

# KJ Celebrates May Day with Open House

KJ Electric, Syracuse, N.Y., held an open house event in May titled "May Day at KJ", which featured the Eaton Power Distribution and Control Assemblies Trailer. The event was a huge success and gave over 70 of New York State's top businesses an opportunity to see cutting edge technology in an interesting and interactive way.

"May Day at KJ Electric turned out to be a great day," said Ben Nordmark, vice president of KJ Electric. "We had a large variety of customers who attended and all were satisfied with what they saw."

Customers at the event included representatives from a variety of industries such as manufacturing plants, hospitals, schools and event centers. These representatives

included some of Central New York's top engineers, electricians and maintenance representatives.

Customers were greeted by KJ Electric employees and given a tour of the Eaton PDCA Trailer, where they learned about the latest products that Eaton/Cutler-Hammer has to offer and were able to use them as if in an actual application.

Inside KJ Electric, customers were taken on a tour of the facilities which included stops in the panel shop, repair shop and servo repair shop. At each stop on the KJ Electric tour customers saw demonstrations of KJ Electric

capabilities such as motor rewinding, thermography, vibration analysis and panel building.



## Crescent Customers Win Big with Universal

Crescent Electric Supply Co., Dubuque, Iowa., has teamed up with Universal Lighting Technologies, Nashville, to give its customers four chances to win a \$1,000 Extreme American Road Trip for purchasing the latest in high-efficiency lighting technology. In addition, Crescent salespeople are being rewarded with valuable prizes for continuing their education through Universal Lighting's e-Learning Center.

The Extreme American Road Trip promotion was designed by Universal Lighting to give Crescent an effective tool to educate its salespeople and boost sales. Crescent will award four \$1,000 road trips to customers who purchase more than \$150 of Universal products from the company through October 31. The grand prize winners will be drawn at

random.

For every 50 units of featured products sold by Crescent's sales staff during the event, the salespeople will earn a \$25 gift card and be entered in four drawings for a \$1,500 road trip prize.

Crescent has been rewarding its sales staff with incentives to complete online training through Universal's Demand Control Lighting e-Learning Center.

"Every year, we develop a wide variety of turn-key promotional contests and incentive programs that are proven to increase sales for our distribution channel partners," said Susan Phillips, marketing director for Universal Lighting Technologies. "Our goal is to make selling as simple and effective as possible for the sales staff."

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