

"Don't You Sell Any American-Made Christmas Lights?"

That's a question that we hear quite frequently at Christmas Designers. And truthfully - though we'll admit that we may get a bit tired of repeatedly *answering* that question - we're not really tired of *hearing* the question.

Because that question indicates some good things.

It shows that our customers are a cut above the hordes of customers flocking to the big box stores each season, eagerly buying the *cheapest* Christmas lights they can find. It shows that our customers are smart enough to recognize that price is only one consideration of many in determining the true worth of a product. And yes, it shows that our customers want to support the good old USA.

But the answer to that question? It's very simple...

No. You *CAN NOT* Buy American-Made Christmas Lights...

You can't buy them from us, or from any other business that sells Christmas décor. Spend time searching for them if you wish, but you won't find American-made Christmas lights for sale anywhere.

And the reason for that is also very simple: American-made Christmas lights simply do not exist.

You and I may not be happy about that fact, but *it is* a fact. There simply are no longer any American-based manufacturers of Christmas lights. There haven't been for a number of years.

Christmas lights were invented in the U.S. And for many years, American manufacturers dominated the market. But the forces of global economics have made it impossible for U.S. manufacturers to profitably compete in the manufacture of Christmas lights (and many other products, for that matter).

There are some indications that that might change at some point in the future.

In at least some industries, manufacturing is making a comeback in the USA. So it's possible that there will be a revival of the American Christmas light manufacturing industry some time in the future.

We certainly hope so.

But for now, if you want Christmas lights, you're going to have to purchase lights that were made somewhere other than America. And yes...in most cases, that means China.

So What's Wrong With Chinese-Made Christmas Lights?

Chinese manufacturing has gained a bad reputation in America. For many Chinese manufacturers, that reputation is well earned. But not for *all* Chinese manufacturers. Because the truth is that it's very possible to buy top-quality products from China.

We know, because we sell only top-quality Christmas lights. And all of our lights are sourced from China.

But we certainly understand why that might be a matter of concern to you. After all, you're very aware of all the negative ramifications that have been associated with Chinese-made products in recent years:

- Shoddy workmanship
- The use of cheap or unsafe components
- Poor working conditions for Chinese laborers

Should these issues be of concern to you as a consumer of Christmas lights? Absolutely. They are very real issues. You *should* be concerned about them.

We are.

A Simple Truth: Not All Christmas Lights Are the Same

The vast majority of Christmas lights on the market these days are sourced from China. No matter where you purchase your lights, you'll almost certainly be buying lights originating from China.

That includes the big box stores. Buy from them, and you'll be buying lights made in China.

And that also includes us. Buy from Christmas Designers, and you'll be buying lights made in China.

But here's the difference: Most retailers are selling you the cheapest lights they can find - and that's certainly the case with the big box stores. They can sell you the lights so cheaply because they buy them so cheaply. That's because they're buying them from bargain basement, corner-cutting manufacturers.

So all of those concerns about Chinese products? They're very well founded for shoppers buying their Christmas lights from the mega-retailers.

But NOT for *our* customers.

Why *Our* Chinese-Made Christmas Lights Are Different

We approach the process of sourcing our Christmas lights very differently from the mega-retailers. Our primary focus is not price. Price is a factor, of course. But it's not the *only* factor.

Instead, we're looking for quality - quality of construction and quality of the materials used in the manufacture of the lights. And we're also looking for companies that treat their workers fairly. We don't want to be in partnership with any company that abides by a different set of business ethics than those we hold as our guiding principles.

How do we know that our Chinese suppliers conform to our high standards? We confirm it the old-fashioned way, with boots on the ground, so to speak.

We visit every single supplier before we enter into contracts with them. We confirm with our own eyes that their standards are in synch with our standards. We continuously verify that their standards *remain* in synch with ours.

And we're not only verifying quality-of-product standards. We're also verifying the standards with which our manufacturing partners treat their workers. We're verifying their standing as corporate citizens of the global community.

Yes, we've logged lots of frequent-flier miles doing that. Endured lots of jet-lag-induced headaches.

No complaints, though. We wouldn't have it any other way. It's the only certain way of assuring that we're fulfilling our obligation of providing *only* top-quality products to our customers.

One Other Concern With Chinese-Made Products

Along with the common concerns listed above, there's one additional reason that many Americans are hesitant to purchase Chinese-made products. They're concerned that by doing so, they're helping to deprive American workers of jobs.

But since there's no longer a single American-based manufacturer of Christmas lights, that's no longer a valid concern.

Once upon a time - yes, that *would* have been a valid cause for concern. But to be blunt, that horse has long since left the barn.

You Only Have to Place Your Trust in One Company...

Hopefully, the Christmas light industry will one day be reborn in America. If that happens, we'll do everything we can to support made-in-the-USA Christmas lights. If they become available, we'll sell them.

But in the meantime, if you want Christmas lights, you're getting them from China. And though you may feel - and understandably so - that you can't trust Chinese manufacturers, you don't really have to. Not if you can trust the company *selling* you those lights from China.

If you've been a long-time Christmas Designers' customer, we expect that we've already earned your trust. If you're a new customer, we hope you'll allow us to earn that trust.

Because no matter where Christmas lights are manufactured now or in the future, one thing will never change: We'll only, *always*, sell you top-quality products.

That's what we've been doing for a very long time. And that's *why* we've been doing it for a very long time.