



PRODUCT DISTRIBUTOR SHEET

Emergency Bulb Distributor Sheet

A practical trade and distribution overview for the GSEL Emergency LED Bulb with integrated battery backup.

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Product Summary

The GSEL Emergency LED Bulb is an everyday LED bulb designed for normal use with integrated rechargeable battery backup for blackouts, brownouts and power cuts. It offers a simple product format for consumers, landlords, facilities operators, retailers, distributors, NGOs and emergency-preparedness programmes.

Product Value Proposition

Everyday LED use Operates as a normal energy-efficient LED bulb for regular daily lighting needs.	Built-in emergency backup Internal rechargeable battery provides backup light during outages.
Automatic outage response If switched on when power fails, the bulb continues illuminating.	Wall-switch operation Can still be activated from the wall switch during blackout conditions when the bulb was previously switched off.
Selectable brightness Brightness settings help users balance light output and runtime.	Portable capability Can be used as a portable or hanging light with hook attachment where supplied.

Stated Runtime & Recharge Information

Mode	Indicative Runtime	Use Case
Full brightness	Up to 4 hours	High light output for shorter emergency use.
Medium brightness	Up to 12 hours	Balanced runtime and visibility.
Lowest setting	Up to 16 hours	Longer low-light backup during extended outages.
Recharge	Typically 4 to 5 hours after mains power returns	Automatic recharge during standard electrical use.

Ideal Customer Segments

<p>Retail customers</p> <p>Homes, apartments and family preparedness buyers seeking simple power-cut resilience.</p>	<p>Landlords & housing</p> <p>Rental properties, student accommodation and occupied-property portfolios.</p>
<p>Hospitality & facilities</p> <p>Guest environments, small offices, convenience spaces and operational backup lighting.</p>	<p>Retailers & wholesalers</p> <p>Shops, electrical retailers, distributors and trade supply networks.</p>
<p>NGOs & institutions</p> <p>Schools, clinics, churches, community centres and emergency-preparedness programmes.</p>	<p>Government & public sector</p> <p>Bulk supply opportunities for resilience, rural support, veterans, social programmes or emergency preparedness.</p>

Distributor Opportunity

The GSEL Emergency LED Bulb has a simple market message: it is a normal bulb that also works during power cuts. This makes it easier for distributors and retailers to explain than many specialist emergency products. It can be positioned as a practical everyday household item, a resilience product, a trade supply product and a bulk procurement item.

Stage	Purpose	Typical Outputs
Retail / e-commerce	Consumer-facing resale through online listings, shops and home-preparedness channels.	Consumer listing, product images, demonstration video and retail price strategy.
Trade distribution	Wholesalers, electrical suppliers, facilities distributors and reseller networks.	Trade price discussion, volume tiers and territory strategy.
Institutional supply	Bulk supply for schools, clinics, NGOs, local authorities, emergency response or rural electrification support.	Bulk quotation, product sheet, delivery schedule and procurement pack.

Information Needed for Trade or Bulk Supply Discussion

- Buyer type: distributor, wholesaler, retailer, NGO, government, school, hospital, church, landlord or facilities operator.
- Country and intended sales/distribution territory.
- Estimated quantity: sample order, 51-500, 501-5,000, 5,000+ or phased rollout.
- Use case: resale, emergency preparedness, rural/community support, public-sector programme or facility deployment.
- Need for product demonstration, packaging information, certification/compliance details, shipping estimate or trade pricing.
- Expected timeline and whether funding/procurement approval is already in place.

Distributor Note

Trade pricing, distributor rights, territory allocation, product compliance, warranty handling, packaging requirements and delivery obligations must be confirmed in writing by GSEL before any distributor or public-sector offer is issued.

Recommended next step: Request Bulk / Distributor Pricing - Submit details via the website or contact GoGreen@gsel.co.uk | +44 203 488 0222.