The Hanover Lantern Difference

Helpful findings and suggestions to selling the benefits of Hanover Lantern.
The addition of Hanover Lantern products to a home is similar to accessorizing an outfit with jewelry or a tie. They are the finishing touches that can make a home memorable.

This booklet will help you assist your customer in choosing the best accessories for their “outfit” to create a stunning impression.

Contents

Questions to Initiate Conversation with the Customer 3
Selling Points of Hanover Lantern 3
Questions and Answers 4 & 5
Recommendations for Installation 6
Choosing the Correct Fixture Size 7
Hanover Lantern History back cover
Questions to Initiate Conversation with the Customer

- Tell me about your property and home.
- Are you working with a designer?
- Would you like to be able to buy American made products?
- Are there any codes, neighborhood requirements, etc. that you need to meet?
- What area of your property are you looking to light?
- Is there a certain style or look you’re interested in?
- What colors and materials are you using on your home? How about your walkway or patio?
- Is it important to you for your house lighting, mailboxes, address sign and landscape lighting to be in coordinating finishes?
- When do you need your fixtures?

Selling Points of Hanover Lantern

- American made.
- Lifetime warranty.
- Durable cast aluminum construction.
- Hand applied finishes.
- Classic styles.
- Variety of finishes, panels, sizes, mounting configurations, and coordinating accessories and landscape lighting.

(Families of products)

- Replacement parts/future additions to project.
- Short lead time for tailor made products.
- Added property value: A person’s largest investment is their home.
Questions and Answers

What’s better about this fixture than the one over there that is less expensive? They look about the same to me.

One of the best things about Hanover Lantern is that their products are made in the U.S. from a custom blend of aluminum alloy, which provides a more durable fixture than the typical thinner, foreign made, aluminum product. This custom blend of aluminum has very low amounts of impurities that cause other foreign made fixtures to rust or deteriorate within the first few years.

If one of the panels breaks, will I be able to get a replacement?

The panels are held in place with clips, so they will not fall out and break easily. However, Hanover Lantern allows replacement of one or all panels based on your needs. With many overseas products, you have to order a whole new fixture, or wait many weeks to get a whole set of replacement panels. With Hanover, you just look at the label inside your fixture so you can give them the model number if you ever need any replacement parts.

If I want to order another fixture in a year or so, will I still be able to get it?

Yes. Even if a product is retired, Hanover Lantern has the patterns, and, since the product is made in the U.S. at their own foundry, they can usually produce replacements or additions for existing projects.

Does the warranty apply in coastal environments? How long does the product/finish last?

Yes. Hanover has a lifetime warranty, regardless of location. With routine maintenance, your fixture can last forever.

How do I know what wattage/type of bulb I need to use?

We recommend using the wattage that the fixture is rated for, which you can find on a label right on the fixture, and then using a dimmer on the switch to produce the desired light level at any given time. The wattage on the label is rated for acrylic panel choices. However, you can use a higher wattage if you choose a glass panel option.
I’m not sure what size fixtures/height post I need.

Hanover Lantern offers some basic rules of thumb for sizing. I can also help you determine the best options for your home. For a single light next to a front door, they recommend the fixture height be one third the height of the door. If you have two lights, one on either side, they recommend that the fixture be one quarter the height of the door. If you have double doors, or maybe even a single door wider than standard, with sidelights, you may also want to go with two fixtures. That helps avoid dark shadows and gives a more even, welcoming glow to the area.

For post height, Hanover Lantern suggests that the pole be four times the height of the fixture you choose. Whenever you are unsure what size fixture to choose, it is always better to go with the larger size. They tend to look larger here in the showroom with all the other fixtures around them than they do when you get them home and put them on your house.

Can I get a post/mailbox/address sign to match my light fixtures?

Yes, Hanover Lantern offers a full line of accessories to match your fixtures, including landscape lighting.

What if I get this home and don’t like it? (wrong size, color)

Well, I’m going to walk you through the selection to help prevent that from happening.

It looks too complicated to order these fixtures.

No problem. I can take you through it step by step, and you’ll see that it’s not as confusing as you think. The great part about having these options with Hanover Lantern is that you can get a look that is unique to your style and not the same thing seen on every house in the neighborhood.

I don’t see what I want in your store or catalog. Can I get something more custom?

Hanover Lantern offers a variety of finishes, panels and mounting options to help personalize a fixture to your individual tastes, and they will also do custom designs when requested.
Recommendations for the installation of a curbside mailbox

- You need to contact your local Post Office before installing your mailbox.
- You should install the mailbox with the bottom of the box at a vertical height of between 41-45 inches from the road surface.
- Boxes must also be on the right-hand side of the road and in the carrier’s direction of travel in all cases in which driving on the left-hand side to reach the boxes would pose a traffic hazard or violate traffic laws and regulations.
- Your mailbox should be set back 6 to 8 inches from the front face of the curb or road edge to the mailbox door.
- You should also make sure your footer for the mailbox goes below the frost line in your area.

Also check out United State Postal Service Web-site at HYPERLINK http://www.usps.com/receive/mailboxstandards.htm

The height of an outdoor lantern should be based on the height of the door.

Two lantern are used with two doors, they should measure approximately 1/3 the height of the doors. The center of the lamp(s) should measure 66" above the threshold of the door.

When only one lantern is used at the door, it should measure approximately 1/3 the height of the door. The center of the lamp(s) should measure 66" above the threshold of the door.

When two lantern are used at the door, they should measure approximately 1/4 the height of the door. The center of the lamp(s) should measure 66" above the threshold of the door.

All parts are designed and measured accurately for correct fit by engineers.
Choosing the Correct Fixture Size

For a single light next to a front door, we recommend the fixture height be one-third the height of the door. For two lights, one on either side, we recommend that the fixture be one-fourth the height of the door.

For post height, we recommend that the pole be four times the height of the fixture.

For a pier mounted fixture, we recommend that the fixture height be one half to two-thirds the height of the pier, and that the fixture width be one-half to two-thirds the width of the pier.
Hanover Lantern History

Hanover Lantern started in 1970 in a small town east of historic Gettysburg, Pennsylvania, and is still handcrafted in the area today. The times may have changed, but Hanover's old world manufacturing practices and values remain the same.

Hanover Lantern got its start from the craftsmanship that Donald Hoffman learned when serving our country on a Navy foundry ship during WWII. Donald served aboard the Navy ship where he learned the craft of pattern making and the foundry industry. After his return to civilian life, he opened a pattern shop. Over time, his sons continued with the pattern making business and branched out into making lanterns to be sold in local shops in Gettysburg as a tourist souvenir. After some years of success with the gift lanterns, the three brothers expanded the company into the lighting industry.

Over the years, Hanover purchased a local foundry, which became one of Hanover's greatest strengths in the made-to-order custom outdoor lighting industry. Having their own foundry allows Hanover to control the quality of the casting, and was a great marriage with the family pattern making business.

With a pattern shop, foundry and manufacturing facility, Hanover has a true advantage over the competition. The company grew from only residential product offerings, to landscape and commercial grade product offerings as well.

Hanover Lantern has become a leading American manufacturer of made-to-order cast aluminum outdoor lighting products, as well as matching accessories such as mailboxes and address signs. Today, you will find Hanover products on homes and businesses throughout the United States and Canada.

“Tailor Made for Your Home” is more than just a slogan at Hanover Lantern – it’s our way of doing business.