

RICHARDSON CFL BULBS TAKE ON A NEW SHINE

The widespread use of CFL bulbs for domestic and industrial lighting across Sri Lanka has resulted in a considerable reduction in power consumption in these sectors in the recent years. CFL bulbs have helped the nation save 280 gigawatt hours in 2009 and 294 gigawatt hours in 2010 according to the Sri Lanka Sustainable Energy Authority (SLSEA). This is a tremendous saving to the nation, both in terms of the actual cost of electricity, as well as reducing the strain on the national electricity grid.

As a popular brand in the market, Richardson CFL bulbs, marketed by Richardson Distributors (Pvt) Ltd, has played a key role in helping households, as well as commercial and industrial establishment keep their lighting costs under control. Richardson CFL bulbs are now available in distinctive new packaging, which reflects its growing influence in the market for energy efficient lighting. Richardson CFL bulbs have also achieved Star Rating from the SLEA, which is the standard certification required from all CFL bulbs being marketed in Sri Lanka. Richardson has obtained 40 energy labels for its CFL product range, thereby conforming to the CFL performance grading standards stipulated by the SLSEA.

What makes Richardson stand out among the numerous competitive products in the market is its emphasis on quality. By sourcing their CFL bulbs from reputed overseas manufacturers and closely monitoring their quality, Richardson has consistently maintained superior standards in terms of product performance and longer lifetimes, resulting in maximum brand loyalty and repeat purchases.

Customers who purchase a Richardson CFL bulb can be assured that it provides the correct wattage, as mentioned on the label and that it can save up to 80% on the electricity consumption, giving them large savings on their monthly electricity bill. Since Richardson CFL bulbs last considerably longer, customers are guaranteed of recovering their initial investment within a short period. In other words, customers are assured of peace of mind when they purchase Richardson CFL bulbs. These bulbs are available in a choice of sizes and shape to suit the needs

of the customers. These include the 3U Energy Saving CFL, Spiral Energy Saving CFL and the Globe Energy Saving CFL.

With the growing preference for CFL bulbs, as well as the boom in the construction industry, especially in the North & East parts of the country, the demand for CFL bulbs has been growing exponentially. The Government's emphasis on developing the tourist sector is also an area of considerable potential. Richardson Distributors has restructured and streamlined the company's operations in line with a multi-pronged strategy aimed at carving out a larger share of this rapidly expanding market for CFL bulbs. The appearance of the packaging of these bulbs has also been enhanced, to create maximum impact at the point of purchase.

Arun Kodituwakku, General Manager Sales & Distribution for Richardson Distributors was quick to point out that 'The new look of Richardson CFL bulbs perfectly encapsulates the brand new strategy which we have adopted in order to achieve this objective'

As a first step, the Company has expanded its marketing and sales teams, focusing on growth in specific geographic regions, as well as sectors, especially new projects and tenders in construction. The Distribution Network has also been considerably expanded to accommodate the anticipated growth in sales. In addition, the internal processes and logistical requirements of the Richardson Distributors, such as IT, Delivery, Warehouse Expansion, etc., have been re-aligned to facilitate the expansion. Also new strategies have been adapted by the management to establish the Richardson Brand across new territories and segments, in order to capture a larger share of the market.

Richardson CFL bulbs are marketed in Sri Lanka by Richardson Distributors, which is a part of Richardson Group which consists of 5 Companies, namely Richardson Projects, Richardson Electric, Richardson Outdoor, Richardson Engineering & Richardson Distributors with interests in Power Distribution & Transmission, Manufacturing, Outdoor Advertising, Renewable Energy, Industrial Automation and Electrical & Mechanical Services



From Left: Sanath Liyanage (Finance Manager- Richardson Group), Aruna Kodithuwakku (General Manager – Sales & Distribution (Lighting), Subramaniam Dineshkumar (Richardson Distributor), Kaushal De Silva (Regional Sales Manager)