



**Representatives &
Agents Groups**
Newsletter • December 2020



Products, Technology & Services

Pro-Growth

GWl is entering into Joint Venture with the largest component manufacturer globally and have exclusively to GWl introduce new technology June of 2021 for controls

New Products

GWl new revisions APP for the GW-130 and 132 will be ready by end of March 2021

Warehousing

Third party warehousing below and additional in Indiana

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

E-Blast Campaign

Sent out to 1,100 SALC January 15, 2021 and if you like cut sheets let us know

Supply Chain

GWl in 2021 will be moving it IP products to Costa Rica

New Product Launch Dates

GW-712A3
control/motions/
dimming w/APP, April
30th, SMART POLE
and MAGICBAR by
August and will be
shown at SALC

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 2 new rep groups this month.

Due to the COVID-19 virus and supply chain set us back, GWI had exhausted all of it's inventory earlier this year. Now that things are opening back up and flowing more smoothly, ***GWI has 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 record year.

CLOSING YEAR MESSAGE

Dear Strategic Partners,

Although 2020 has been an especially challenging year for many, we at GWI have much to be grateful for. We are incredibly blessed to be able to continue to work, expand our capabilities, grow as individuals and thrive as an organization. None of this would be possible without your support. So, we'd like to send you season's greetings this holiday and express our heartfelt appreciation for your dedication, loyalty and friendship. Merry Christmas!!

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.

GATEWAY INTERNATIONAL 360
302.250.4990

Let Gateway International 360 optimize
your product development, manufacturing
and logistics!

Give Us A Call Today!

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