

Principal LED: Your Trusted House Brand



2020 Signs of the Times BrandStudy™ from Signet Research Inc.

Principal LED is honored to be recognized by the Signs of the Times BrandStudy™ from Signet Research, Inc. as the **ONLY** company to be ranked in the top 3 in all categories and #1 in price, service, and value for two straight years. We owe it all to our customers who continue to support us and have allowed us to serve them.

Please check the attributes you FAVORABLY associate with each of the companies below as suppliers of LED/Lighting.

Availability		Price		Value		Service	
Principal LED	51%	Principal LED	50%	Principal LED	53%	Principal LED	37%
Sloan LED	42%	G2G Lighting	47%	G2G Lighting	40%	GOQ LED	37%
GENled Brands*	40%	GOQ LED	40%	Keystone Technologies	30%	GENled Brands*	30%
Keystone Technologies	39%	US LED	34%	Sloan LED	28%	Sloan LED	27%
G2G Lighting	36%	International Lighting Technologies	33%	GOQ LED	27%	Keystone Technologies	26%
US LED	36%	Keystone Technologies	31%	US LED	27%	G2G Lighting	22%
GE Current	31%	GENledBrands*	30%	Vantage LED	22%	US LED	21%
GOQ LED	30%	Vantage LED	28%	GE Current	21%	GE Current	18%
Vantage LED	22%	Sloan LED	25%	GENled Brands*	20%	International Lighting Technologies	18%
International Lighting Technologies	21%	GE Current	18%	International Lighting Technologies	18%	Vantage LED	11%

Base: Total Answering who have had experience with each brand. Multiple answers permitted. *Note: Small base. Data should be used with caution due to higher margin of error.



The following provides the results of a survey recently conducted for Signs of the Times by Signet Research, Inc., an independent research company. The objective of this study was to measure Brand perceptions, purchase consideration, and likelihood to recommend companies across 14 product categories: Media Substrates, ADA / Wayfinding, Cutters / Routers, Wide Format Printing Equipment, Engraving Equipment, Architectural & Monument Signage, Wholesale Signage & Graphics, Metal Fabrication, LED / Lighting, Sign Supplies & Components, Lift & Ladder Trucks, Composite Materials, Software, and Paints & Coatings.

Emails were broadcast between January 26 and February 6 by Signet Research to a sample of 32,389 subscribers, asking them to click on a URL and participate in a survey. As an incentive, respondents were offered a chance to win a \$100 AMEX gift card.

There were 1,716 undelivered/bounced emails so that the net effective mailing was 30,673. By the closing date of February 7, 2020, 576 returns had been received for a 1.9% response rate. The base used is total answering each question. The results shown for the LED/Lighting section are based on 267 respondents who are decision makers in this category.



2020



SIGNET
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**SIGNS OF THE
TIMES**

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Please check the attributes you **FAVORABLY** associate with each of the companies below as suppliers of LED/Lighting.

Familiar With	
Sloan LED	63%
Principal LED	50%
GE Current	49%
US LED	42%
Vantage LED	23%
Keystone Technologies	22%
G2G Lighting	18%
International Lighting Technologies	16%
GOQ LED	12%
GENled Brands*	4%

Innovation	
Keystone Technologies	31%
Principal LED	29%
Sloan LED	25%
GE Current	21%
GENled Brands*	20%
G2G Lighting	18%
International Lighting Technologies	13%
GOQ LED	13%
US LED	13%
Vantage LED	7%

Reputation	
Sloan LED	52%
GE Current	50%
Principal LED	42%
Keystone Technologies	39%
GENled Brands*	30%
US LED	27%
Vantage LED	22%
GOQ LED	20%
International Lighting Technologies	18%
G2G Lighting	18%

Quality	
GE Current	63%
Sloan LED	61%
Principal LED	58%
Keystone Technologies	46%
US LED	35%
G2G Lighting	31%
GOQ	30%
GENled Brands*	30%
Vantage LED	24%
International Lighting Technologies	23%

Purchase Consideration	
Sloan LED	56%
GE Current	54%
Principal LED	53%
US LED	31%
Keystone Technologies	28%
G2G Lighting	18%
Vantage LED	18%
GOQ LED	12%
International Lighting Technologies	10%
GENled Brands*	7%
Interone*	3%

Leaders in the Field	
Sloan LED	55%
GE Current	50%
Principal LED	46%
US LED	23%
Keystone Technologies	17%
G2G Lighting	10%
Vantage LED	8%
International Lighting Technologies	5%
GOQ LED	5%
GENled Brands*	2%
Interone	1%

Base: Total Answering who have had experience with each brand. Multiple answers permitted. *Note: Small base. Data should be used with caution due to higher margin of error.



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