

# Experience Lutron®

## Residential Centers

New York, New York:	979 Third Avenue, New York, NY 10022	212.752.1214
Plantation, Florida:	101 NW 100th Avenue, Plantation, FL 33324	954.577.6294
Irvine, California:	2458 Dupont Drive, Irvine, CA 92612	949.474.4140
Coopersburg, Pennsylvania:	7200 Suter Road, Coopersburg, PA 18036	610.282.6280

## Commercial Centers

Washington, DC:	455 Massachusetts Avenue, Washington, DC 20001	202.624.5700
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## Enhanced Specification Offices

Seattle, Washington:	720 Olive Way, Seattle, WA 98101	206.467.5025
New York, New York:	1 Penn Plaza, Suite 1714, New York, NY 10119	212.989.1300
Chicago, Illinois:	11 E. Adams, Suite 1000, Chicago, IL 60603	312.212.1220

[www.lutron.com](http://www.lutron.com)



World Headquarters 1.610.282.3800  
 Technical Support 1.800.523.9466 (Available 24/7)  
 Customer Service 1.888.LUTRON1 (1.888.588.7661)

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# Residential Sales Tools Guide

Residential Solutions



Stand-alone



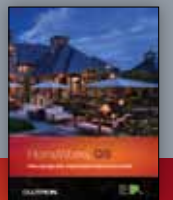
Single-room to Multiple-room



Multiple-room to Whole-home



Whole-home



Lutron Shading Solutions



Ivalo® Light Fixtures





Daedalus® Pendant

# Residential Sales Tools Guide

02

Residential Solutions



06

Stand-alone



10

Single-room to Multiple-room



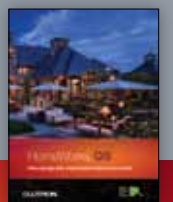
12

Multiple-room to Whole-home



14

Whole-home



16

Lutron Shading Solutions



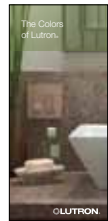
20

Ivalo® Light Fixtures



# Residential Solutions

## Literature



### Colors of Lutron Takeaway Brochure

367-2270  
Audience: All users

Print: **D**

PDF: **D**



### Single Room and Multiple Room Spec Guide

367-1755  
Audience: Professional

Print: **D**

PDF: **D**



### Satin Colors® Selection Guide

367-1579  
Audience: Professional

Print: **D**

PDF: **D O**



### Venetian Blind Selection Guide

367-2090  
Audience: Professional

PDF: **D O**



### Clear Connect™ RF Technology White Paper

367-1234  
Audience: Professional

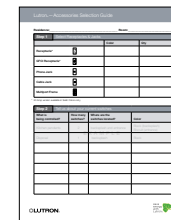
Print: **D**

PDF: **D O**



### Sensor Selection Guide

367-2236  
Audience: Professional



### Accessories Selection Guide

367-2268  
Audience: Professional

PDF: **D O**



### Cellular Selection Guide

367-2243  
Audience: Professional

PDF: **D O**



### Light Inspires Brochure

367-1656  
Audience: Specifier

PDF: **D O**



### Keypad Selection Guide

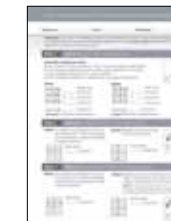
367-2091  
Audience: Professional



### Roller Shade Selection Guide

367-2087  
Audience: Professional

PDF: **D O**



### Serena™ Selection Guide

368-2408  
Audience: Professional

PDF: **D O**



### Influencer Folder

367-1756/coll  
Audience: Professional

Print: **D**

PDF: **D**



### Light Control Project Assessment Sheet

367-2152  
Audience: Professional

PDF: **D O**



### Roman Shade Selection Guide

367-2088  
Audience: Professional

PDF: **D O**



### Window System Selection Guide

368-2544  
Audience: Professional

PDF: **D O**



### Solutions Quick Reference Guide

367-1754  
Audience: Professional

Print: **D**

PDF: **D**



### Energy Audit Worksheet

367-2092  
Audience: Professional

PDF: **D O**



### Drapery Selection Guide

367-2089  
Audience: Professional

PDF: **D O**



### Finiré™ Selection Guide

368-2574  
Audience: Professional


PDF: **D O**

<b>Key</b>	<b>D</b> = DIMS	<b>I</b> = IvaloLighting.com	<b>R</b> = resi.lutron.com/radiora2
	<b>O</b> = Lutron.com	<b>S</b> = www.lutron.com/shadesdealer	<b>H</b> = resi.lutron.com
	<b>C</b> = Customer Service: 1.888.LUTRON1		

# Residential Solutions

## Literature



**Lightshow**  
367-2109  
Audience: Professional  
PDF: 



**Nursery Brochure**  
367-2291  
Audience: Professional  
PDF: [www.lutron.com/nurseryideas](http://www.lutron.com/nurseryideas)

## Demonstration & Selling Tools\*



**Residential Solutions Designer Bag**  
RESI-SAMPLE-BAG  
\$1,732.00 USD  
\$1,917.67 CAD



**Lutron Saves Energy**  
[www.lutron.com/lutronsavesenergy](http://www.lutron.com/lutronsavesenergy)



**Residential Solutions**  
[www.lutron.com/residential-commercial-solutions/residential-solutions](http://www.lutron.com/residential-commercial-solutions/residential-solutions)



**C-L™ Dimmer**  
[www.lutron.com/dimcflled](http://www.lutron.com/dimcflled)



**Visualizer**  
[www.lutron.com/Experience-Light-Control/VLC/Pages/VisualizeLightControl.aspx](http://www.lutron.com/Experience-Light-Control/VLC/Pages/VisualizeLightControl.aspx)










**Nursery Ideas Page**  
[www.lutron.com/nurseryideas](http://www.lutron.com/nurseryideas)



**Idea Gallery**  
[www.lutron.com/Experience-Light-Control/Inspiration/Pages/ResidentialIdea.aspx](http://www.lutron.com/Experience-Light-Control/Inspiration/Pages/ResidentialIdea.aspx)



**Maestro® Occupancy Sensing Switch**  
[www.lutron.com/occvacsensors](http://www.lutron.com/occvacsensors)

Key	 = DIMS	 = IvaloLighting.com	 = <a href="http://resi.lutron.com/radiora2">resi.lutron.com/radiora2</a>
	 = Lutron.com	 = <a href="http://www.lutron.com/shadesdealer">www.lutron.com/shadesdealer</a>	 = <a href="http://resi.lutron.com">resi.lutron.com</a>
	 = Customer Service: 1.888.LUTRON1		

# Stand-alone

## Literature



### C-L™ Dimmers Takeaway Brochure

367-2032  
Audience: All users

Print: **D**  
PDF: **D O**



### Sensors Takeaway Brochure

367-1768  
Audience: All users

Print: **D**  
PDF: **D O**



### Vierti® Takeaway Brochure

367-1567  
Audience: All users

Print: **D**  
PDF: **D O**



### Sensor Switch Sell Sheet

367-2269  
Audience: Professional

Print: **D**  
PDF: **D O**



### Volume 1: Wallbox Catalog

367-1746  
Audience: Professional

PDF: **O**



### C-L Sell Sheet

367-2018  
Audience: All users

Print: **D**  
PDF: **D O**



### Maestro C-L Sell Sheet

367-2339  
Audience: All users

Print: **D**  
PDF: **D O**

## Demonstration & Selling Tools\*



### Dimmable CFL/LED Working Demo

CFL-LED-DEMO  
\$400.00 USD  
\$442.88 CAD

**C**



### C-L™ Working Counter Display

CFL-CNTR-DISP  
\$400.00 USD  
\$442.88 CAD

**C**



### Lutron® Banner

MB-Banner  
\$20.00 USD  
\$22.14 CAD

**C**



### C-L Merchandiser

CL-MERCHANDISERSTAND  
\$870.00 USD  
\$963.26 CAD

**C**



### Vierti® Mini Tower

VT-MINI-DEMO  
\$610.00 USD  
\$675.39 CAD

**C**



### Satin Colors® - Mocha Stone Product Easel

MS-4P-EASEL  
\$500.00 USD  
\$553.60 CAD

**C**



### Credenza® C-L Lamp Dimmer Working Demo

TT-DEMO  
\$30.00 USD  
\$33.22 CAD

**C**



### Energy Savings Working Counter Display

ENRG-CNTR-DISP  
\$600.00 USD  
\$664.32 CAD

**C**



### 1-Panel Energy Display

ED-ECO-MDLE  
\$500.00 USD  
\$553.60 CAD

**C**

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	<b>O</b> = Lutron.com	<b>S</b> = www.lutron.com/shadesdealer	<b>H</b> = resi.lutron.com
	<b>C</b> = Customer Service: 1.888.LUTRON1		

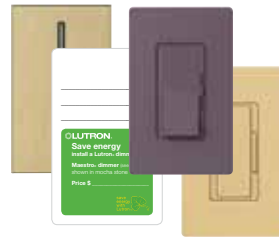
# Stand-alone

## Demonstration & Selling Tools\*



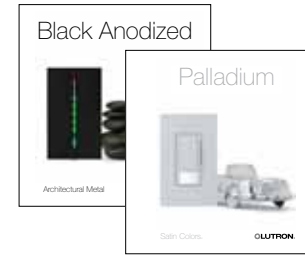
**Satin Colors Wall Display**  
SC-WALL-DISP  
\$500.00 USD  
\$553.60 CAD

C



**Satin Colors Hangtags**  
Maestro: MA-HT-SET  
Diva: DV-HT-SET  
Vierti: VT-HT-SET  
\$24.00 USD  
\$26.57 CAD

C



**(10) Metal Finish and Satin Colors® 18" x 18" Posters**  
SCMTL-POSTER10PK  
\$150.00 USD  
\$166.08 CAD

C



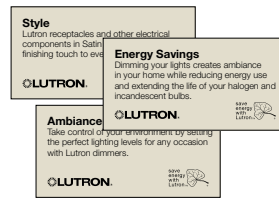
**(5) Satin Colors 8.5" x 11" Easels**  
SC-EASEL-5PK  
\$70.00 USD  
\$77.51 CAD

C



**Designer Gloss Keychain**  
DG-CK-1  
\$30.00 USD  
\$33.22 CAD

C



**Lighting Showroom Wall Kit**  
LSR-CARD-KIT  
\$40.00 USD  
\$44.29 CAD

C



**Metal Finish Wall Display**  
METAL-DISP-BRD  
\$700.00 USD  
\$775.04 CAD

C



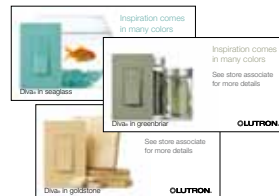
**Metal Finish 8.5" x 11" Easel Set of 5**  
MTL-EASEL-5PK  
\$40.00 USD  
\$44.29 CAD

C



**Satin Colors® Keychain**  
SC-CK-1  
\$30.00 USD  
\$33.22 CAD

C



**Satin Colors Wall Kit**  
SC-WALL-KIT  
\$100.00 USD  
\$110.72 CAD

C



**Metal Finish Spinner Display**  
METAL-DISP-SPNR  
\$700.00 USD  
\$775.04 CAD

C

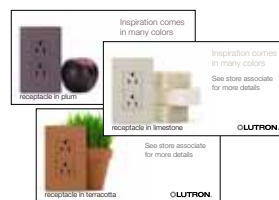


**C·L™ Landing Page**  
[www.lutron.com/cl](http://www.lutron.com/cl)



**Architectural Matte Keychain**  
AM-CK-1  
\$20.00 USD  
\$22.14 CAD

C



**Satin Colors Receptacle Wall Kit**  
SCR-WALL-KIT  
\$90.00 USD  
\$99.65 CAD

C



**Satin Colors Story Boards**  
WBX-3SCBOARD-KIT  
\$550.00 USD  
\$608.96 CAD

C



**Maestro® Occupancy Sensing Switch**  
[www.lutron.com/occvacsensors](http://www.lutron.com/occvacsensors)



**Architectural Metal Portfolio**  
AMTL-CK-1  
\$100.00 USD  
\$221.44 CAD

C



**Color Portfolio**  
SCMTL-PORTFOLIO  
\$90.00 USD  
\$99.65 CAD

C

Key	D = DIMS	I = IvaloLighting.com	R = <a href="http://resi.lutron.com/radiora2">resi.lutron.com/radiora2</a>
	O = <a href="http://Lutron.com">Lutron.com</a>	S = <a href="http://www.lutron.com/shadesdealer">www.lutron.com/shadesdealer</a>	H = <a href="http://resi.lutron.com">resi.lutron.com</a>
	C = Customer Service: 1.888.LUTRON1		

# Single-room to Multi-room

## Literature



### Simple Solutions Brochure

367-2076  
Audience: All users

Print: **D**

PDF: **D**



### Quick Install Energy Solutions Brochure

367-2110  
Audience: Professional

Print: **D**

PDF: **D**



### GRAFIK Eye® QS

367-1603  
Audience: All users

PDF: **D** **O**

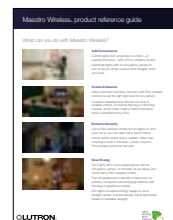


### Home Lighting Control Handbook

366-508  
Audience: All users

Print: **D**

PDF: **D**



### Maestro Wireless® Product Reference Guide

367-2141  
Audience: All users

Print: **D**

PDF: **D** **O**

## Demonstration & Selling Tools\*



### Radio Powr Savr™ Working Demo

RPS-MRF2-COMML  
\$590 USD  
\$651 CAD

**C**



### GRAFIK Eye QS Demo

QSGRJ-16E-DEMO  
\$1,460 USD  
\$1,617 CAD

**C**



### Energi Tri-Pak Demo

ETP-DEMO-BAG  
\$725 USD  
\$802.70 CAD

**C**



### Residential Retrofit Solutions Display

RESI-ENRG-DISP  
\$1,200 USD  
\$1,328.64 CAD

**C**



### Floor Strand For Retrofit Display

RESI-ENRG-DISP  
\$1,200.00 USD  
\$1,328.64 CAD

**C**



### Designer Gloss Keychain

DG-CK-1  
\$30 USD  
\$33.22 CAD

**C**



### Satin Colors® Keychain

SC-CK-1  
\$30 USD  
\$33.22 CAD

**C**



### Architectural Matte Keychain

AM-CK-1  
\$20 USD  
\$22.14 CAD

**C**



### Architectural Metal Portfolio

AMTL-CK-1  
\$100 USD  
\$221.44 CAD

**C**

### Key

**D** = DIMS

**I** = lvaloLighting.com

**R** = resi.lutron.com/radiora2

**O** = Lutron.com

**S** = www.lutron.com/shadesdealer

**H** = resi.lutron.com

**C** = Customer Service: 1.888.LUTRON1

# Multi-room to Whole-home

## Literature



### RadioRA® 2 Consumer Brochure

367-1663  
Audience: All users

Print: **D**  
PDF: **D O**



### RadioRA 2 Product Guide

367-1673  
Audience: Professional

Print: **D**  
PDF: **D O**



### Temperature Control Brochure

367-2020  
Audience: All users

Print: **D**  
PDF: **D O**

## Demonstration & Selling Tools\*



### RadioRA 2 Demo Case

RA2-DC  
\$5,000.00 USD  
\$5,536.00 CAD

**C**



### RadioRA House Upgrade Kit

RAD-H2-UPDATE  
\$800.00 USD  
\$885.76 CAD

**C**



### Energy Demo Kit

HVAC-DEMO  
\$1,001.60 USD  
\$1,108.97 CAD

**C**



### RadioRA 2 Product Easel

RA2-SAMPLE-KIT  
\$600.00 USD  
\$664.32 CAD

**C**



### Designer Gloss Keychain

DG-CK-1  
\$30.00 USD  
\$33.22 CAD

**C**



### Satin Colors® Keychain

SC-CK-1  
\$30.00 USD  
\$33.22 CAD

**C**



### Architectural Matte Keychain

AM-CK-1  
\$20.00 USD  
\$22.14 CAD

**C**

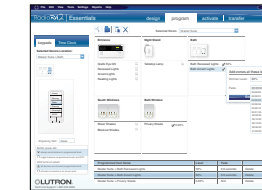


### Architectural Metal Portfolio

AMTL-CK-1  
\$100.00 USD  
\$221.44 CAD

**C**

## Dealer Tools



### RadioRA® 2 Programming Software

**C**



### RadioRA 2 Quick Quote Tool

**C**



### RadioRA 2 Programming Kit

RA2-PROGRAMMNG-KIT  
\$1,000.00 USD  
\$1,107.20 CAD

**C**



### Home Control + App

Apple® App Store<sup>SM</sup>

**C**



### RadioRA 2 Dealer Site

[resi.lutron.com/radiora2](http://resi.lutron.com/radiora2)

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<b>D</b>	= DIMS	<b>I</b>	= IvaloLighting.com	<b>R</b>	= resi.lutron.com/radiora2
<b>O</b>	= Lutron.com	<b>S</b>	= www.lutron.com/shadesdealer	<b>H</b>	= resi.lutron.com
<b>C</b>	= Customer Service: 1.888.LUTRON1				



# Whole-home

## Literature



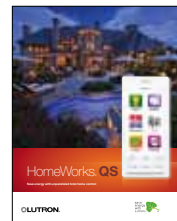
**HomeWorks® QS  
Consumer Brochure**  
367-2004  
Audience: Homeowners

Print: **D**  
PDF: **D O**



**HomeWorks QS  
Design & Style Guide (DSG)**  
367-2017  
Audience: Influencers

PDF: **D O**



**HomeWorks QS  
Trade Brochure**  
367-2021  
Audience: Professional

PDF: **D O H**



**Dynamic Keypad Guide**  
368-2229  
Audience: Homeowners

PDF: **H**



**Dynamic Keypad  
Quick Reference Guide**  
368-2371  
Audience: Professional

PDF: **H**

## Demonstration & Selling Tools\*



**Sales Kit**  
HQ-SALESKIT-1  
\$3,200.00 USD  
\$3,543.04 CAD

**C**



**Tech Kit**  
HQ-TECHKIT-1  
\$3,000.00 USD  
\$3,321.60 CAD

**C**



**seeTouch® Tabletop  
Keypad Demo**  
LR-TT-DEMO-SN  
\$250.00 USD  
\$276.80 CAD

**C**



**Dynamic Keypad  
Demo**  
DK-DEMO-BL  
\$600.00 USD  
\$665.00 CAD

**C**



**Designer Gloss  
Keychain**  
DG-CK-1  
\$30.00 USD  
\$33.22 CAD

**C**



**Satin Colors®  
Keychain**  
SC-CK-1  
\$30.00 USD  
\$33.22 CAD

**C**



**Architectural Matte  
Keychain**  
AM-CK-1  
\$20.00 USD  
\$22.14 CAD

**C**



**Architectural Metal  
Portfolio**  
AMTL-CK-1  
\$100.00 USD  
\$221.44 CAD

**C**

## Dealer Tools



**Programming  
Software**

**H**



**Home Control + App**  
Apple® App Store<sup>SM</sup>

**C**



**Dealer Resource  
Site**

**H**



**Quick Estimator  
Tool**

**H**

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# Lutron Shading Solutions

## Literature



**Avant Collection™**  
367-1678  
Audience: All users  
Print: **D**  
PDF: **D O**



**Sivoia QS Wireless Brochure**  
367-1608  
Audience: All users  
Print: **D**  
PDF: **D O**



**Shading Solutions Product Guide**  
367-1455  
Audience: Professional  
Print: **D**  
PDF: **D O**



**Venetian Blinds Sell Sheet**  
367-2073  
Audience: All users  
Print: **D**  
PDF: **D O**



**Sivoia® QS Shading Solutions**  
367-1374  
Audience: Professional  
Print: **D**  
PDF: **D O**



**Sivoia QS Wireless Cellular Shades Brochure**  
367-2208  
Audience: All users  
Print: **D**  
PDF: **D O**



**Gallery Collection**  
367-1528  
Audience: All users  
Print: **D**  
PDF: **D O**



**Shading Solutions Sales Tools and Samples Brochure**  
368-2151  
Audience: Professional  
PDF: **D O**



**Classico™ Collection**  
367-1593  
Audience: All users  
Print: **D**  
PDF: **D O**



**Serena™ Pricing Chart Brochure**  
368-2420  
Audience: Professional  
PDF: **S**

## Demonstration & Selling Tools\*



**Roller Shade Demo**  
SVQS-TT-DC  
\$2,000.00 USD  
\$2,035.16 CAD  
**C**



**Shading Solutions DVD**  
367-1514



**Roman Demo**  
CERUS-DEMO  
\$2,000.00 USD  
\$2,466.00 CAD  
**C**



**Videos**  
[www.lutron.com/Company-Info/News/Media-PressCenter/Pages/Multimedia.aspx](http://www.lutron.com/Company-Info/News/Media-PressCenter/Pages/Multimedia.aspx)



**Kirbé™ Demo**  
KIRBE-DEMO  
\$3,000.00 USD  
\$3,700.00 CAD  
**C**



**Avant Binder**  
AVANT-BINDER  
\$600.00 USD  
\$739.80 CAD  
**C**



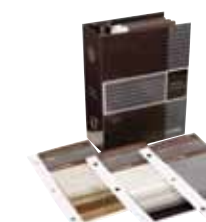
**Venetian Demo**  
VENETIAN-DEMO-XX  
(AL - Aluminum  
WD - Wood)  
\$2,000.00 USD  
\$2,446.00 CAD  
**C**



**Gallery Binder**  
GALLERY-BNDR-SET  
\$100.00 USD  
\$110.72 CAD  
**C**



**Cellular Shade Demo**  
CELLULAR-DEMO  
\$830.00 USD  
\$1,020.00 CAD  
**C**



**Classico Binder**  
FAB-BINDER-SET  
\$250.00 USD  
\$306.00 CAD  
**C**

### Key

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**S** = www.lutron.com/shadesdealer

**R** = resi.lutron.com/radiora2  
**H** = resi.lutron.com

# Lutron Shading Solutions

## Demonstration & Selling Tools\*



**Venetian Binder**  
VENETIAN-BINDER  
\$390.00 USD  
\$480.00 CAD



**Cellular Shade Samples**  
Free



**Cellular Shades Binder**  
CELLULAR-BINDER  
\$150.00 USD  
\$184.00 CAD



**Avant Collection 18" Master Cut Samples**  
Price Varies



**Gallery Collection 8"x10" Samples**  
Free



**Classico Collection 8"x10" Samples**  
Free



## Dealer Tools



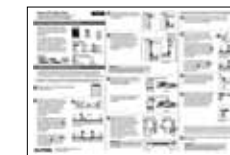
**Shade Configuration Tool (SCT)**  
lutron.com/shadesdealer



**Serena IR Cellular Shade Installation Guide**  
045-347  
Audience: All users  
PDF:



**Skylight Install DVD**  
367-1555



**Serena RF Cellular Shade Installation Guide**  
045-353  
Audience: All users  
PDF:



**Home Control + App**  
Apple® App Store<sup>SM</sup>



**Serena Manual Cellular Shade Installation Guide**  
045-356  
Audience: All users  
PDF:



**Dealer Resource Site**  
lutron.com/shadesdealer



**Sivoia QS Wireless Cellular Shade Installation Guide**  
045-355  
Audience: All users  
PDF:



**SerenaShades.com**  
www.serenashades.com



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lutron.com/stayingaligned

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	= Lutron.com	= www.lutron.com/shadesdealer	= resi.lutron.com
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# Ivalo® Light Fixtures

## Literature



**Ivalo Ordering Guide (US & CAN)**  
367-2235  
Audience: Professional



**Finiré™ LED Recessed Lighting Sell Sheet**  
367-2166  
Audience: Professional

Print: **D**  
PDF: **D I**



**Ivalo Technical Binder and Specification Sheets**  
367-2012/COLL  
Audience: Professional

Print: **D**  
PDF: **D I**



**Ivalo Pocket Folder and Cut Sheets**  
367-2120/COLL  
Audience: Professional

Print: **D**  
PDF: **D I**

## Demonstration & Selling Tools\*



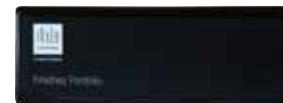
**Aliante® Sconce Demo**  
ALIANTE-DS-21  
\$1,500.00 USD  
\$1,660.80 CAN

**C**



**L'ale® Sconce Demo**  
LALE-DS-27  
\$1,500.00 USD  
\$1,660.80 CAN

**C**



**Ivalo Color Portfolio**  
IV-CK-1  
\$450.00 USD  
\$498.24 CAD

**C**



**Silvus® Demo**  
SILVUS-DS-30  
\$2,700.00 USD  
\$2,989.44 CAN

**C**



**Finiré Demo—Square and Round**  
FINIRE-AT-SQ  
FINIRE-AT-RD  
\$1,100.00 USD  
\$1,179.20 CAN

**C**



**Installation Image Library**  
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**Ivalo Website**  
[www.ivaloighting.com](http://www.ivaloighting.com)



**Ivalo Online Training Modules**  
**Finiré™ Online Training Modules**

**O C**



**Ivalo App for iPad and iPhone**  
Available on the App Store for download\*

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**Technical Documents**  
[www.ivaloighting.com/#/downloads](http://www.ivaloighting.com/#/downloads)

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