier in that space.
- Before long, we realized LED lighting was the future. I told the Board, “We might be in trouble...I don't have a single LED product in my office! We needed to build out our whole LED product line, and quickly. We were behind.”

ADURA'S APPROACH

- Adura guided the switch to LED with its industry experience and technical expertise.
- Heat was a big issue for Deco's new products, and Adura's SinkPAD™ technology was central to the new product line's success.
- With Adura's support, Deco pivoted quickly and launched the LED line with competitive pricing.

THE BOTTOM LINE

“Adura is a good partner, and they've always been there for us. We use Adura on all of our specialty custom LED projects.”