



Illuminating opportunities

Northwest Trade Ally Network: Illuminating Opportunities for Trade Allies

Lighting accounts for about 30 percent of all electricity consumed by commercial and industrial facilities across the region. Energy efficient lighting presents one of the largest and most cost-effective ways a business can reduce its energy costs.

Northwest Trade Ally Network for Commercial & Industrial Lighting provides trade allies — including electrical contractors, distributors, manufacturer representatives, designers and regional manufacturers — with valuable and timely market information and technical expertise.

By taking advantage of the Network's comprehensive services, contractors, suppliers, and other lighting professionals can expand their businesses through the sale of products and services related to energy efficient commercial and industrial lighting in both retrofit and new construction markets.

Through the Network, trade allies will be better equipped to provide the highest level of service to their customers, leading to significant electricity savings and cost reductions for their clients and the region. The Network is also a resource to connect participating trade allies with financial incentive programs including utility incentives, loans, and tax credits.

Cutting-edge training lights the way to increased business growth

The Network will help the Northwest lighting industry stay on the cutting edge of the energy efficient lighting market through numerous training and industry events. Participating trade allies are encouraged to attend one or more free technical training seminars sponsored by the Network across the Northwest where lighting information will be shared and utilities will present information about their incentive programs.

Trade allies can also take advantage of free online and telephone support for utility incentive programs, energy tax credits, project evaluation and more. Throughout the year, the Network will host industry events where lighting trade allies and utility representatives will come together to share information and explore ways to work closely together for the mutual benefit of their shared commercial and industrial customers.

Join today

Joining the Northwest Trade Ally Network is easy — just visit the website, call or email for an application. Once we review and approve your application, you'll be on your way to make energy efficient lighting a bigger part of your business.

- Visit www.northwest-lighting.org to download the enrollment application.
- Call 1-888-205-5756 to ask for an application and ask any questions.
- Send and email info@northwest-lighting.org and request an application.



Northwest Trade Ally Network
Commercial & Industrial Lighting

Help is just a click away

Utilities and trade allies will find valuable information and resources at www.northwest-lighting.org, the Network website, including:

- Searchable database of utility incentive programs
- Utility service territory maps
- Training and industry events calendar
- Technical resources and web links
- Financial analysis and design tools
- Recycling and disposal resources
- Case studies and marketing support materials

Monthly updates deliver the latest

Northwest Trade Ally Network will publish a bi-monthly electronic newsletter for all participating trade allies. This publication will include:

- Relevant and timely industry news
- Technical information and updates
- Marketing and promotion tips
- Training and industry event announcements
- Utility program information

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