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• **Is the Traditional Distribution Channel Outdated in the LED Era**

In his article “LED and the Transformation of the Lighting Industry,” Dr. Ted Konnerth asserts that the traditional electrical distribution pyramid of manufacturers-reps-distributors-contractors is no longer suitable for selling LED. He argues that LED must be sold on ROI (return on investment) strategy to the CFO or CEO of facility owner, and that traditional distributor salespeople are not equipped to perform such a task. For the full article, refer to pages 82-84 of the enLIGHTenment magazine on [this web site](#).

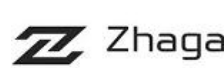
After reading the article, please vote [here](#) and see the opinions of your fellow lighting professionals.

• **How to Sell LED on Energy Efficiency**

If LED must be sold on ROI strategy, then how exactly does one convince customers to look past their checkbooks? Who should one talk to? What should be included in the energy-efficient lighting proposal? What should be included in ROI calculation?

Bridget McCrea’s article from the latest tED magazine, “How to Sell Energy Efficiency,” provides a brief overview on the topic. Read the full article [here](#).

• **Aleddra Joins Zhaga to Promote LED Interchangeability – [Press Release](#)**

 Zhaga is an international lighting industry consortium with a mission to enable the interchangeability of LED light sources produced by different manufacturers. For more information, visit their [website](#).

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