

DORCY®

Special Markets Division

Designing and selling dependable personal lighting products for over 35 years, Dorcy International is a major U.S. supplier of pocket lights, key lights, flashlights and lanterns to the world's largest retailers. You and your customers alike will recognize the Dorcy brand name when shopping in leading chain stores, including Sears, Wal-Mart, Target, Ace and True Value.

Now, Dorcy Special Markets Division (SMD) brings the same quality brand of lighting products to the promotional products industry. Once we put your company name on our products you can be absolutely certain you will benefit from Dorcy's years of researching the latest lighting technology, and developing products of the highest quality. Join the thousands of companies nationwide that are using Dorcy products on a daily basis to successfully market and promote their products and services.

Good for the environment and good for consumers and business alike, Dorcy lighting technology employs the latest in LED technology and alternative energy resources. Studies show that 65% of people use flashlights on a daily basis,⁽¹⁾ so it is important they be the most energy efficient lights available. Dorcy LED flashlights and lanterns draw less power and work longer on one set of batteries than traditional incandescent lights. Imagine a flashlight that never runs out of power. Dorcy's high-performance Dynamo Series of lights are self-powered with a simple hand crank for charging. Since no batteries are required there are no battery disposal or landfill concerns. The LEDs can last a lifetime! Dorcy Eco Lights, imprinted with your company logo, are environmentally friendly lights that you will be proud to give. With over 21 styles to choose from, each is identified throughout our catalog by this logo

DORCY INNOVATION

Studies show that consumers are most likely to purchase a new flashlight because it features the latest in technological advances and that they prefer high-intensity, high-performance LED flashlights.⁽¹⁾ As the industry's leader in new product development, Dorcy takes pride in introducing the latest advancements in LED technology and performance.

DORCY QUALITY

Dorcy employs a seasoned team of product engineers and quality control inspectors to assure critical product quality and dependability. Plus, all Dorcy products are backed by our **100% Customer Satisfaction Guarantee**. See page 35 for details.

DORCY VALUE

Vertical integration ensures our control of production costs and delivery time, allowing Dorcy to provide cost-effective products and greater lead-time flexibility, saving you money and giving you piece of mind that your order will ship on time.

DORCY CUSTOMER CARE

Dependable, knowledgeable and accessible, our team of customer care experts are trained to answer critical questions and provide creative solutions with a level of professionalism that is second to none in the industry. Dorcy is a 2008 **ASI 5-Star Rated Supplier** and a **Sage A+ Rated Supplier** based on our distributor performance commitment.



DORCY DELIVERY

Because you need it delivered quickly **DORCY FREE 5-Day Service** is provided on all products and quantities featured.



⁽¹⁾ Dorcy Online Consumer Response Study 2008



9 LED Economy Flashlight
HP0240

K2 Metal Gear
LUXEON® LED Flashlight
HP0493

Waterproof Dynamo LED Light
SL0267