



## Skylights

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Dear Customer,

As VELUX is celebrating our 50th anniversary in the US in 2025, I first want to thank you as you have all played an integral role in our success over these fifty years – with 2024 being the best year in our history!

As you have come to know our company over these fifty years, we are not ones to stand still and we continuously look for ways to provide optimal value to the end user while offering growth opportunities for our dealers and trade customers.

Fifteen years ago, VELUX transformed the skylight category with the launch of the No Leak Skylight. We added a deck seal, adhesive underlayment in the flashing kits, pre-painted the frames white and provided an industry changing No Leak warranty that not only covered the product but labor costs as well. While there was some added cost with all of these features, the value created far exceeded those costs. This bold move instilled confidence with both the trade as well as consumers and helped put us all on a growth trajectory to take us all where we are today.

In 2025, VELUX is ready to take another bold move that will transform the skylight category. To take the skylight category to the next level, we know we need to increase the relevance of our category and the best way to increase relevance is to increase customer engagement. When a consumer engages with a product, that product becomes far more relevant. Consumers do not engage with static fixed skylights with no operational shades. A solar powered shade offers the following:

1. Ability to control their environment in regards to light and thermal performance
2. Improve thermal performance by up to 45% in that space
3. Engage with the product and share their experience
4. Drive desire and drive referrals!

There have also been independent studies (The Kantar Group) that show 90% of people would prefer a skylight with a shade and would pay extra for that feature.

As a result, starting April 7<sup>th</sup>, 2025, all VELUX glass skylights will come standard with a solar powered shade! This will be called **“The VELUX Skylight System”**. But not at the current price. The cost of a skylight with a solar shade will be nearly 50% less than what it is today! While VELUX will be reducing their margins significantly on the solar shades, the beauty for you, the dealer, is that you won't have to experience any margin reduction while now seeing a significant jump in revenue on every glass skylight you sell! This should increase your skylight revenue by up to 50% without having to sell any additional units! This should differentiate your customer's business highlighting them as the professional by offering skylights with shades, and also provide the best consumer skylight experience for their end customer.

Here is a summary of the changes for 2025:

1. **The VELUX Skylight System** – As discussed above, we will be launching The VELUX Skylight System on Apr. 7, 2025 that will include a new solar shade standard on all glass skylights to provide the best consumer experience while increasing engagement with consumers making the skylight category more relevant and the driving demand and referrals! In 2025, the shades will be installed in the production process at our Greenwood, SC facility to our high quality standards while every unit will go through a cycle test before leaving the factory to ensure proper operation.
2. **New Solar Shade** – As part of **The VELUX Skylight System**, we will be introducing a new solar shade that will have 26% smaller visible aluminum components for a sleeker look than the previous shade which allows for more daylight to enter the space when in the open position. The shade will be a standard white, room darkening shade as this provides the best thermal performance and total room control.
3. **Increased Investment** – To further support the market, we will be investing significantly in 2025 in the following areas:
  - Increase Marketing spend by 25% over 2024 and increase of 43% over 2023!
  - Opening 3 new training academies along with training vans to train Pro Partners in N. Bethesda, MD, Orlando, FL, and N. California
  - Creating a Design and Product team in N. California to nurture leads driven through additional marketing there and then handing to installer partners
4. **Price Increase** – Good news is that our skylights with shades will actually have a reduced price by an average of 47%! Also, there is no price increase on our flashing kits for our skylights. We will be having a 3.75% price increase on roof windows and Sun Tunnels. New Price Lists are included in this packet.

Thank you again for your loyalty and all your support to help us celebrate 50 years of success for all of us! With the new products and investments mentioned above along with your support, we're off to a great start to the next 50!

*Bill Charlton*

Bill Charlton  
VELUX National Director of Sales



Scan the QR code to view:

- Residential Skylights Catalog
- Residential Price List
- Warranty Brochure

