

Strategies for Cost Reduction



PatentLicht Bulbs & Lamps, was a replacement lamps to the machine manufacturers/makers, OEM replacement lamps and system integrators. We weren't a LAMP and BULB company. Our main direction was the modification, design, production and perfection of high output light lamps for customers systems. We O.E.M many "overpriced" replacement lamps for customers' tools and machines and introduced our own Patent brand into the market.

What we did in still in our product offering, which deliberately survives today, is a pricing structure to quality ratio that is unequalled in the industry. Honestly, it is absurdly simple. We just price our products at a fair level instead of a "how-much-can-we-get" number.

The other half of the price, of course, the quality. So many manufacturers offer lesser products for less and better products for whatever the market will bear. To solve this parade of illusion, we again decided to choose the simple path how about the BEST product at a reasonable price!

That's something we hear so often that it has essentially lost its meaning. But that is exactly what we PatentLicht Bulbs & Lamps are all about. We were founded based upon the principle of providing high quality lamps and bulbs at value oriented prices. Anyway, with this intent and dedication as our commitment to you, our message is, again, rather simple...