

News **LUMEX** Flash

Volume IX

Jan./Feb. 2007

Lumex Expands The Globe!



Lumex announces the opening of a new engineering and sales support office in New Anspach, near Frankfurt, Germany. This facility will further support current and future European customers who are looking to engineer Lumex Opto-Components like LED and LCD display solutions into their products. The local presence of this office means that Lumex's European customers will continue to receive Lumex's traditional support excellence, now "tuned" for their local needs, and delivered in a more timely manner than ever before.

Heading up the new office in Germany is Mr. Guenter Reutzel. Mr. Reutzel is a degreed Electrical Engineer with more than ten

years of experience in the LCD and LED display industry, including six years with automotive/home appliance manufacturers, designing LCD devices into these products.

Lumex's new office is located at Robert-Bosch-Str.1, D-61267 New Anspach, Germany. Phone: +49 6081 964 380. Fax: +49 6081 964 381 E-mail: lumex-europe@lumex.com. World Wide Web (in Europe) www.lumex-europe.com.

SMT Gas Tube Arrestors

Lumex's family of gas tube arrestors are among the smallest gas tube arrestors available from any manufacturer. Measuring just 4.50mm x 3.20mm (7.177" x 0.126"), these devices provide the same supreme, high-performance surge and spike protection as conventional gas tube arrestors, but in a new, concise SMT package, saving time and money over radial leaded types. Voltages range from 150-400VDC supporting surge currents of 1.0 and 2.0 kA. Lumex's SMT Gas Tube Arrestors are ideal for a wide range of circuit protection applications including central office or PBX telephone circuits, voice and data lines, solid-state circuitry, or anywhere protection against electrostatic discharge (ESD) or switching surges is needed. Available in tape and reel in quantities of 500.



Lexis Promotion Winners

Lumex congratulates the 2006 Lexis Winners! These distributors placed through their dollar increase at cost from the previous year. The 2006 Lexis Winners are:



Gift cards will be awarded in February. (Allied, Avnet, Digi-Key, Future, Mouser and Newark are not included in this promo).

Our Luminary Award goes to Digi-Key for best distribution partner for volume of business, service and support. All awards will be presented in Las Vegas at this year's EDS.



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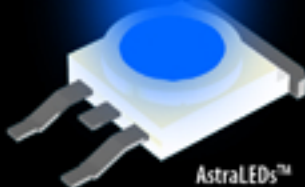
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Lumex AstraLED™ 1 Watt LEDs

Allied, Digi-Key and Mouser have placed stocking orders for each of the 1-watt LED's and Newark InOne will be placing an order shortly.

We estimate to have these parts on their shelves sometime mid- to late February.

To find out more,
[CLICK HERE](#)



AstraLEDs™

EDS 2007

Mark your calendars!

Yes, we're already planning for EDS in May of 2007. We will begin setting appointments in January, and once again, we have all day Monday reserved for our sales reps.

Source ESB

In an effort to further expand our cooperative advertising efforts and provide an enhanced search capacity for parts, Lumex is expanding its partnership with Source ESB for 2006-2007 to include a listing on the Source ESB Electronic Sourcebook home page. For more information, [CLICK HERE](#).

Smart Sales Strategies

by Harold Anagnos

Recently Lumex's founder, Harold Anagnos, was featured as a guest columnist in the Nov./Dec. 2006 issue of *Electronic Distribution Today*, and provided some valued insight on Smart Sales Strategies that can lead to credible sales forecasts.

To view the *Electronic Distribution Today* article, [CLICK HERE](#).

Lumex e-Part Source for Stock Availability

Lumex is improving the functionality of searching for part availability on-line by collaborating with e-Part Source (powered by SourceESB). Our goal in partnering with e-Part Source is to provide our valued customers greater ease of doing business and enhanced customer service.

Now searching Lumex stock availability on-line through www.lumex.com is a breeze.

See for yourself. Simply click on "Lumex Factory Stock" to give you our daily stock levels.

Part Number	Availability	Qty. On Hand	Lead Time	Unit Price	Min. Qty.
9811-42700000	LED Chip	5120	52-53/1000	\$0.0150	100
9811-42700001	Green, 5mm Diameter	47000	52-53/1000	\$0.0150	100
9811-42700002	Red, 5mm Diameter	47000	52-53/1000	\$0.0150	100
9811-42700003	Yellow, 5mm Diameter	47000	52-53/1000	\$0.0150	100
9811-42700004	White, 5mm Diameter	47000	52-53/1000	\$0.0150	100
9811-42700005	Blue, 5mm Diameter	47000	52-53/1000	\$0.0150	100
9811-42700006	Green, 5mm Diameter	47000	52-53/1000	\$0.0150	100
9811-42700007	Red, 5mm Diameter	47000	52-53/1000	\$0.0150	100
9811-42700008	Yellow, 5mm Diameter	47000	52-53/1000	\$0.0150	100
9811-42700009	White, 5mm Diameter	47000	52-53/1000	\$0.0150	100
9811-42700010	Blue, 5mm Diameter	47000	52-53/1000	\$0.0150	100
9811-42700011	Green, 5mm Diameter	47000	52-53/1000	\$0.0150	100
9811-42700012	Red, 5mm Diameter	47000	52-53/1000	\$0.0150	100
9811-42700013	Yellow, 5mm Diameter	47000	52-53/1000	\$0.0150	100
9811-42700014	White, 5mm Diameter	47000	52-53/1000	\$0.0150	100
9811-42700015	Blue, 5mm Diameter	47000	52-53/1000	\$0.0150	100
9811-42700016	Green, 5mm Diameter	47000	52-53/1000	\$0.0150	100
9811-42700017	Red, 5mm Diameter	47000	52-53/1000	\$0.0150	100
9811-42700018	Yellow, 5mm Diameter	47000	52-53/1000	\$0.0150	100
9811-42700019	White, 5mm Diameter	47000	52-53/1000	\$0.0150	100
9811-42700020	Blue, 5mm Diameter	47000	52-53/1000	\$0.0150	100

New Year, New Look for Digi-Key!

Digi-Key's New Look Coming in January 2007, Digi-Key will have a fresh new look to their website, including some new, enhanced features to make their site even more customer-friendly.



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Smart sales strategies that can lead to credible sales forecasts

By Harold Anagnos, founder and Managing Director of BXA Associates Ltd.

Year after year we prepare business plans that start from some type of market input or market assumptions. We then move to our sales force and ask them to forecast by time period or customer buckets with the precision of an engineer.

For those of us that are or were selling we treat "sales forecasts" as a ritual we hate but we are forced to perform to avoid making the high priests in the corner office unhappy. And we boil inside suggesting that they wear their boots and start making sales calls. After all "reality is out there" and not "in here."

Marketing they say is where the rubber hits the sky and selling is where it hits the road.

We spend tons of valuable time and or money to make market forecasts and we may engage gurus to help us create business plans for our banks or our stockholders. Consultants tend to diagnose, prescribe and run. Execution, you see, is all up to you. And if we fail, it is always the execution and never their Delphic predictions.

Time rolls on and we are getting closer to another fiscal/calendar year. We tend to put all those words of prophetic wisdom on the shelf in fancy three ring binders or save the files on our memory sticks and hard drives. At the end of the day - it is all about selling and nothing but selling.

The smart money is on creating and deploying smart selling strategies and tactics using some probing in the behavior and souls of your customer and the people past the reception desk that call the shots on doing real business with you. Most businesses run under one of two discrete business models that are forced upon them by their markets or their products. Products by them selves can define the markets to be served.

If the managers running those businesses can recognize and define their

business model and behave in accordance with its dynamics, they are way ahead of the game. Think about the likes of Cisco, Boeing, GE, Motorola, Amgen and Abbot Labs and all your customers in between. You cannot sell to them using similar selling strategies. If you do you will, for sure, partially fail.

There are basically two business models and combinations of the same.

They are the COMPLEX and the VOLUME models. Their key characteristics are:

**Marketing they say is where
the rubber hits the sky and selling
is where it hits the road.**

With the COMPLEX model we see emphasis on invention, bring-together at the end production, best of breed technology, high price low volume products and perpetual dialog with their customers one-on-one.

The VOLUME model implies constant innovation, snap-together volume production, high volume price sensitive products and low touch-high tech expedient customer relations.

They do not and should not mix and match along the lines of running these businesses from marketing to shipping. Most successful combinations are with a front-end running under the COMPLEX model and a back-end under the VOLUME model.

Selling the COMPLEX model customers calls for intense one on one long term consultative selling by very knowledgeable sales forces. Expect long design cycles and many years of repeat business at good margins.

The VOLUME model calls for emphasis on volume selling with aggressive pricing with suppliers that are industry volume/price leaders that in-

novate while producing in volume. Not all of your suppliers would qualify to be profitable long-term players with these customers. Expect short-term commitments and volatile purchase orders.

We as distributors must decide whether or not we can use the same people calling on all customers. Traditional divisions along product lines, geography or customer size will not deal with the COMPLEX vs. VOLUME model explosive dynamics. The smart money is on having focused sales people on these two types of customers.

A customer front-loading with the Complex and back-ending with the Volume would require at least different sales pitches if not different people. Product development staff and volume production supply chain people like to be treated differently

and like to hear different tunes. When forecasting along these lines you would be able to improve the long-term accuracy of your predictions and you would increase your hit rates by knowing how your customer thinks and operates.

Happy 2007 and beyond forecasting.

Mr. Anagnos is the founder and Managing Director of BXA Associates Ltd., which offers advisory services in the areas of branding and marketing strategy for businesses in the global high-tech world. He is an alumnus of Northwestern University, Evanston IL, holding an undergraduate degree in industrial management and a graduate degree (EMBA) with emphasis in Marketing and Executive Management.

He has over 35 years of service both as member of top management of Chicago Miniature Lamp and then as founder and CEO of Lumex, Inc. a leading manufacturer of opto-electronic components. He can be contacted at hanagnos@jatt.net or (847) 963-4122.