



CASE STUDY

PARKE INDUSTRIES

CLIENT

Parke Industries, Glendora, CA

Specular reflector manufacturer for lighting retrofits

PROJECT

Repositioning the company as a comprehensive lighting solutions provider

CHALLENGE

To bring financial benefits of lighting retrofit “to light” for financial decision makers as well as conveying more prosaic benefits to building owners and facilities managers

SOLUTION

Application of top-down and bottom-up approaches

- *Top-down approach:*

- Declarations of Return via The Parke Portfolio

- Cleverly disguised as an Investment Portfolio, focusing on ROI, rather than a facilities or building operations issue

- *Bottom-up approach:*

- 17 Costly Lighting Retrofit Mistakes (Guidebook)

- Goal: Lead generation

- Brought risk-aversion front-and-center to building managers and facility operators

- Educated a broad audience across several market segments

- Generated actionable results as a competitive differentiator

RESULTS

Marketing strategy and tactics assisted company’s organic growth from \$7 million to \$24 million in revenue over 36-month period.

Significant new accounts included:

- LA County Hall of Administration/77% reduction in lighting expenses

- IBM Tower/62% reduction in lighting expenses

- Peterson Properties/68% reduction in lighting expenses

- Campaign won EPA Green Lights award (predecessor of Energy Star)



P A R K E
I N D U S T R I E S
P E R F O R M A N C E . B R O U G H T T O L I G H T .



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1.  **P A R K E**
I N D U S T R I E S
P E R F O R M A N C E . B R O U G H T T O L I G H T .

2. An overview brochure for Park Industries, featuring a yellow and blue color scheme. It includes various images of industrial equipment, people working, and text blocks. The brochure is shown at an angle, overlapping another page.



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