



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.



The 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 lights on a daily basis to successfully market and promote their products and services.

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 31 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 2011 **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 2010

