



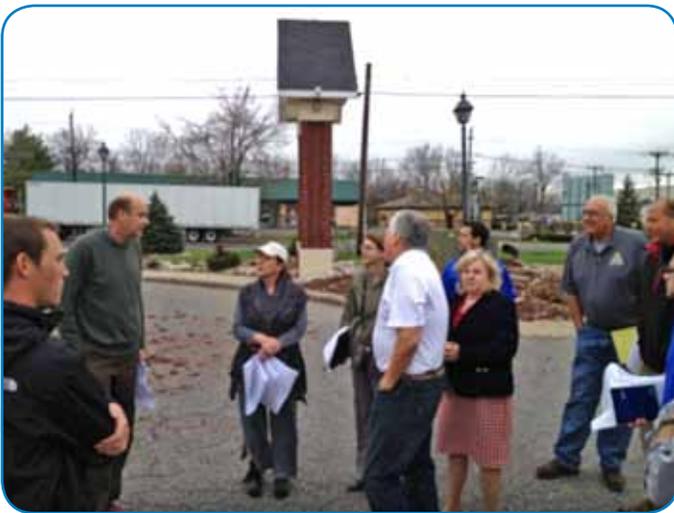
the Coastal Connection



Welcome to the first installment of the Coastal Connection™. It's with great excitement that I pen this, the first of many informative and valuable newsletters.

As you may know, Coastal was founded on the principles of making product better, both quality and design. In this month's newsletter, we will discuss product, training, and employees!

NORTHERN TRAINING A SUCCESS!



We are proud to report that our first "Northern" training was a great success. Held April 18th in Flemington, New Jersey, about twenty-five attendees came to the site to learn more about Coastal Source and view a job in the very early phase of landscaping. Janet Lennox Moyer, founder of the world-renowned Landscape Lighting Institute and author of *She Paints with Light*, was on hand to walk the property, consult on all aspects of the exterior lighting, and answer questions.

Even though it was a cold and dreary April day, everyone was excited to learn and be part of a project in the concept phase. Walter Friedauer, President of Walter Friedauer Enterprises, stated "In my 40-plus years of landscape design and installation experience, this was the most valuable single-day training event I have ever attended." Coastal Source President Franco D'Ascanio was present for the session and treated all attendees to a "lighter version" of the CS story.

CS holds training sessions on a regular basis at the Coastal Source R&D facility in Marathon, FL - check with your CS representative or our Facebook page for more information about upcoming sessions.

Jan Moyer consulting with the attendees at the new Coastal Source North Training facility located in Flemington, NJ. All trainees were welcome to suggest as to how they would approach a lighting scene, with Jan offering her critique.

FEATURED PRODUCT!

This week our featured product is the **Coastal Source Step Light**. As always, even though it takes more time and money, we chose to design and tool this product to our specifications.

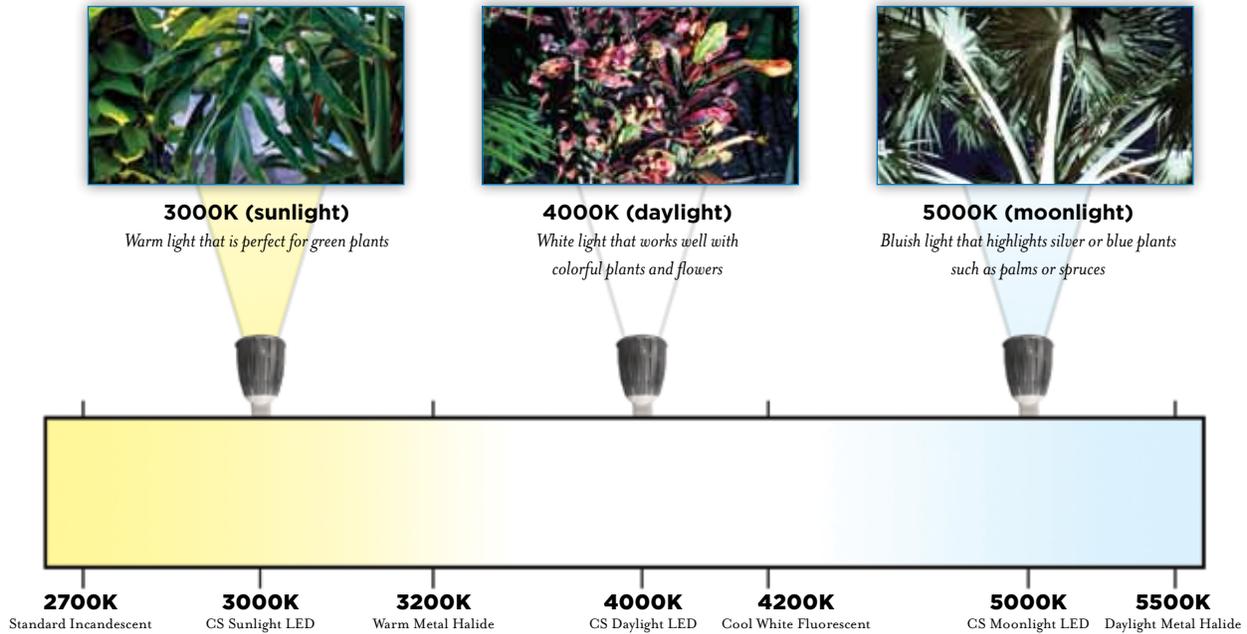
Features include:

- Flush mount, no back box
- 100% brass construction
- Replaceable LED panel
- Coastal Connection™ ready
- Available in both Vintage Brass and Beaded Brass Finishes



SALES TIP: Using Color Temperature to Highlight

CS offers a full line of MR16 lamps in 2700K to 5000K temperatures. Lamps are available in varying wattages (3-9w) and degrees (30, 55, 80) for even greater customization. This allows the designer or installer to “highlight” or accent standout plants or architectural features. Although initially more popular in the Southeastern US, many northern installers have adopted the practice for use on Blue Spruce and Blue Atlas Cedar Trees.



Employee Spot “Light”



Nick Abele
Contact Nick:
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Our newest Full-Time CS employee, Nick comes to CS with a diverse mix of experience in landscape management, warehousing/shipping, and general construction. His responsibilities for Coastal include inventory/order management and day to day operations. Nick enjoys the outdoors, camping, and spending time with his wife and dogs. Nick is based out of the NJ office but plans to spend time at both locations.

Bigger is Not Always Better.

Too often overlooked, the **MR11 bullet** is the perfect solution for many situations. Budget pressure, smaller/newer plantings, and soffit downlighting are perfect applications. We painstakingly designed the **MR11** to look and function just like its big brother, and it is available in both direct connect and pre-wired versions. MR11 3-watt lamps are available.



Can you HEAR IT???

Love the Coastal system approach, simplicity, and ability to expand?

CS Audio is coming soon. Read all about it in the next **Coastal Connection** issue...



More info: info@coastalsource.com
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