



## the Coastal Connection



**WELCOME**

**W**elcome back! It's been a (very) warm and wet summer for most of you reading this.

In keeping with the weather, we are happy to introduce many of our bulbs in the **2700K temperature**, perfect for when your client wishes to match incandescent light color.

### Coastal Source Training Alert - Marathon, the Florida Keys!



*(See below for scheduled August and October Dates)*

CS will again be conducting 2 day training seminars for interested dealers, installers, and designers. Come learn all about our landscape lighting and audio systems, and see what's coming soon! The events include classroom seminars, in-field training, sales training, on site demos, etc. Many Coastal Source team members will be on hand to answer questions and provide expertise.

Seminar dates are **August 23-25 and October 11-13**. Be sure to check out our event photos on our Facebook page. Please [click here](#) if you would like to register or receive more information.

*Hands-on training with Jason Sanders and Coastal Source Audio*

## FEATURED PRODUCT!

This week's featured product is the **Coastal Source Nose Light**. Perfect for posts, dock pilings, and walls, the light is fully sealed and waterproof rated. Call or email today and order a sample so that you can see and feel the Coastal difference

### Features include:

- Sealed LED 3W Replaceable Light Module
- 100% brass construction
- Coastal Connection™ ready
- Available in Vintage, Beaded, Copper, Nickel and White finishes
- Available in 3000K or 2700K



*Nose Light, shown here in Vintage Brass Finish*



## SALES TIP: Do an AUDIO DEMO!

Now that your customers landscape lighting looks beautiful, why not demo the **Coastal Source Audio System**. Plug in a power supply, twist the cables, and start jamming. Many dealers are reporting insanely high close rates on audio demos. This is the season when all parts of the country are enjoying outside living areas, and it's the perfect time to set up an audio demo, **AND SELL IT!**



## DOCK LIGHTING: A Whole New Venture



There are many reasons to light your dock; safety, security, and aesthetic appeal are some of the most popular. As the Coastal Source name implies, our product was born from the needs of the Coastal environment. **The Coastal Source Dock Lighting System** is easy to install, low voltage, and built to Defy the Elements™.

The Coastal Source lighted piling caps provide a soft, pleasant glow that is unavailable anywhere else in the market. Our lighting systems shines the light "down" to the dock and surface area where it is needed, not "up or out" where light pollution problems and glare may occur.

### Employee Spot "Light"



**Sean Snowden – Lead Designer**

Contact Sean:  
ssnowden@coastalsource.com

Sean is responsible for designing and bringing to life most of Coastal's products. His specialties are landscape and architectural lighting, but he has a hand in almost everything. His two University of Florida degrees aid in his design/development process. Sean and his wife Cat, and their 1 year old son Tanner live in Marathon, FL. In his spare time, Sean enjoys spending time with his family, playing/recording/producing music, and enjoying all the Keys has to offer.

## In the next issue...

### COASTAL SOURCE COPPER & NICKEL PLATED FIXTURES

#### The Coastal Source Show Schedule...

See us soon at the following locations:

**September 19-21, 2013 • Orlando, FL**  
The Landscape Show - Booth #1129

**September 25-28, 2013 • Denver, CO**  
CEDIA - Booth #3466

**November 16-17, 2013 • Boston, MA**  
ASLA - Booth #2230



Read all about the demo trailer in the next **Coastal Connection** issue...