

## TIGER Helps Distributors and Contractors Get a Handle on Temp Lighting

The TIGER 400 HID™ Type-O temp light is the only temporary HID fixture which features a handle that makes it easy for your customers to hang the TIGER from a ceiling, plus a box with a handhold for easy carrying from your warehouse to the jobsite. A bright idea from EPCO, and a must for construction projects that is paying off for EPCO distributors. "Our Distributors have generated very good sales margin growth in the two months since TIGER's introduction," says EPCO President Jack Schuster.

"The UL listed and competitively priced TIGER Type-O temp light's sales growth is reinforced by our field-proven CordLight™ products", continued Schuster. "The TIGER compliments our CordLight product family and provides a broader temporary-lighting solution package for the Contractor."

More reasons Distributors should include the TIGER HID Type-O Temp Light to their future stocking programs:

- TIGER meets the 2005 National Electrical Code (NEC) for luminaries that use metal halide lamps.\*
- Rated for use as an open luminaire, the shroud around the TIGER lamp's arc tube is containment-tested in accordance with ANSI C78.387 specifications.
- The distinct, pink mogul-base on TIGER makes it easy for Electrical Inspectors to identify it as a luminaire that uses only a Type-O lamp.
- TIGER offers superior energy savings and HID lamp performance.



\* 2005 NEC states in Article 410.73, paragraph F, item 5: "luminaries (or light fixtures) that use a metal halide lamp to have a containment barrier that encloses the lamp or some means that allows only a Type-O lamp to be installed in the light fixture".

## A FREE Gift for Your Customers



The TIGER Temp Light compliments our broad line of CordLight Products. During EPCO's fall season Temp Light promotion your customers will receive a FREE "limited edition" radio controlled CordLight car pre-packaged in every TIGER Temp Light promotion carton (P/N15700-Promo). The CordLight car is also pre-packaged in the Contractor Grade CordLights (P/N16000-Promo) and the Deluxe CordLights (P/N16010-Promo).

This special offer is available now through December 31st or while supplies last! Freight is pre-paid on all orders over \$850.00 and our "Guaranteed Sales" offer is a risk free opportunity. You can return any CordLights or TIGER HID Temp Light you can't sell for 100% credit. Take advantage of this promotion to help your customers get a handle on temporary lighting and have a little fun.

**EPCO's NEW WEBSITE  
IS COMING...STAY TUNED!**

## EPCO Helps Distributors Beat Industry Gross Profit Average

The National Association of Electrical Distributors (NAED) reported in June that Distributors earn an average 22% gross profit on products they stock and sell. "Electrical Distributors Report 2005 Profit Margins Highest in 10 years, according to the NAED's annual Performance Analysis Report (PAR)\*. On EPCO items, gross profit typically exceeds 30% - 36.7% increase over the industry average.

### Another View

If a Distributor buys an EPCO product for \$1.00, they resell it at \$1.43, a gross margin of 30%. Their typical 22% margin

earned on other manufacturers' products is derived from "cost of goods" at a \$1.00 and resale at \$1.28. On the same \$1.00 investment, the Distributor earns \$.15 more when selling EPCO products than they would average for all the items they stock and sell.

\* NAED conducts the PAR survey annually to provide industry financial benchmarks. The results from the 2006 survey are based on data from 179 NAED-member electrical distributors.

## From Our Customers

You caught us bragging. But we're proud of our relationship with Viking Electric Supply, and this EPCO customer values us as much as we do them.

"We have been an EPCO customer for more than 25 years, when the only items we purchased were green ground wires and Duxseal. Since that time our corporate purchases have grown to over \$500,000. Today the product line generates a gross margin return on investment (GMROI) of more than 3.00 and a margin rate over 30%. For a product line with close to 100 items, EPCO delivers in 1.1 shipments with over 98% of (ordered) items shipped on the first shipment.



Doug Herberg

When Jack Schuster (EPCO President) is considering new products or packaging, he will contact us and get input from either myself or my Product Manager. They value our input.

As you can see, we think highly of this product line and the company that stands behind it; they are professional in every way. Today that 12-gauge green ground wire is still by far the highest dollar volume item in the line."

Doug Herberg  
Vice President of Marketing and Materials  
Viking Electric Supply



## Is This Newsletter Addressed Correctly?

To make sure that you receive future mailing of EPCO's Customer Newsletter let us know if there are any changes that should be made to the mailing label. Please complete the following and FAX to:

**Engineered Products Company, 800-336-2801, Attention Marketing.**

- Please Correct the Name, Title and/or Address.
- Substitute this Name for the Name shown on the mailing label.
- Add this Name to your mailing list.
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Name: \_\_\_\_\_

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