

# Tariff Triumph

## Securing a Strategic Price Increase for LEDVance Amid Tariff Challenges

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## CLIENT OVERVIEW

LEDVance is a global leader in innovative lighting solutions with a comprehensive portfolio of LED, traditional, and smart lighting products. With operations in over 140 countries, LEDVance is known for its cutting-edge technology and commitment to energy-efficient lighting. As a brand built on decades of lighting expertise, navigating sudden market shifts like international tariffs requires agile, strategic support from trusted partners.

## CHALLENGES WITH PRODUCT LISTINGS

In response to newly enacted tariffs on imported goods, LEDVance faced an immediate increase in costs that threatened to squeeze margins on key product lines. However, securing a price adjustment through their retail partners was not guaranteed, especially under tight timelines and strict retailer guidelines.

The core challenges included:

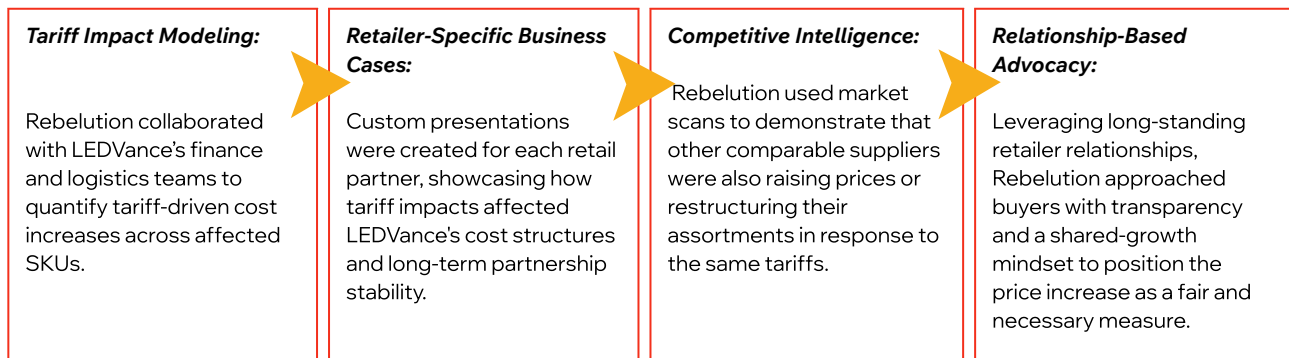
Rapid Tariff Implementation:	The new tariffs created sudden cost increases that were not factored into existing retail agreements.
Retailer Resistance:	Major retailers are often reluctant to accept mid-cycle price hikes, fearing consumer backlash and margin pressures.
Data Validation Needs:	The team needed to justify the price increase with credible, mathematically justified evidence and supply chain rationale.

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## SOLUTION

Rebelution responded with a multi-tiered strategy focused on proactive communication, data-backed negotiation, and industry-informed storytelling.




Key tactics included:



## RESULTS

The initiative led to a successful price increase approval across LEDVance's major retail accounts, which included national and regional chains.

Highlights include:

	<b>Full Price Increase Acceptance:</b> All target retailers approved the requested price adjustments within the set timeframe.
	<b>Margin Preservation:</b> LEDVance maintained profitability across the affected SKUs, avoiding financial setbacks caused by tariff surcharges.
	<b>Strengthened Retailer Trust:</b> The process reinforced LEDVance's reputation as a collaborative vendor supported by an agile and strategic partner—Rebelution.

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## KEY TAKEAWAYS

Client S's success story demonstrates how essential catalog accuracy is to sales performance. Brands looking to replicate these results should:

- **Strategic Partnership is Crucial:** Retailers are more open to mid-cycle changes when vendors communicate proactively and offer data-backed rationales.
- **Tariff Impacts Can Be Negotiated:** Even seemingly inflexible situations—like tariff surcharges—can be used as a valid basis for pricing changes with the right narrative and documentation.
- **Customized Retailer Communication Works:** One-size-fits-all pitches don't work; retailer-specific business cases drive results.

## CONCLUSION

Rebelution's strategic and data-driven approach enabled LEDVance to navigate a sudden and potentially damaging market disruption. By combining supply chain insight with mathematical acumen, Rebelution turned a global economic challenge into a moment of resilience and growth for their client.

*Ready to Navigate Retail Challenges with Confidence?*

*Let's talk about how we can help your brand grow, adapt, and win in today's fast-moving market.*