



LUCKINS™

Targeted Marketing for MEP Manufacturers

Putting your product data in front of Distributors, Contractors & Specifiers at the exact time the buying decision is made.

► Realise the full marketing benefits of Luckins with our range of marketing tools

Having your products listed in Luckins and LUCKINSlive is one of the most powerful marketing and customer service tools available to MEP manufacturers. You can enhance your presence in Luckins or LUCKINSlive even further by subscribing to our flexible and extensive range of marketing tools.

Enriched Product Data

Enrich your basic product data with images, catalogue pages, technical data sheets, MSDS, related item listings and BIM objects, accessible via LUCKINSlive, Trimble MEP's desktop software packages and selected customers' websites.

The screenshot shows a product page for 'Pendant, Halogen' with the following callouts:

- Product Images:** A callout pointing to a product image of a pendant light fixture.
- BIM Objects:** A callout pointing to a table of BIM objects for the product.
- Catalogue Pages & Technical Data Sheets:** A callout pointing to a list of downloadable files including a catalogue page and a technical data sheet.
- Related Items (including ancillaries, spares & consumables):** A callout pointing to a table of related products.

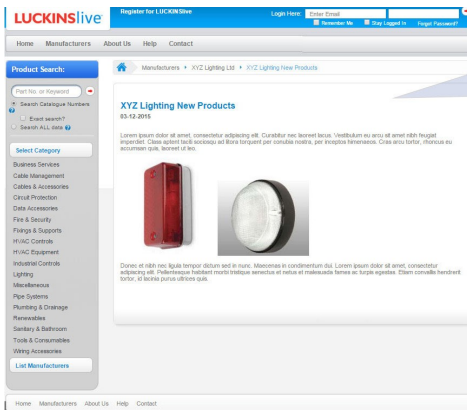
Part No. or Keyword	Description	Size	Finish
UC0004	Trim, Angled	Black	Black
UC0004	Trim, Angled	Gold	Black
UC0004	Trim, Angled	Silver	Black
UC0004	Trim, Angled	White	Black
UC0004	Trim, Angled	White	White
UC0004	Trim, Angled	White	White

Enhanced Brand Presence

Create a stronger presence for your brand on LUCKINSlive with your logo displayed on the home page, priority placement in searched results and options to place banners on both home and searched results pages.

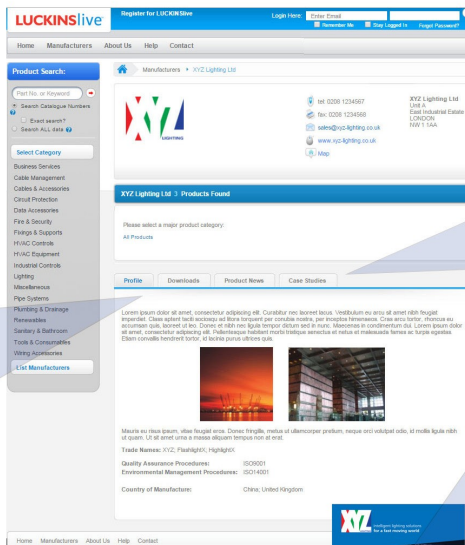
The screenshot shows the LUCKINSlive home page and search results page with the following callouts:

- Banner on Home Page:** A callout pointing to a banner for 'Intelligent lighting solutions for a fast moving world' on the home page.
- Company logo & Product News on home page:** A callout pointing to the XYZ Lighting logo and product news on the home page.
- Banners on search results:** A callout pointing to a banner for 'Intelligent lighting solutions for a fast moving world' on the search results page.
- Company logo & priority placement:** A callout pointing to the XYZ Lighting logo and product listings on the search results page.



Product News

LUCKINSlive



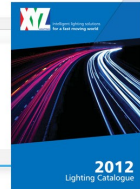
Case Study

Illustrated company profile

Company brochures, catalogues & technical manuals

Company Profile

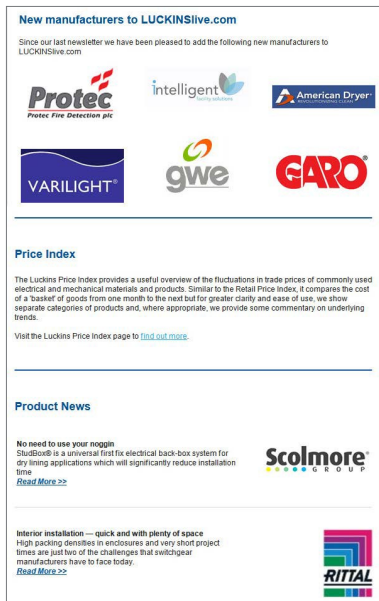
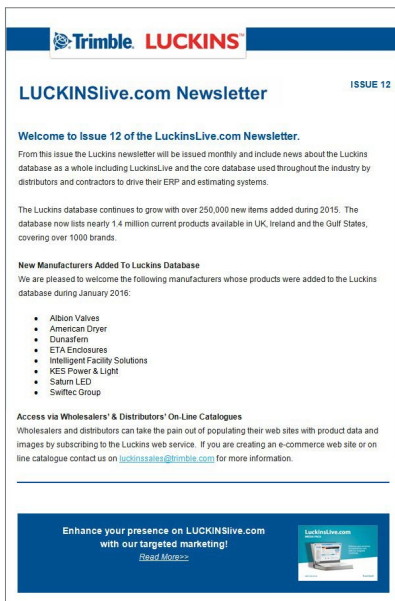
Build market awareness with detailed illustrated company profile, brochure downloads, product news and case studies



LUCKINSlive Newsletter & E-Shots

Your latest product news is included in the LUCKINSlive monthly newsletter sent to thousands of contractors, specifiers and distributors including Trimble MEP customers in the UK and registered LUCKINSlive users. Premier Profile manufacturers may have a manufacturer spotlight included in one newsletter during the year which can include various features, such as, products, case studies, brochures, videos and company news.

Your spotlight will also feature on the homepage of LUCKINSlive. Premier Profile manufacturers may also choose to send up to four dedicated E-Shots per year to the LUCKINSlive mailing list.



▶ 360° Spin Images

Retailers have realised the benefits of 360° spin images on their websites with users typically spending 2-3 times as long browsing than on still images, proven increase in conversion rates and reduction in returns.

Luckins have invested in 360° image creation technology enabling even greater benefits in the MEP sector, not just at point of sale but illustrating aspects of the product required for installation and maintenance.

Premier Profile manufacturers may have up to fifty 360° spin images per year created and fully annotated, hosted on LUCKINSlive and made available for display on distributors' websites.

The screenshot shows the LUCKINSlive website interface. The main product page displays a 'Downlight Recessed LED' with a '7W Integrated LED - Warm White' lamp type. The product is shown from multiple angles using 360-degree spin images. Key technical specifications are highlighted in callouts:

- IP Rating:** IP44
- Fire Rating:** 30, 60 & 90 minute
- Recess Depth:** 50mm+
- Finish:** Satin Chrome Bezel

The website also includes a search bar, navigation menu, and a sidebar with various product categories.

▶ TraSer

TraSer desktop price book software with a choice of electrical or mechanical (HVAC & plumbing) databases, updated weekly, enables you to check the data included in Luckins core data services.

Optional Price History and Data Export features turn TraSer into a powerful market intelligence tool.

The screenshot shows the TraSer desktop price book software interface. The main window displays a list of products with columns for Manufacturer, Part Number, Description, and Dimensions. The list includes various electrical components such as cables, switches, and control units. The interface also includes a search bar and a filter menu on the left side.

▶ **Additional Services for Manufacturers**

Please contact us for further details.

▶ **Amtech ProDesign Business Partners**

Luckins manage manufacturer-specific technical content used in the market leading Amtech Electrical Design software including ProDesign and Protect. Manufacturers of protective devices and power distribution products can ensure their products are available for specification by becoming an Amtech ProDesign Business Partner.

▶ **Product Data Creation, Enhancement & Management**

Recent research confirmed that most manufacturers expect the demand for rich, structured product data for use in e-commerce and BIM applications to increase. Creating this data is both time consuming and demands specialist skills, so why not leave it to the experts? Contact Luckins to discuss your product data creation and management needs.

► About Luckins

Reliable... Accurate... Good Value

Luckins is the UK building services industry's number one source of product and price data. Working closely with manufacturers, Luckins is the essential channel for information about new product, price and detail changes. Now part of Trimble MEP, Luckins provides the data used on a day to day basis throughout the industry to enable product selection and drive transactions.

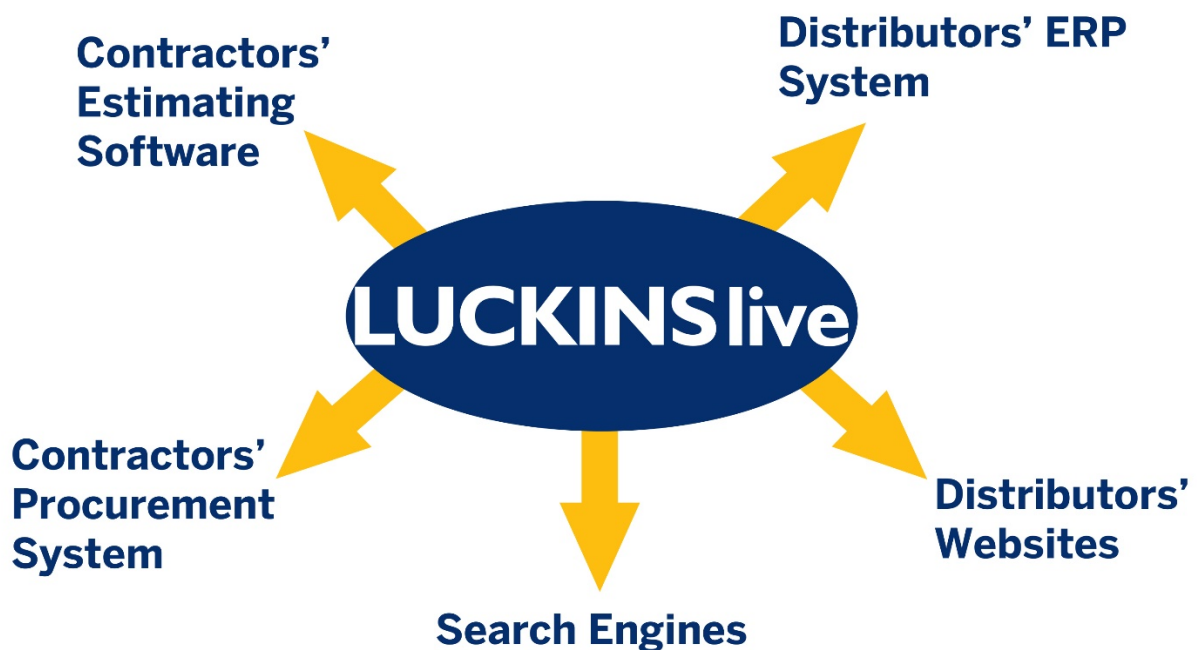
Luckins data is used in conjunction with the Trimble MEP range of estimating, business and design software and many distributors' sales, purchase and ERP systems.

► About LuckinsLive

Attracting over 70,000 unique visitors each month, LUCKINSlive is the industry's most comprehensive product information portal. LUCKINSlive combines the core Luckins database with rich data including images, technical specification sheets, catalogue pages, MSDS, 360° images, video and BIM objects.

LUCKINSlive data is available by link to the Trimble MEP software packages giving users access to product data at exactly the point the buying decision is made. LUCKINSlive also acts as an industry data hub serving rich product data to mobile applications and distributors' websites and electronic catalogues.

LUCKINSlive



Listed in  **LUCKINS**[™]

Manufacturers can promote their presence in Luckins through the use of the Listed In Luckins logo

► Profile Options

A range of packages is available to suit each company's marketing requirements. Choose the entry-level Standard Profile for enhanced brand presence on LUCKINSlive. Or choose the flexible Premier Profile for enhanced brand presence combined with priority addition of new items, rich data and a choice of powerful marketing tools.

Marketing Tools	Premier Profile	Standard Profile
Priority addition of new products into Luckins and LUCKINSlive	✓	✗
Related items in Luckins and LUCKINSlive	✓	✗
Manufacturer spotlight in newsletter*	✓	✗
4 advertising banners per year*	✓	✗
4 E-shots per year*	✓	✗
Access to price data on LUCKINSlive *	✓	✗
Video and BIM objects hosted at item level*	✓	✗
360° spin images*	✓	✗
TraSer software & subscription*	✓	✗
Company logo and priority placement on LUCKINSlive search results page	✓	✓
Host technical data sheets, images, catalogue pages, MSDS on LUCKINSlive	✓	✓
Company profile page on LUCKINSlive	✓	✓
Company Videos hosted on your profile	✓	✓
Latest product news on LUCKINSlive homepage	✓	✓
Product news in LUCKINSlive monthly newsletter	✓	✓
Listed in Luckins logo	✓	✓

* Choose any 3 of the starred options

Bespoke Profile Option - Companies requiring a specific package to suit their individual needs, or combined with our ProDesign package can also be accommodated with a unique bespoke profile. Please contact us to discuss your requirements.

Trimble MEP, Cherryholt House, Cherryholt Road, Stamford, PE9 2EP

Luckins Web: www.luckinslive.com **Tel:** 01 780 750500 **Email:** luckinssales@trimble.com