Become a GE Authorized Ballast Stocking Distributor

Grow, profit and simplify - with immediate benefits and premier support!
And now, by agreeing to become a GE Ballast Stocking Distributor, you can get the full GE advantage.
Powerful marketing tools get you going ... and growing.

Any distributor who has ever carried a GE product knows how extensive and effective our sales support materials are. As a GE Authorized Ballast Stocking Distributor, you have access to it all – with the expert advice of your GE Account Manager and marketing team in formulating your ideal strategies, events, promotions, merchandising and more.

For new Authorized Stocking Distributors, there's a recommended starter kit that includes:

- Branch merchandising materials
  - window sticker, mobile, banner, counter mats
  - quick cross-reference and ballast product guide
  - customized distributor branded market announcements
  - counter cards, brochure rack

- Training and support
  - market development fund
  - Local training by GE Account Manager
  - "Nela On The Road"

- GE ballast Web site access to marketing materials, catalogs, and technical and warranty information that you can immediately download or order anytime. It’s all geared to heighten your image and presence in your market area.

Sign up through your GE Account Manager now for the ultimate advantage in the ballast business!

GE brings you strength in numbers, including:

200+ sales team professionals serving distributors and building your customer base

20+ sales engineers calling on lighting designers and consultants

Become a GE Authorized Ballast Stocking Distributor.

With GE, you carry proven quality and performance – plus the award-winning, innovative ballast features and efficiencies today’s customers demand. As an Authorized Stocking Distributor, you benefit even more from GE UltraMax®, UltraStart® and Proline® electronic ballasts for linear fluorescent, compact fluorescents and HID lamps, as well as our line of standard electromagnetic ballasts.

You gain all the advantages of our:

- Full product offering including a full line of NEMA Premium® and CEE compliant ballasts and high-efficiency leadership
- Top industry training and development for your team
- Inventory efficiencies – extensive multi-volt offerings
- Critical market trends and regulations knowledge for competitive advantages
- Simplified single-point contact, supply chain efficiencies and system solution selling
- Marketing programs and tools specifically geared toward driving growth and profitability
- Unparalleled sales and service support: 1-888-GE-BALLAST
- Environmental commitment
- Exclusive Express Ballast Warranty Services providing quick, direct access and results

Be sure to look over the next few pages for the specifics of each benefit – and see how easy it is to sign on for them now, through your GE Account Manager.

Your advantages begin right away!

Becoming a GE Authorized Ballast Stocking Distributor is easy and uniquely beneficial – both immediately and continually. The advantages are open to all qualified GE Distributors by simply agreeing to the terms and conditions.

Increased Profitability
- Competitive into-stock pricing
- Initial order discount
- Cash discount
- Annual volume rebate (AVR)
- Favorable payment terms
- Streamlined/simplified process

Growth Enablers
- Marketing fund paid on all sales transaction types
- Branch merchandising kit
- Training and support
  - Local training by GE Account Manager
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The complete GE Ballast product line offers:

- T8 Programmed Start Dimming
  - Load Shed
  - Bi-Level
  - Universal Voltage N,H
- T8 Instant Start
  - Dedicated voltage
  - Universal voltage L, N, H
  - High-Efficiency L, N, N+ H
- T8 Program Start
  - Dedicated voltage N
  - Universal High-Efficiency XL, L, N, H
- T5 Program Start
  - High-Output
  - High-Efficiency
- CFL
  - Electronic 13 - 42W
  - Electronic Kits 13 - 42W
- HID Electronic
  - 20 - 150W
- T12
  - Electronic 120-277 2 – 8’ HO
  - T12HO Sign
- HID Magnetic
  - HPS 50 - 1000W, Quad, 480V, 5 Tap
  - MH 50 - 1000W, Quad, 480V, 5 Tap
  - PS 175 - 1500W, Quad, 480V
  - F-Cam & Post Mount 70 - 400W
  - Lamp & Ballast Kits

Lamp & Ballast Kits

- PS 175
- MH 50
- HPS 50
- T8
- T12
- HID"
As an Authorized Stocking Distributor, you have the resources and support of the most recognized name in lighting constantly at work for you in all these ways.

**Full product offering and high-efficiency innovation**
- GE quality ballasts in all the types and sizes to cover your market's needs
- Award-winning ballast innovations and continuous new development
- Full line of NEMA Premium® and CEE compliant high-efficiency designs.

**Industry Leading Brands**
- UltraMax® T8 Instant Start
- UltraMax® T8 Bi-Level Dimming
- UltraStart® T8 & T5 Program Start
- UltraStart® T8 Bi-Level Dimming
- UltraStart® Full Range Dimming 100% to 3%.

**The training and development you need**
- Access to the resources and training programs of the industry-renowned GE Lighting & Electrical Institute
- Convenient “Nela On The Road” training and development programs
- “Mondays @ Noon” and “Technical Tuesdays” continuing-education Webcasts

**Critical market knowledge**
- Manage and capitalize on trends and regulations
- Build your competitive advantage

**Streamlined/simplified processes**
- Single-supplier point of responsibility for lamp/ballast systems
- Exclusive EliteNet online control and order tracking; distribution center prioritization for faster order fulfillment
- One contact for technical and commercial
- Supply chain efficiencies – one order lamp/ballast, one invoice, one shipping location
- Better leverage of training resources

**Marketing programs and tools**
- Lamp/ballast system marketing
- Lighting/ballast advertising
- GE Lighting Assistant & Value Light
- New GE online ballast catalog, specifications and cross-reference tools
- Merchandising tools
- Lamp/ballast compatibility tool

**Unparalleled sales and service**
- Dedicated lighting sales team supporting distributor and end-users
- Dedicated lighting specifications sales engineers calling on specifiers
- GE Lighting & Electrical Institute committed to the education and selling of lighting products (6,000+ visitors annually)
- Product service and technical support, featuring dedicated toll-free 1-888-GEBALLAST
- Yearly account planning
- End-user sales support
- System solution selling

**Environmental commitment**
- GE Ballast are compliant with material restriction requirements of RoHS
- Broad range of NEMA Premium® high-efficiency ballasts

**Express Ballast Warranty Services**
- One clear, comprehensive warranty
- Direct access to GE for rapid response and results
- Valuable technical information and expert assistance
- Flexible options to meet your needs

Increasingly, your customers are demanding environmentally responsible products. It is both good stewardship and good business to offer them. GE is one of the industry leaders in this respect. Developing a complete line of Ballast that are compliant with material restriction requirements of RoHS is one key example of our commitment to a cleaner, more prosperous future for you.

Throughout our 115-year history, GE has developed one of the broadest ranges of environmentally advanced technologies. Today, as a global leader in energy, technology, manufacturing and infrastructure, we are uniquely suited to help solve environmental challenges, now and for generations to come.
Simplify, grow and profit with GE premier support.

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- Electronic 13 - 42W
- Electronic Kits 13 - 42W

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T12
- Electronic 120-277 2 - 8’ HO
- T12HO Sign

HID Magnetic
- HPS 50 - 1000W, Quad, 480V, 5 Tap
- MH 50 - 1000W, Quad, 480V, 5 Tap
- PS 175 - 1500W, Quad, 480V
- F-Car & Post Mount 70 - 400W
- Lamp & Ballast Kits
Give the GE Stocking Guide for Distributors

GE Stocking Guide for Distributors

<table>
<thead>
<tr>
<th>T12 FLUORESCENT</th>
<th>INPUT VOLTAGE</th>
<th>RECOMMENDED CATALOG NUMBER</th>
<th>BEST</th>
<th>PJHC/SA</th>
<th>STOCK LEVEL</th>
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<tr>
<td>1 lamp - F3T12</td>
<td>120</td>
<td>GE10SR120</td>
<td>74472</td>
<td>GE-240-RS-MX-N</td>
<td>RELB-2540-N</td>
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<td>or F4T12</td>
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<td></td>
<td></td>
<td></td>
<td>10</td>
</tr>
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<td></td>
<td>75672</td>
<td></td>
<td></td>
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<td>10</td>
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<td>76836</td>
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<tr>
<td>or F4T12</td>
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| HID REPLACEMENT KITS / ignitors/Caps |

<table>
<thead>
<tr>
<th>METAL HALIDE</th>
<th>QUAD</th>
<th>GE100M/TLC3D-S</th>
<th>GE15570-001D</th>
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<td>71A5390-001D</td>
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<td>GE100MSLAC3-S</td>
<td>71A5570-001D</td>
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<tr>
<td>400</td>
<td>S-TAP</td>
<td>GE100MSSLAC5-S</td>
<td>71A6511-001D</td>
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<td>2</td>
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<tr>
<td>1000</td>
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<td>GE100MSSLAC5-S</td>
<td>71A6552-001D</td>
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<td>5</td>
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</tbody>
</table>

| HIGH PRESSURE SODIUM |

| QUAD | GE50M/TL23D-S | GE7971-001D | 2     | 6     |
| 100   | GE110M/TL23D-S | 71A8071-001D | 3     | 1     |
| 150   | GE120M/TL23D-S | 71A8171-001D | 7     | 4     |
| 250   | S-TAP | GE120M/SLAC3-S | 71A8231-001D | 4    | 2     |
| 400   | S-TAP | GE15550/SLAC3-S | 71A8452-001D | 10    | 6     |
| 1000  | S-TAP | GE15550/SLAC3-S | 71A8733-001D | 10    | 2     |

| PULSE START |

| QUAD | GE200M/TLAC5-S | GE3792-001D | 6     | 3     |
| 320   | GE3592-001D   | 71A8922-001D | 6     | 3     |
| 750   | GE400M/TLAC5-S | GE4642-001D | 6     | 2     |

| HID IGNITORS |

| 50-600 MH / PS | ALL | MH50-1A | L1533-MH-1A | 5     | 5   |
| 750M | ALL | MH70-1B | L1533-MH-1B | 5     | 5   |
| 1000MH/600PS or less | ALL | MH10-1A | L1533-MH-1A | 5     | 5   |
| 2000MH/900PS | ALL | MH90-1A | L1533-MH-1A | 5     | 5   |

| HID CAPACITORS |

| 250 MH / PS | ALL | GE15-25000 | 7C1500A-001D | 5     | 5   |
| 400 MH / PS | ALL | GE24-24000 | 7C2400A-001D | 5     | 5   |
| 1000 MH / PS | ALL | GE48-48000 | M24009-001D | 5     | 5   |
| 1500 MPS | ALL | GE34-34000 | 7C3500A-001D | 5     | 5   |
| 250 MPS | ALL | GE35-25000 | 7C3500A-001D | 5     | 5   |
| 400 MPS | ALL | GE55-45000 | 7C5500A-001D | 5     | 5   |

<table>
<thead>
<tr>
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<th>Description</th>
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</thead>
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<td>75437</td>
<td>GE-26/525V D DRY</td>
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<tr>
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<td>75437</td>
<td>GEAC-15/2000 D</td>
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<td>75454</td>
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<td>GEAC-24/4800 D</td>
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<td>GEAC-34/2800 D</td>
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<tr>
<td>Ge</td>
<td>75474</td>
<td>GEAC-26/525V D DRY</td>
</tr>
</tbody>
</table>

Put the power of GE resources to work for your business.

The fact is, GE is committed to and invested heavily in the ballast market segment – from product offerings and innovations to driving inventory efficiencies, environmental compliance and distributor support. Offering GE ballasts clearly positions you to grow.

And now, by agreeing to become a GE Ballast Stocking Distributor, you can get the full GE advantage.
Become a GE Authorized Ballast Stocking Distributor

Grow, profit and simplify - with immediate benefits and premier support!

Transforming the **POWER** of light™

For additional product and application information, please consult GE’s Website: [www.gelighting.com](http://www.gelighting.com)