

LUTRON Native by Design™

ORDERING GUIDE FOR LUTRON DEALERS

This guide outlines three pathways for purchasing products through the Native by Design program. Each is tailored to different product types and partnership structures.

Path 1: Lutron Lamps & Partner Fixtures

How to Purchase
1. Purchase fixtures from partner 2. Purchase screw-in lamps from Lutron

Details
Sales Credit - Lutron will give sales credit on lamps - Partners may have their own dealer/channel program and assign sales credit for fixture purchases Tech Support - Lutron will provide tech support for lamps - Partner is responsible for fixture support Customer Service - Lutron will provide customer service for lamps - Partner is responsible for fixture support Warranty - Lutron will provide warranty for lamps - Partner is responsible for fixture warranty

Partners
COASTAL¹ SOURCE®) david trubridge N I C H E  uplight group. V I B I A

¹ Applicable to Coastal Source 120V power source products

Path 2: Lutron Tech Embedded in Partner Products

How to Purchase	
1. Purchase finished product directly from partner (Lutron Intelligent Lighting or built-in motorized drive)	
Details	
Sales Credit	Partners may have their own dealer/channel program and assign sales credit appropriately for purchases
Tech Support	- Contact Lutron for control system issues: communication, activation, programming, and operations - Contact partner for issues with quality, movement, fabric, finish, or workmanship
Customer Service	Provided by partner
Warranty	- Warranty provided by partner - Partner will honor Lutron's warranty on Lutron components in the finished product

Partners



² Applicable to Coastal Source VIA products

Path 3: Shade Workrooms & Fabricators

How to Purchase
1. Work with partner to determine which Lutron products to order for your application 2. Order required products from Lutron and drop-ship them to partner³ 3. Partner will assemble and ship product

Details
Sales Credit - Lutron will give sales credit on Lutron-purchased items - Partners may have their own dealer/channel program and assign sales credit for partner-purchased items Tech Support - Contact Lutron for control system issues: communication, activation, programming, and operations - Contact partner for issues with quality, movement, fabric, finish, or workmanship Customer Service - Lutron will provide service for our components - Workroom/fabricator is responsible for customer service for finished product Warranty - Warranty service provided by partner - Partner will honor Lutron's warranty on Lutron components in finished product

Partners
CONRAD HANDWOVEN WINDOW COVERINGS Motorized SOLUTIONS HARTMANN & FORBES® SHADING SOURCE

³ Per trade law, Canadian dealers cannot drop-ship directly to the partner. Lutron products will be shipped to the Canadian dealer who must then ship them to the partner to be finished.

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