

## **Direct Buy Lighting Launches Exciting New Business Reward Program**

- *Direct Buy Lighting has launched a new reward program for contractors, interior designers, architects, home builders, and other trade professionals.*
- *Program members will be eligible to receive rewards such as Sony TVs, Apple iPods, Tag Heuer watches and many other items, as well as an additional 10% discount when ordering online, no restocking fees, free shipping, and exclusive communication with project managers.*

*Direct Buy Lighting's new rewards program will help businesses and professionals save their customers even more money, while earning awards for themselves.*

January 25, 2011 (FPRC) -- BROOKLYN, NY -- Leading online lighting distributor and wholesaler Direct Buy Lighting has launched a new business rewards program. Created specifically for contractors, home remodelers, interior designers and other industry professionals, the program allows loyal customers to generate points and earn rewards. They will also be able to pass additional savings on to their clients. These savings are in addition to a price guarantee, free shipping, zero restocking fees and no sales taxes the company already offers its customers.

Direct Buy Lighting's Business Program is open all year to businesses, trade professionals and customers who purchase bulk lighting supplies. The program is free to join, and those who choose to participate in the program will earn 1% in points on all sales, which are then tallied up and paid out at the end each month. Customers also earn 100 bonus points just for signing up.

The program will also qualify participants for additional product discounts, thorough communications with project managers and free shipping. This will give companies and service providers in the industry an opportunity to pass the savings on, further promote their own services and get an edge over their competition.

"Direct Buy Lighting makes it easy for trade professionals to create the perfect look, without breaking the bank. The DBL Business Program is just another way we're doing that. Membership is free; there are no minimum orders, and no hoops to jump through. With this new program, customers are rewarded for saving money on the things they're already buying. The more they buy, the more they'll get back," said Joe Garite II, E-Commerce Manager for Direct Buy Lighting.

Direct Buy Lighting provides a wide range of high quality lighting and lighting accessories, including outdoor and indoor lighting, residential and commercial fixtures, lamps, fans, fountains and more. Customers can get assistance directly from project managers in addition to the design tips, coupons, how-tos, ideas and product information in their newsletter.

About Direct Buy Lighting: Direct Buy Lighting is a full service lighting distribution and wholesale company, offering more than 30,000 products. Direct Buy Lighting has more than 25 years' experience, and has been offering the latest brands and styles online since 2007.

### **Contact Information**

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**Keywords**

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