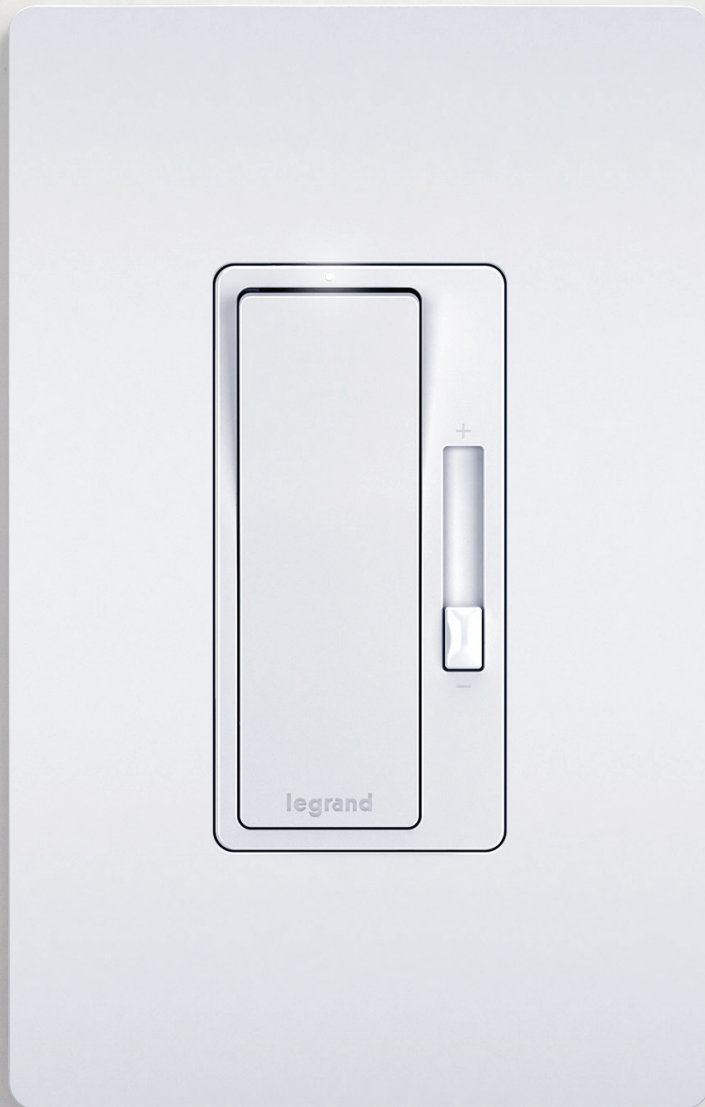


# 5 MYTHS ABOUT **UNIVERSAL DIMMERS**



The lamp market is in a state of transition. Incandescent lamps are being phased out, and there is a market shift toward Compact Fluorescents (CFLs) and Light-Emitting Diodes (LEDs). An important part of this change is the ongoing debate around the issues of energy efficiency and associated costs, and the environmental impact of the new lamp technologies.

While these issues are top of mind, and of great importance, another challenge is confronting end-users, contractors and distributors. Older-generation dimmers are not compatible with the new types of lamps on the market.

**Legrand's radiant® Tru-Universal Dimmer** alleviates this concern and simplifies the dimming market.

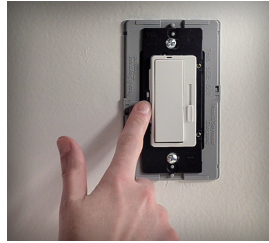
designed to be better.™



Legrand's radiant™  
Tru-Universal  
Dimmer brings  
simple truths to  
the dimmer market.



MYTH 1



MYTH 2



**MANY DIMMERS ARE UNIVERSAL.**

**FACT: Not all dimmers are truly universal.**

The dimmer market is littered with a wide variety of brands, all claiming to be universal. Distributors, electrical contractors and end-users are painfully aware that there was no such thing as a truly universal dimmer. Whether it's a distributor dealing with a massive number of SKUs, a contractor going out on a dimmer-related callback or a homeowner becoming frustrated with flickering lamps and poor lighting levels, they are all aware that a truly universal dimmer doesn't exist.

**SOLUTION: The radiant Tru-Universal Dimmer. It is the only commercially available, truly universal dimmer, and its advanced self-calibration feature sets itself to the lamp type installed by the end-user.**

**MANY DIMMERS PERFORM AS PROMISED.**

**FACT: Many dimmers do not deliver.**

When contractors walk into an electrical distributor to pick up their dimmer order, or end-users select their dimmer of choice from a big-box home improvement center, they do so with a simple expectation — that it will work as intended. But no sooner is the new "universal dimmer" installed, the issues start. End-users find the lamps flicker and the dimmer cannot handle the required load range. They also experience poor light levels and immediately assume there is a problem with the new dimmer. Then one of three things happens: the contractor receives a callback, the dimmer is returned to the distributor, or the end-user purchases another lamp, only to face a different set of issues on installation. End-users fail to realize that their dimmers are possibly not compatible with a variety of different lamps. Many contractors fail to educate the end-user about the correct lamp type to buy.

**SOLUTION: The only way to get optimal dimmer performance is to simply use a truly universal dimmer. The radiant Tru-Universal Dimmer is compatible with all lamp types — LED, CFL and incandescent (except 0-10V) — and performs as promised. It just works.**



# MYTH 3



## DISTRIBUTORS FIND IT VERY EASY TO STOCK DIMMERS.

**FACT:** *Dimmers require a large number of SKUs to stock.*

It is a misconception to think that distributors are comfortable carrying a large number of dimmer SKUs for the variety of lamps on the market. The reality is distributors prefer to carry fewer line items. The reasoning is simple. Space in a warehouse is a precious commodity. The more dimmer types they carry, the less shelf space they have available for other products and line items. It also means that they have a larger inventory to manage.

**SOLUTION:** Distributors can simplify their SKU and inventory management as well as free up warehouse space and employee time by carrying the radiant Tru-Universal Dimmer. Its seamless ability to work with a wide array of lamp types means the number of SKUs a distributor manages is significantly reduced. It also reduces the number of returns from contractors trying to figure out why the dimmer they installed does not work on all lamp types.

# MYTH 4



## END-USERS FIND CURRENT DIMMERS EASY TO USE.

**FACT:** *End-users battle with dimmers and lamps that are incompatible.*

End-users have become a critical factor in the issues surrounding a perfect dimmer. When their lamp dies, this is just the first of many dimmer challenges. They purchase a replacement lamp, only to find that the dimmer they have will not work with it. This includes screw-type CFLs that are not compatible with dimmers intended for use with incandescent lamp types. Another potential challenge they face is lamps that flicker, produce unsatisfactory light levels and color or have a reduced lifespan. The issue is exacerbated when the end-user buys a lamp without reading its packaging to determine if it is compatible for use with dimmers. Yet another issue is that they need to physically calibrate the dimmer for the particular lamp they have purchased. Many end-users are still not aware that not all dimmable CFLs are compatible with all incandescent dimmers.

**SOLUTION:** It is perfectly clear that there is a specific need for a dimmer that can work universally with all lamp types. The radiant Tru-Universal Dimmer meets this need with its sleek design, larger slider, simple operation and automatic calibration. The days of end-users trying to work out what lamps are compatible with their dimmers, and how to configure the dimmer to the lamp, are long gone. Things are much simpler now.

# MYTH 5



## ELECTRICAL CONTRACTORS ALWAYS FEEL CONFIDENT ONCE THEY HAVE INSTALLED A DIMMER.

**FACT:** *Many contractors face callbacks because the "universal" dimmers they have installed do not work as expected.*

In the world of an electrical contractor, time is money. The more they are called back to a job site, the more they lose because they cannot move on to their next project. One key cause of callbacks is the installation of dimmers that are purported to be universal, but are not. These dimmers do not deliver the results they should. Not only does the electrical contractor have to deal with an unhappy homeowner, he may have to deal with a mistaken perception that he "can't get the job done right." No one likes to be labeled as unreliable because they are working with a product that cannot do the job it is intended for.

**SOLUTION:** Electrical contractors want a truly universal dimmer that works right the first time. While on the job site, they want to install with confidence and meet the homeowner's expectations. All of this can only be achieved with a truly universal dimmer that features simple self-calibration technology.

