



Representatives & Agents Groups

Newsletter • October 2020



Products, Technology & Services

Pro-Growth

Since COVID-19 virus
in 2019 sales

Credit Card Payments

NEW for 2020 Let
your customer know

Warehousing

- Wilmington, DE
- Carlsbad, CA
- El Paso, TX
- Juarez, MX

E-Blast Campaign

Sent out to 1,100
SALC Members
September 25th and
28th, if you like cut
sheets let us know

Supply Chain

being moved to
products
to Philippines and
Mexico.

New Product Launch

Started after the
SALC on GW-
130/GW-132 Dimming
Controls w/Bluetooth
APP (300' Mesh)

See our [full line](#) of photocontrols and receptacles [Product Family Tree](#).

**A Message from Harper F.
Zarker, Jr.**



YEAR IN REVIEW

I am going to use this message to provide an overview of the last eight months and potential incremental sales.

GWI is proud to announce that we have added 6 new rep groups as to end of last months.

Due to the COVID-19 virus and supply chain set backs, GWI exhausted all of it's inventory earlier this year. Now that things are opening back up and flowing more smoothly, GWI is diligently working to restore inventory levels to once again be able to support your sales efforts. Our Goal with sales is to be back this year as as to our 2019 closing of 2019, which was a record year. GWI is on its way with the quote and PO's received this year.



INCREMENTAL SALES

Since 2012, GWI has been selling components directly to OEM manufacturing of light fixtures in North America. Over the next three months, sales agent groups should take this time to develop their territory of OEM manufacturers with GWI's **Family Product Tree**. These sales tend to be repeatable with the OEM manufacturer providing monthly forecasts. If your agencies group is interested, please call my office at 302-250-4929 and I be glad to help you with the follow up. I can provide the SALCE attendees list upon request.

YOUR INPUT IS IMPORTANT

Do you think town, cities distributors, and utilities would be inclined to "BUY AMERICAN" made products if it cost 75+% more? If you could [email me](#) feedback to this question based on talking with your target audience, it will help us to make necessary supply chain decisions that best help your sales efforts.

DID YOU KNOW?

[Click here to learn more](#)

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