

Motion Activated LED Floodlight

Hardwired

Pricing

Item Number: LM030412F-150 (canada)

Costco US: 1671550

DI Net: \$22.20

SRP: \$29.99



3600 lumens



Adjustable light heads



240° viewing angle with a detection range of 70ft



Adjustable settings: brightness, time, sensitivity range



IP44 weather-resistant

**In-Store
Costco US
Coming Soon**



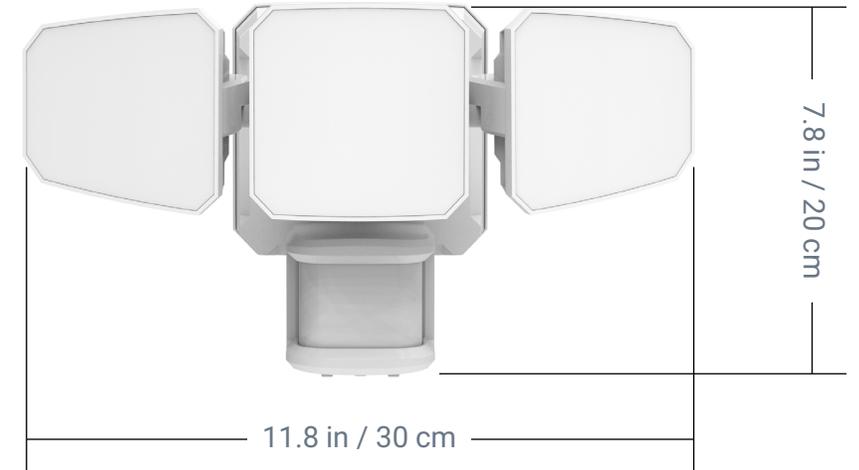
Specifications



Item Number: LM030412-150

Brightness	3600 lumens
LED Wattage	44 W
Color Temperature	5000K
Viewing Angle	240°
Detection Range	70ft
Operating Temperature	-4°F to 104°F
CCT	5000K Daylight
LED Life	50,000 hours
ETL / UL Listed	Yes
Energy Star	Yes
RoHS Compliant	Yes
Warranty	5-Year
Includes Mounting Hardware	Yes

Dimensions



Packaging & Displays

DISPLAY



PACKAGING



See **Slide # 11** for side-by-side comparison of Solar & Hardwire packaging

Solar Motion Activated LED Floodlight

Solar

Pricing

Item Number: LM030481-150

DI: \$23.90

SRP: \$29.99 US

Funding: \$3.60 per unit



2000 lumens LED in 5000K



Adjustable light heads



240° viewing angle with a detection range of 45ft



Adjustable settings: brightness, time, sensitivity range

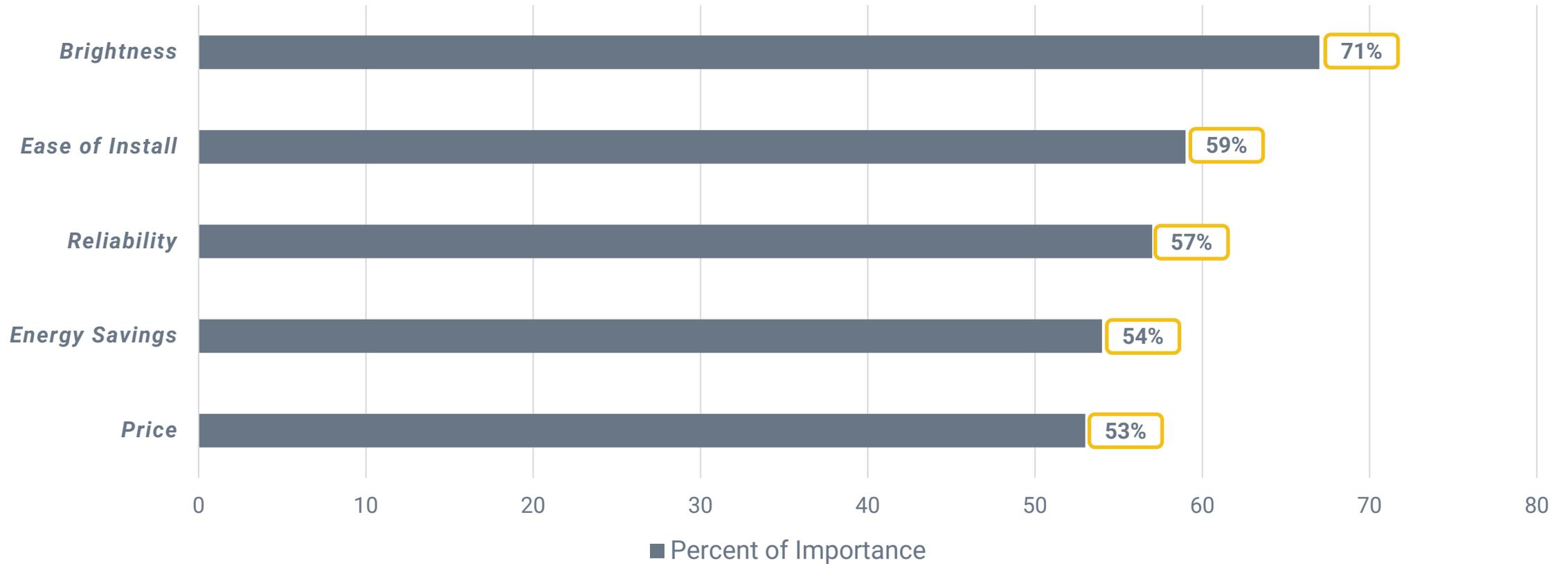


IP44 weather resistant



Research: Most Important Floodlight Features Members Want

We surveyed 540 Costco members who purchased hardwired motion activated floodlights, and asked "What features do you care about most?" These were the results:



Motion Sensor Technology Comparison



Standard PIR

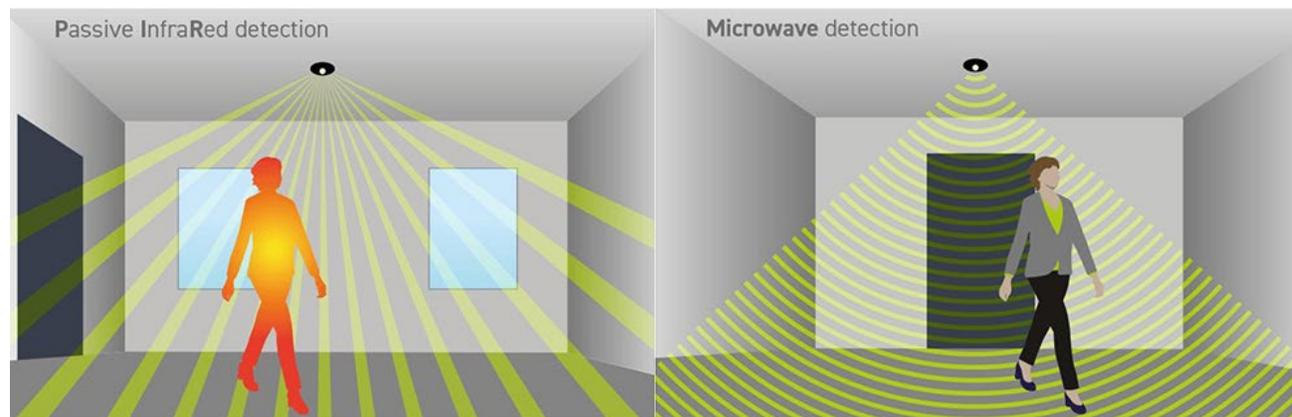


Low Profile PIR

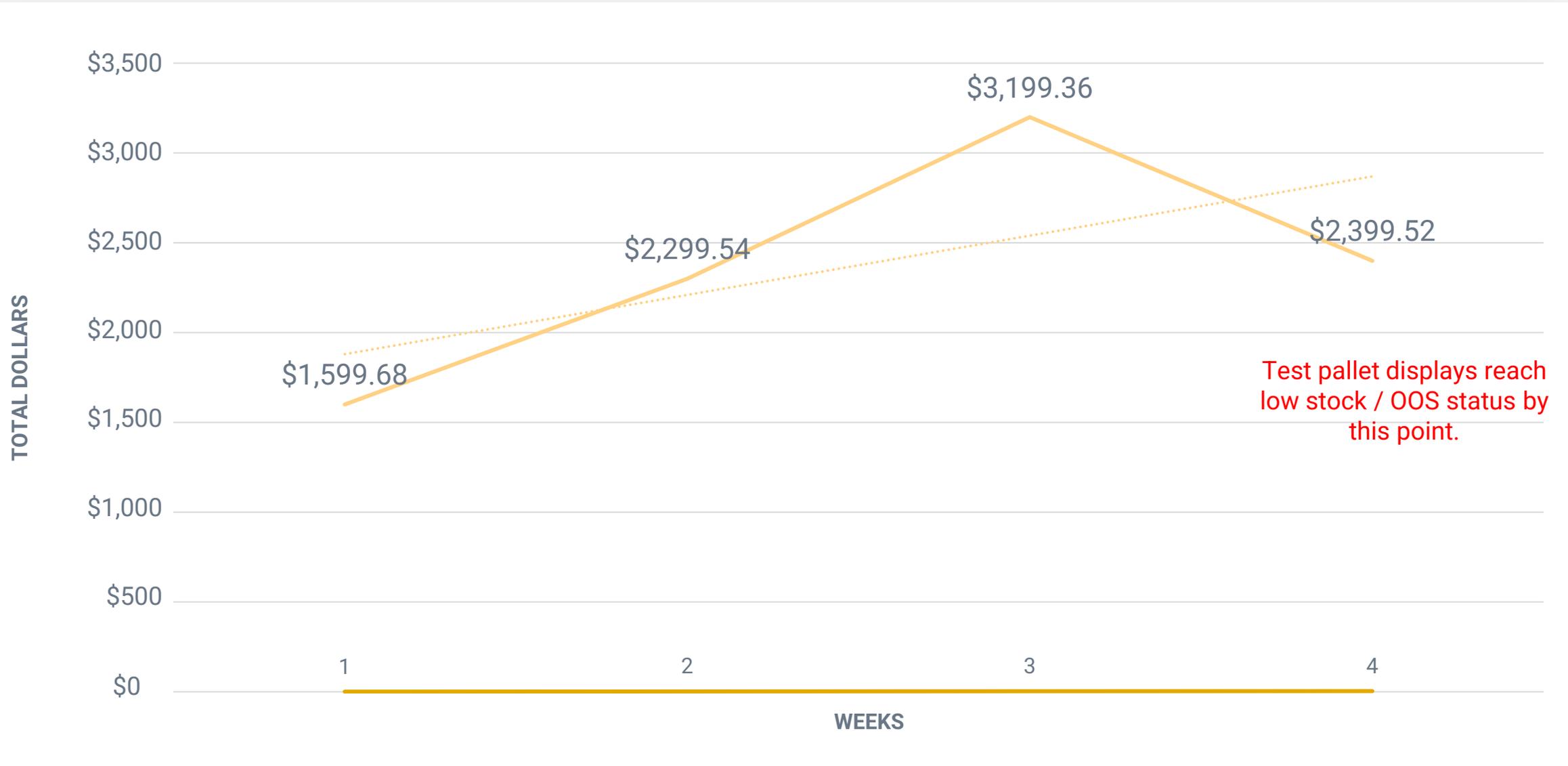


Microwave

Power Consumption	Low	Low	High
Sensing Distance	45-70ft	45-70ft	26ft
Sensitivity	Low	Low	High
Operate in Extreme Temps?	No	No	Yes
Senses Thru Walls?	No	No	Yes
Added Cost	None	\$0.50	\$2



KODA Tower Work Light Test Results - Item 171608



Acrobat Portable Work Light with Roadside Emergency Lights

Pricing

Model Number: LM030515-32

Domestic: \$19.60

ARP: \$24.97



550 lumens



Embedded triangle red emergency light



8 hrs runtime for Low mode (200 lm)
4 hrs runtime for High mode (550 lm)



IP44 weather-resistant



5 mounting options: magnet, clamp, screw, hanger, tripod (sold separate)



2 PACK



360° rotational base



Acrobat Portable Work Light with Roadside Emergency Lights

2 PACK

PACKAGING



POP



POP IN-AISLE (Shown in Automotive)



Rechargeable LED Work Light

2 PACK

Pricing

Model Number: LM030545-24

Domestic: \$19.90

ARP: \$24.97



800 lumens



5 hrs runtime for Low mode (200 lm)
2 hrs runtime for High mode (800 lm)



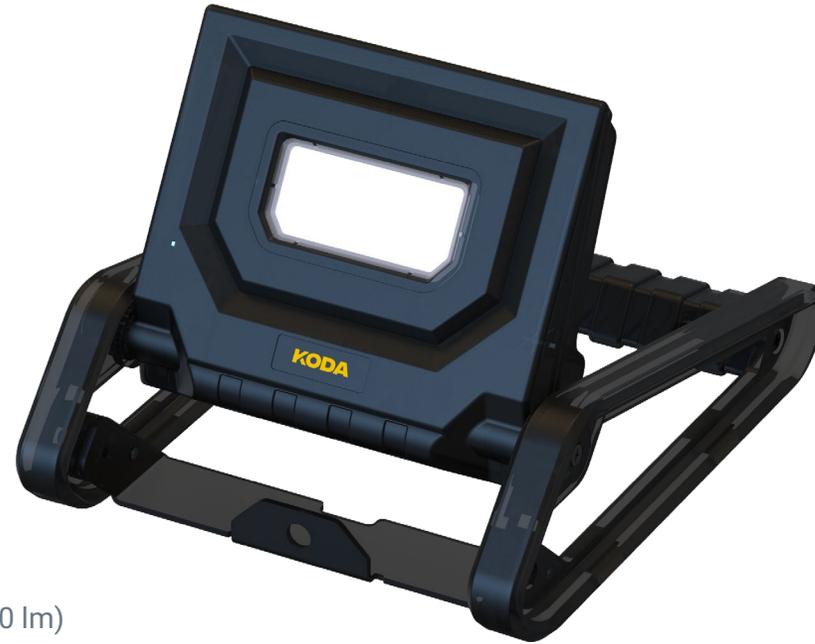
Rechargeable 2000 mAh Li-Ion battery



IPX4 weather-resistant



3 mounting options: floor stand, wall hanger, tripod (sold separate)



180° adjustability



Rechargeable LED Work Light

2 PACK

PACKAGING



POP



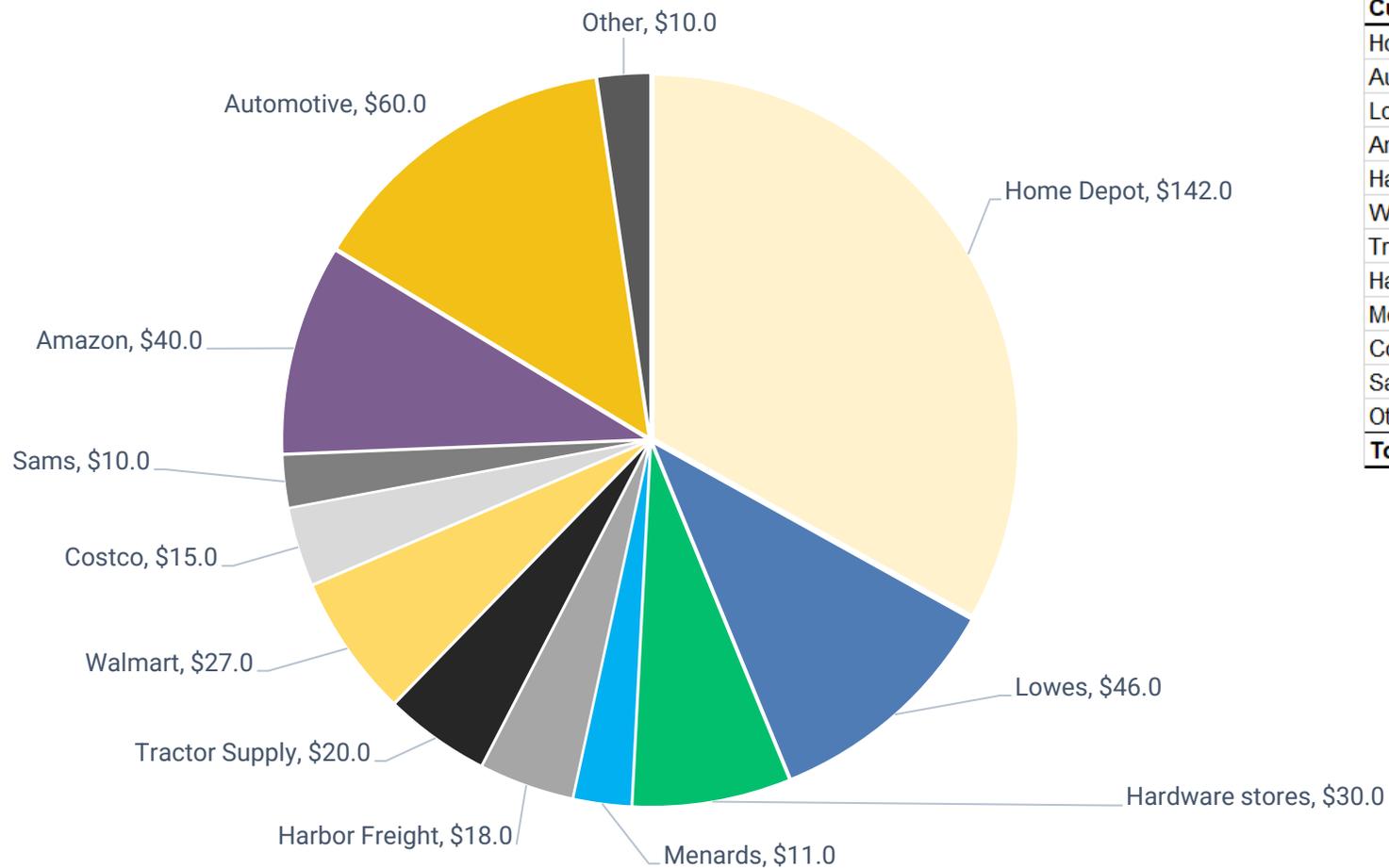
POP IN-AISLE (Shown in Work Lights aisle)



2023 Work Light Total Sales – US Market \$429M

In-Store Sales **\$345M**

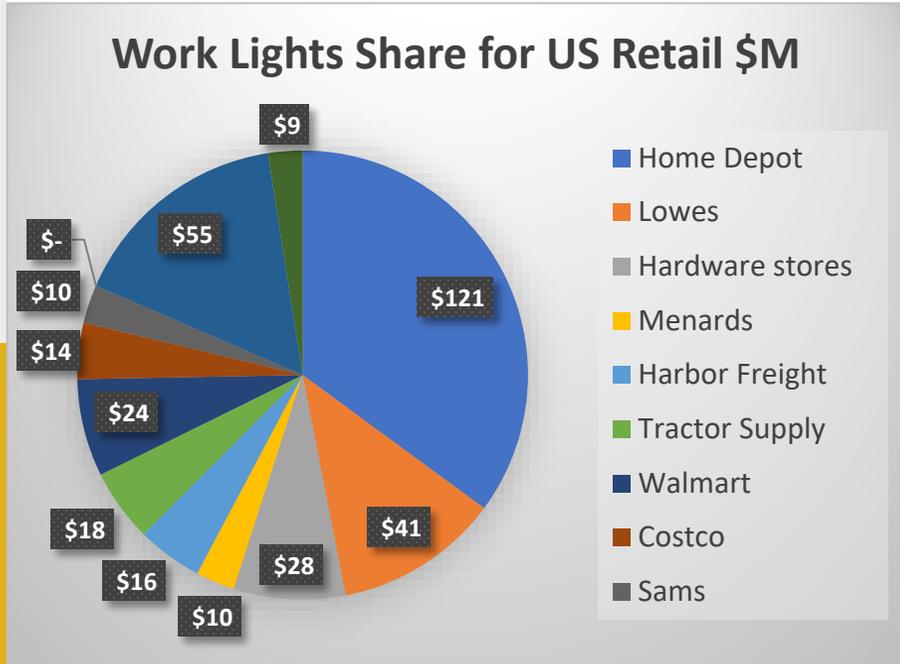
Online Sales **\$84M**



Customer	% of \$\$
Home Depot	33%
Automotive	14%
Lowes	11%
Amazon	9%
Hardware stores	7%
Walmart	6%
Tractor Supply	5%
Harbor Freight	4%
Menards	3%
Costco	3%
Sams	2%
Other	2%
Total	100%

** Allied Market Research June 2023

2023 Work Light Share in Home Improvement Channel



Retail Sales by Sub Cat In-Store	Home Depot	Lowes	Menards
Clamp Work Light	\$ 8,442,749.29	\$ 4,347,380.21	\$ 839,139.48
Handheld Work Light	\$ 10,617,884.45	\$ 4,424,976.95	\$ 1,530,071.29
Hanging / String Work Light / Ceiling mounted	\$ 5,491,013.49	\$ 8,900,918.58	\$ 1,135,637.85
Portable work light	\$ 57,525,877.12	\$ 15,121,747.99	\$ 3,314,931.34
Tripod Work Light	\$ 38,893,215.46	\$ 8,000,057.46	\$ 2,844,311.91
Total	\$ 120,970,739.82	\$ 40,795,081.19	\$9,664,091.87

Number of in store SKUs	Home Depot	Lowes	Menards	Walmart	Costco
Clamp Work Light	10	4	7	2	0
Handheld Work Light	11	13	14	23	1
Hanging/String Work Light/Ceiling mounted	2	6	5	-	0
Portable work light	22	15	23	31	0
Tripod Work Light	10	6	11	4	0
Total	55	44	60	60	1

** Allied Market Research June 2023

DIY'ER

The Best Costco Home Products Hacks That Will Change How You DIY



30 Products DIYers Shouldn't Pass Up at Costco



\$24.99 and under

This Member is always looking for projects around the home, so she is on a budget.

Treasure Hunt Member



\$49.99 and under

This Member loves camping, sporting events, and outside activities but is looking for a deal.

Costco Enthusiast



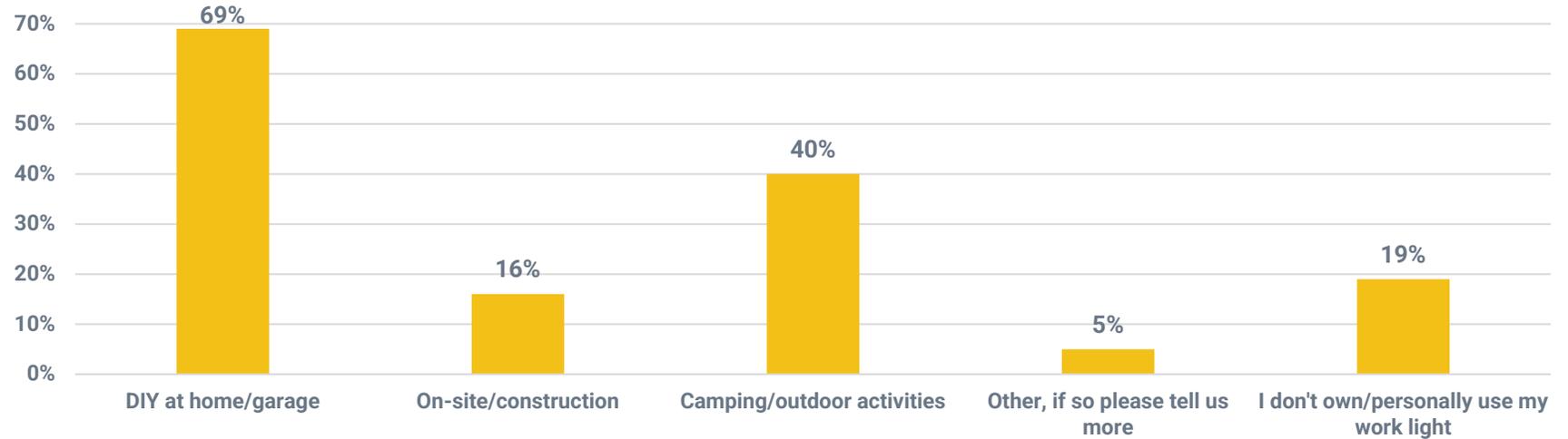
\$59.99 and over

This Member wants the best performance items and is willing to pay for them.

Customer Survey Insights

QUESTION

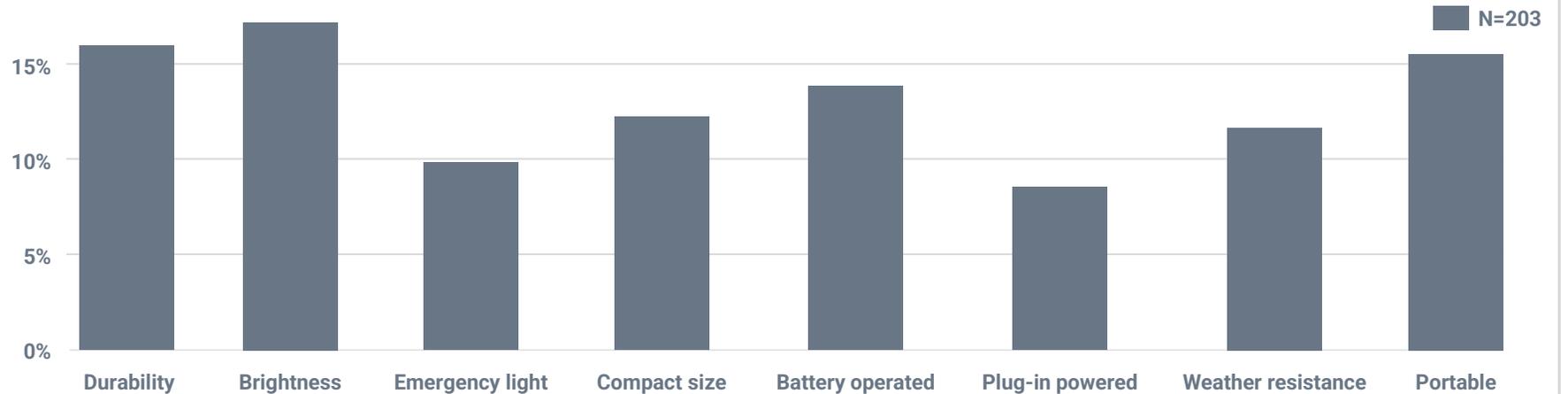
How do you use your work light?



QUESTION

Please rank the following features from MOST to LEAST important when purchasing a work light.

1. Brightness
2. Portable
3. Durable

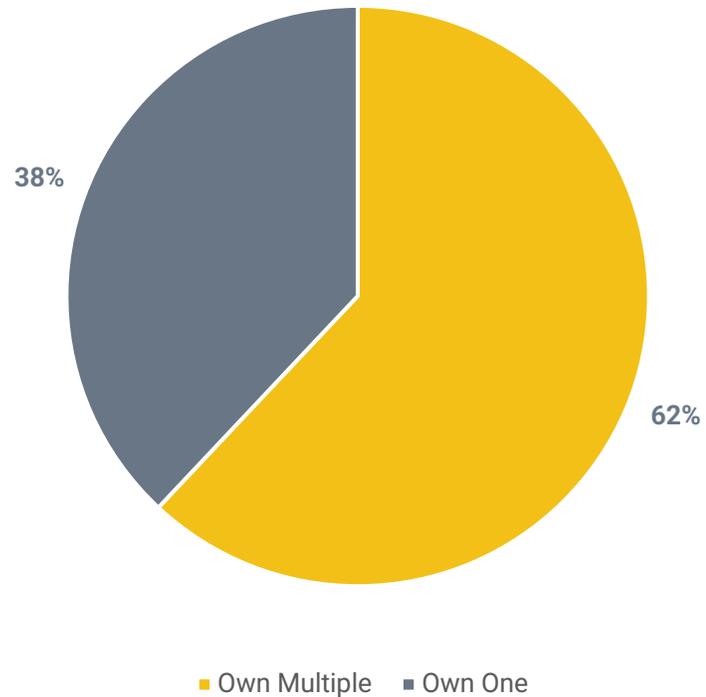


** This survey was completed by Survey Monkey of 203 Costco Members

Customer Survey Insights

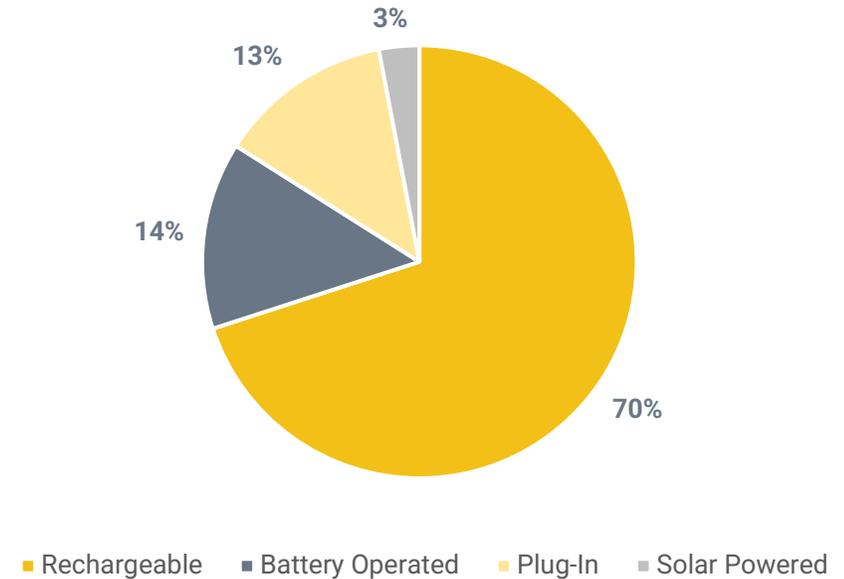
QUESTION

Do you own multiple sets of work lights for different purposes, or do you rely on a single work light for various tasks?



QUESTION

What is your preferred source of power for your work lights?



INSIGHT

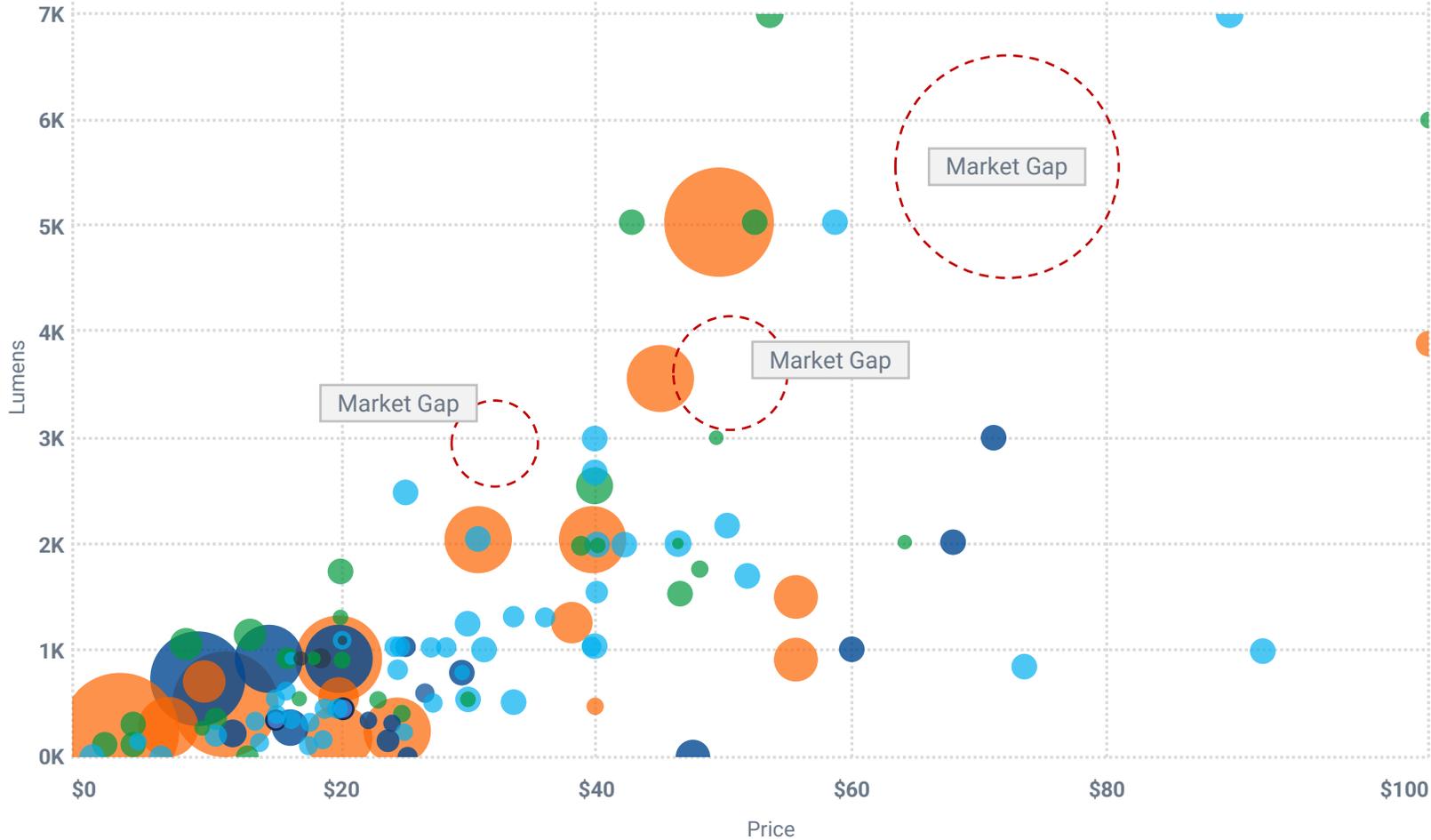
87% of category shoppers say portable is important.

** This survey was completed by Survey Monkey of 203 Costco Members

Overall Work Light Market

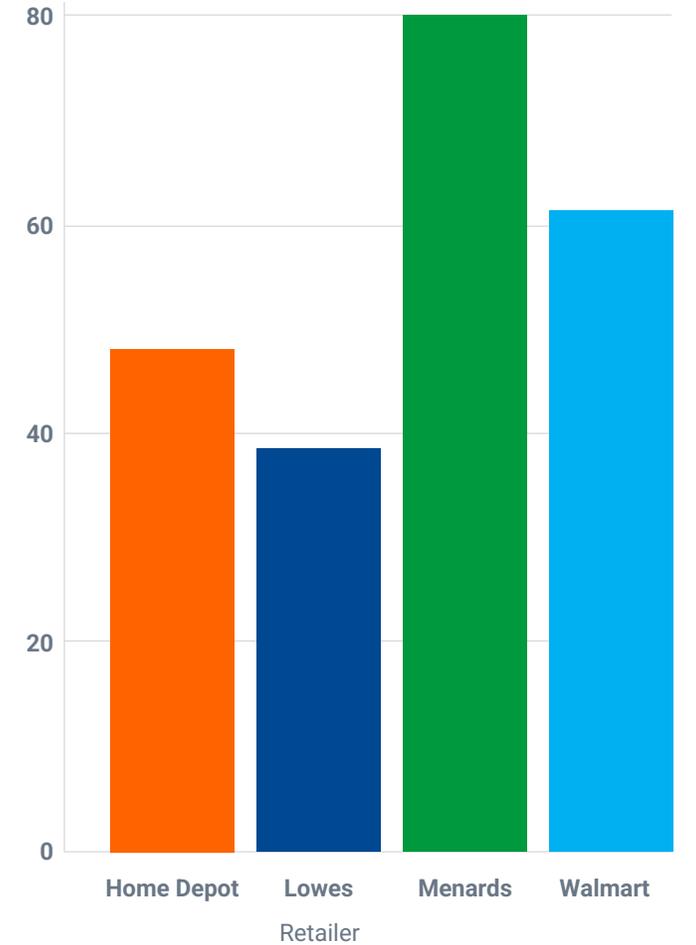
PRICE BY LUMENS

Retailer Home Depot Lowes Menards Walmart



IN-STORE SKUs

SKU Count by Retailer



Potential Product Gaps: Spotlights

- Retailer ownership – Biggest competition is Amazon
- Overlapping assortment – fill gap at 2200+ lumens
- Small innovations can drive excitement



HOME DEPOT

Top 10% Units & Dollars

650lm + Tripod

Image									
Brand	Hyper Tough	EverStart	Hyper Tough	EverStart	HART	HART	EverStart	Hyper Tough	EverStart
Product Code	68113141018	81463201378	19434602764	81463201415	FSI 60-844-2	FSI 60-858-600	81463201414	68113140116	81463201414
Name	300 lm Rechargeable Lithium-Ion	900 Lumen Rechargeable Lithium	1000 Lumen LED Dual Power Rechargeable	Maxx SL5HE 1200 Lumen LED Rechargeable	Rechargeable LED Spot and Work Light	Rechargeable LED Spot and Work Light	SL8WE Portable Waterproof, Rechargeable	LED 1300 Lumens Flashlight	SL10LEDE 2200 Lumen LED Spot
Lumens	300	900	1000	1200	300	600	800	1300	2200
Color Temp.	6000K					6500K			
Wattage	1.8w	3w		5w					10w
Voltage	4.5V				3.7V	3.7V			
Mounting	Hand, Floor	Hand	Hand, Floor	Hand, Floor	Hook, Magnet, Hand	Hand, Magnet	Hand	Hand, Floor	Hand, Floor
Acc Outlets	No	No	No	No	No	No	No	No	USB
Runtime	3	10		12	13	13	10		
SOS Signal	No	No	Yes	No	No	No	No	No	Yes
IP Rating			IPX4				Waterproof		
Power Source	Battery	Battery	Battery or AA Batteries	Battery	Battery	Battery	Battery	Battery	Battery
Cord Length	40				23.6	23.6			
Material									
Retail	\$ 13.84	\$ 22.88	\$ 39.98	\$ 34.88	\$ 24.84	\$ 29.84	\$ 25.68	\$ 32.88	\$ 49.97
Retail Per									
Total Units (1yr)	98,398	58,288	5,697	66,308			9,114	42,709	57,498
Total \$\$\$ (1yr)	\$ 1,360,563.00	\$ 1,303,187.00	\$ 220,505.00	\$ 2,074,876.00			\$ 270,288.00	\$ 1,383,560.00	\$ 2,861,630.00
Units / Wk	1,892	1,121	173	1,275			276	821	1,106
\$\$\$ / Wk	\$ 26,164.67	\$ 25,061.29	\$ 6,681.97	\$ 39,897.62			\$ 8,190.55	\$ 26,606.92	\$ 55,031.35
Weeks on Sale	52	52	33	52			33	52	52
Dept.	AUTOMOTIVE	AUTOMOTIVE	AUTOMOTIVE	AUTOMOTIVE	HARDWARE	HARDWARE	AUTOMOTIVE	AUTOMOTIVE	AUTOMOTIVE
Category Grp	UNIVERSAL AUTO ACC	UNIVERSAL AUTO ACC	UNIVERSAL AUTO ACC	UNIVERSAL AUTO ACC	LIGHTING AND FASTENERS	LIGHTING AND FASTENERS	UNIVERSAL AUTO ACC	UNIVERSAL AUTO ACC	UNIVERSAL AUTO ACC
WM Category	AUTO ACCESSORIES	AUTO ACCESSORIES	AUTO ACCESSORIES	AUTO ACCESSORIES	WORK LIGHTS	WORK LIGHTS	AUTO ACCESSORIES	AUTO ACCESSORIES	AUTO ACCESSORIES

Customer Survey Insights

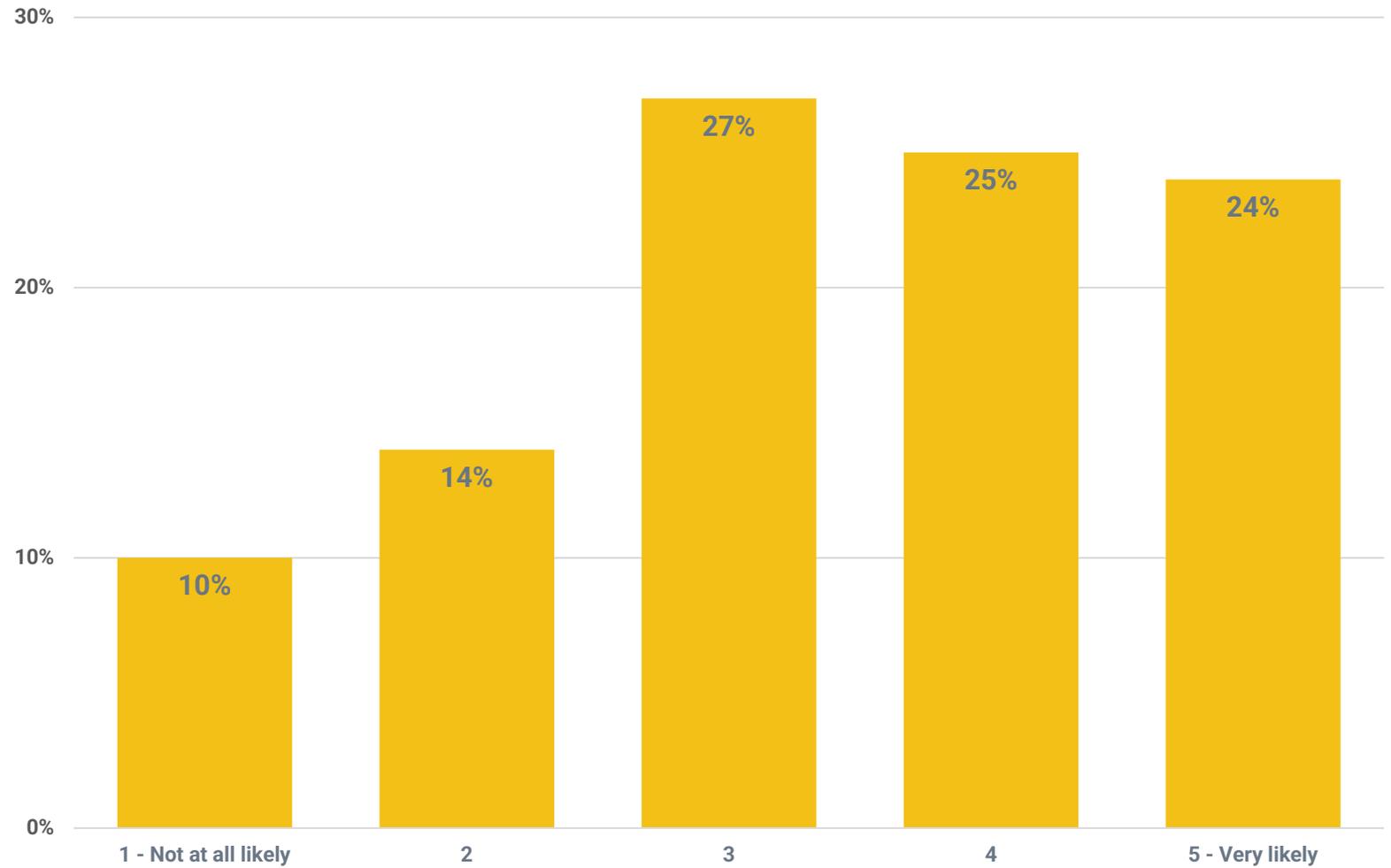
QUESTION

Please reference the below image. How likely would you be to purchase a small, portable, bright clamp light?

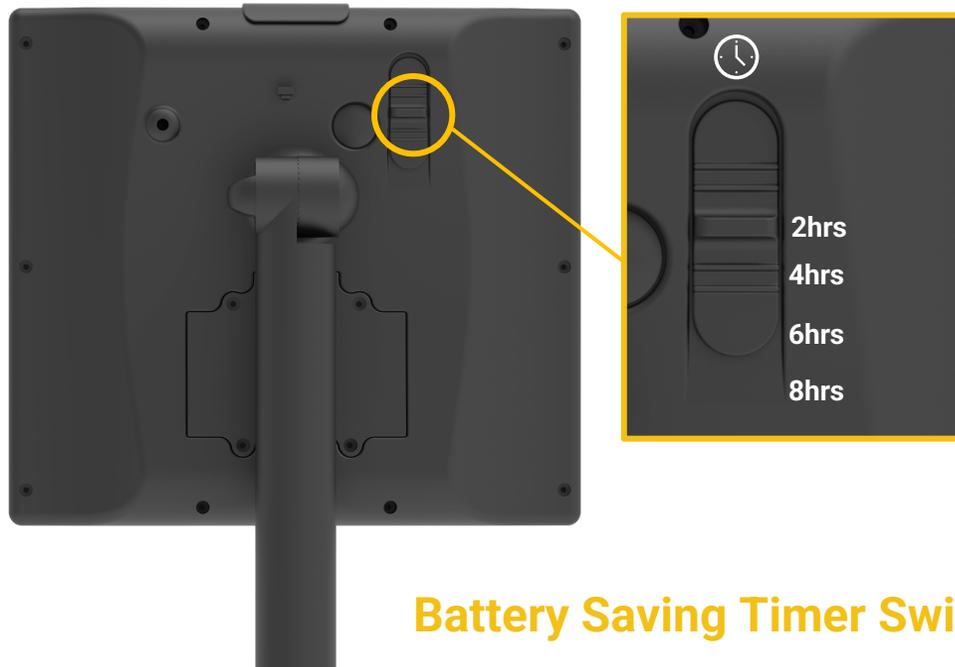


INSIGHT

1 in 2 category shoppers are likely to buy



Follow-Up #2: How to Stretch the Life of Normal Batteries?



Battery Saving Timer Switch

Setting	# of years
8 hours	1 year 4 months
6 hours	1 year 9 months
4 hours	3 years
2 hours	5 years 4 months

Problem

- Standard Solar Lights will completely discharge each night, using one (1) battery cycle.

Solution

- Integrated timer control! Use 1 cycle up to 4 nights! Shuts off automatically.



Price will depend on each product design

#2: Sustainable Packaging



Recycled & Recyclable
Cardboard Boxes



Biodegradable
Cushioning Material
(in place of plastic bags)



Single-box packaging for
Costco.com products (package
doubles as shipping box)



Certification logos printed
on product packaging

#3: Long-Lasting Solar Panels



Replace epoxy resin cover with tempered glass

- No soiling (yellowish film) from sun exposure
- Easier to clean
- More durable, less susceptible to scratches and pitting
- Lasts up to 3X longer! (Epoxy: 3-4 years)



Soiling (a.k.a. "yellow film") on a solar panel with traditional epoxy resin coating.



Starts at **\$1.00**
adder price

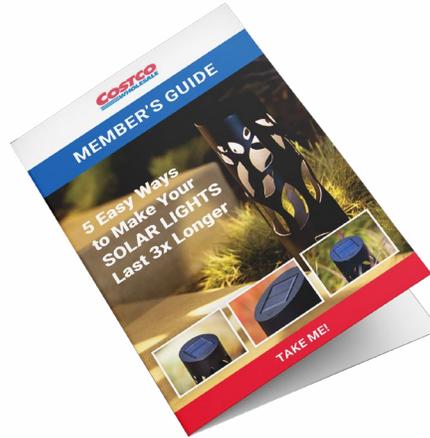
#4: Battery Replacement Awareness



Dear valued Costco Member:
Two years ago you purchased the Tommy Bahama Solar Bollard 6-pack. If any of your lights have stopped working or are beginning to lose brightness - please do not throw them away just yet!
You may be able to extend the life of your lights (and help protect the environment) with a simple BATTERY CHANGE or quick wipe of the solar panel with simple household cleaners. Click the link below to learn more.

SOLAR LIGHT LIFE EXTENSION TIPS

Triggered Email Campaigns



Free "Take Me" Brochures



PSAs in Mailer and Costco Connection



In-store POPs selling replacement batteries with battery replacement guide

Problem

- Most members are not aware they can easily extend the life of their Solar Lights by simply replacing the battery

Solution

- Co-operative omnichannel education campaign!



Leverage KODA's 12-Person Advertising Department!

“Rose Petal” Solar LED Pathway Bollard Light

2 PACK

PACKAGING



POP



POP IN-AISLE (Shown in Landscape Lighting)



Primer – A Family Affair

Members want their outdoor lights to match.

Here's how Costco can offer the whole package, in a cohesive style, with *minimal* overhead:



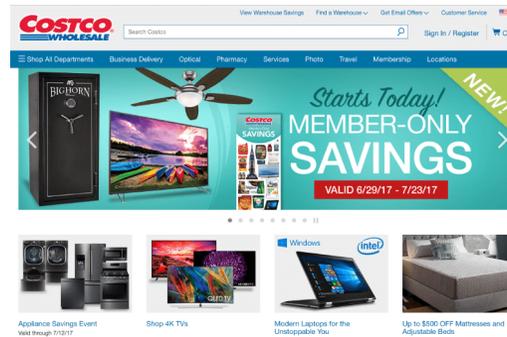
FLAGSHIP IN-STORE

Commit to trying just ONE product in club



FAST-MOVER COMPANIONS

Commit to 1 or 2 companion lights on [Costco.com](https://www.costco.com)



FAMILY COMPANIONS

Direct members to [CostcoNext.com](https://www.costconext.com) to reduce inventory commitments, while giving members a COMPLETE experience



#1) Williams Classic Collection



Modular & Plug&Play

PROBLEM: 6 Million Metric Tons of Solar Products **Wasted** Every Year

How Heavy is 6M Metric Tons?



594 X
EIFFEL TOWER



16 X
EMPIRE STATE BUILDING



40,000 X
BLUE WHALES



1.2 MILLION X
ELEPHANTS



6 MILLION X
CARS (1.45 METRIC TONS)

0

Number of electronic recycling facilities that will accept solar panels

Stone, Maddie "Solar panels are starting to die. What will we do with the megatons of toxic trash?" Grist Magazine, Inc. 13 Aug 2020, <https://grist.org/energy/solar-panels-are-starting-to-die-what-will-we-do-with-the-megatons-of-toxic-trash/>

SOLUTION: Modular Solar Landscape Lights



Collection - Modular Solar Landscape Lights



Modular Solar Light Concepts

Path Light



Stone Light



Table Lantern



Wall Lantern 1



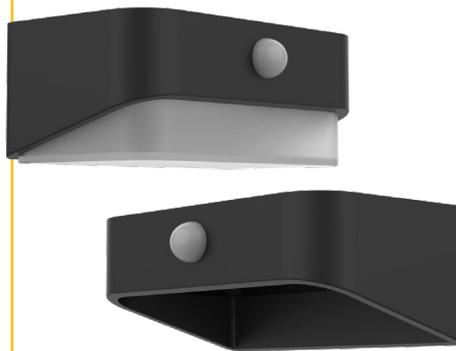
Wall Lantern 2



Security Light 1



Security Light 2



Light-Up Table



Mini String / Table Lantern



Table Light





Meet Matthew!

He owns a 2-acre property.
He cares about the environment. So, he lights his yard almost *exclusively* with solar lighting!

But ...



MATT'S SOLAR LIGHTING

16X Solar Spotlights



24X Solar Pathway Lights



8X Solar Disc Lights



2X Solar String Lights



TOTAL
50
LIGHTS

... Is it REALLY the most environmentally-friendly way to light a yard?



A few years later...

50 Lights

75 Lithium batteries

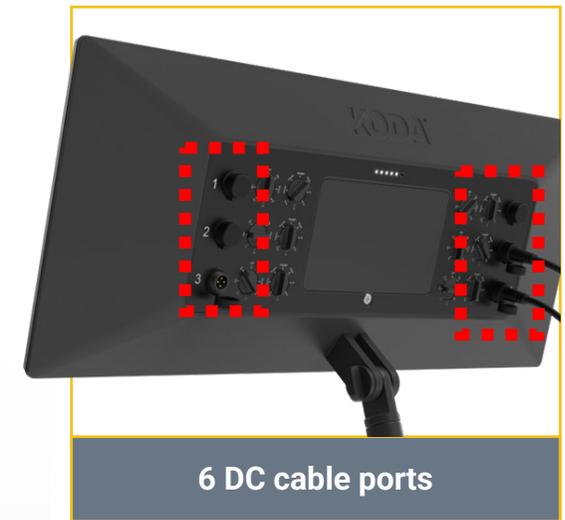
250 lbs. of hazmat

SOLUTION: Plug and Play Solar Lighting System

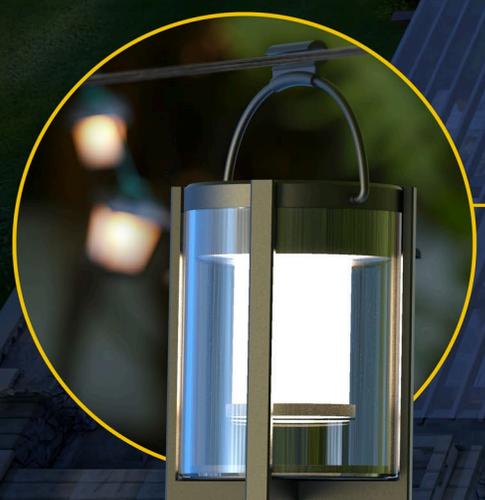
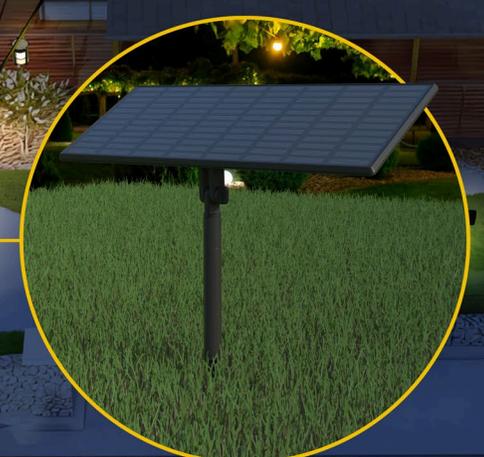
“One Panel to Run Them All!”



Plug and Play Solar Lighting System



Plug and Play Solar



Plug and Play Solar Advantages



Expands battery life

Timer / controllers maximize charge cycles
(get 2-3 nights out of 1 cycle)



Light fixtures last longer

No individual batteries to change or solar panels
to clean!



Full control

Synchronize all lights, set moods, change colors



Collect more sun

Choose the optimal location for solar panels
and lights



Long-term cost savings

vs. buying new solar lights every couple of
years (or as they break down)



Break limitations of conventional solar lights

Get longer string lights, brighter bulbs,
and more aesthetically-pleasing fixtures



Save \$500+ on electrician fees

vs. installing a low voltage lighting system

Q

How do you encourage more
Members to buy
Solar Landscape Lights?

SEE NEXT PAGE FOR ANSWER



The Multi-FUNctional Approach

A new family of Solar LED Landscape Lights that put the "FUN" back in multi-functional!

Bollard and Wall Sconce



Shepherd's Hook and Table Lantern!



String Light, Tree Light, or Mini Lantern!



Outdoor Puck Light and Path Light!



Path Light! Spot Light! Accent Light! Sign Light!



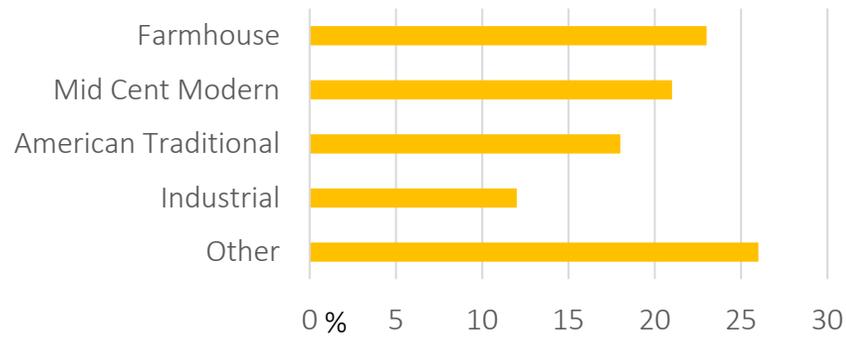
"A cohesive approach to solar lighting for every part of your house."



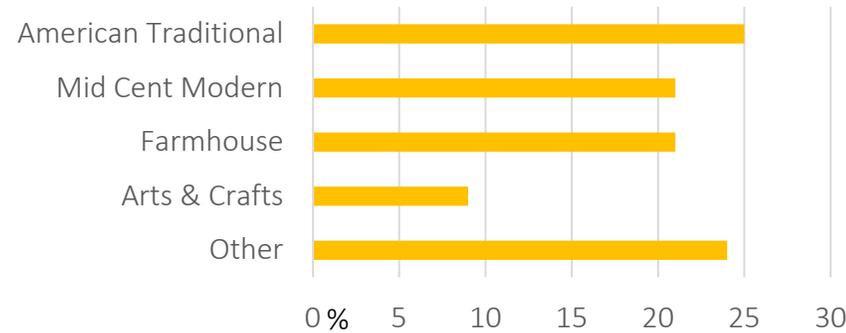
Decorative Lighting Research

We surveyed 800 consumers matching Costco consumer demographics:

Preferred Home Interior Style



Actual Interior Style



Farmhouse



Mid 20th Century Modern

