



### **BJ Take Announces Price Reductions Across Entire Product Line**

Dunnville, ON, October 27, 2022, 9:00 am EST – BJ Take announces they are reducing the prices of their lighting products between 6 to 20%, effective November 1<sup>st</sup>, 2022.

BJ Take has been able to manufacture its products more efficiently due to its recent plant expansion. The combination of the expansion, major orders and strategic purchases of raw materials has facilitated the opportunity to lower costs. In turn, the leadership team has decided to leverage this scenario to reduce pricing; in some cases, there are customer savings of up to 20%. Doug Wilson, Vice President of Sales, explained that “through our purchasing model and the enhanced efficiency of the plant, we can manufacture our fixtures more quickly and, most importantly, more cost-effectively.” He continued, “this price reduction is about an economy of scale. We are also strategically grouping manufacturing jobs to ensure we have less waste in resources – both human resources and raw materials. To reduce lead time, we have capitalized on our new technology, such as the ERP and the newly installed equipment.”

Ed Buma, President of BJ Take, talked about the strategy and explained that “BJ Take has maximized on an increased buying power and a reduction of the overall cost of goods manufactured. Simply put, we are making these products more cost-effectively, so we have decided to pass these savings on to our customer base.”

Located in Dunnville, Ontario, BJ Take specializes in designing and building energy-efficient LED lighting products supplying the changing needs of the North American marketplace. For more information on their product line, visit [bjtake.com](http://bjtake.com) or contact Doug Wilson (extension 23) at 905-774-5988.

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If you want more information on BJ Take’s energy-efficient products or visit the factory, please contact Doug Wilson at 905-774-5988 extension 23 or [dwilson@bjtake.com](mailto:dwilson@bjtake.com).