“We Aim to Please”

Have you ever found yourself perusing a store’s lighting aisle, looking for the perfect light fixture or ceiling fan? How about locating the correct light bulb replacements – wattage, base type, lumens? When did lighting needs feel more like a science than a quick trip to the store?

Steve Lambert is Plant City’s very own lighting expert. Entering the lighting field in 1974, Lambert brings 45 years of experience and service to all of Eastern and Southern Hillsborough County.

Opening Aim Lighting in 1996, Lambert has been helping customers select the right light fixture or ceiling fan for their indoor or outdoor needs. Moving from his two former locations off Highway 92, Steve recently relocated his showroom downtown to 114 South Collins Street. Aim Lighting now shares a parking lot with such businesses as Krazy Kup and the Whistle Stop.

When asked about his new location, Lambert smiled and humbly replied, “I like Plant City a lot. People took me in with open arms in 1996. The community has been very supportive throughout the years.”

Aim Lighting is a hidden gem in the community. Lambert wants his new customers to come in his front door and say, “Wow! I haven’t seen that before.”

With a customer base of people who own buildings, be it residential or commercial, Lambert and his staff have one goal in mind, which is pleasing their customers. “We have some long-standing customers that are home builders which in turn refer their new home owners back to us,” Lambert notes.

Outside what is displayed in the showroom, Aim Lighting has access to anything found in their wide range of catalogs or on the internet. They also sale at internet prices or below. Lambert states, “I have a place where customers can come in and look around and see, and still get the internet pricing or less.” With lighting manufacturers in charge of internet pricing, Aim Lighting is able to give customers the confidence of receiving the best deal possible.

Because of his experience, Lambert is good at proportion and sizing – on indoor fixtures he usually suggests going smaller and on outdoor fixtures, he suggests going larger. Lambert will guide the buyer on selecting just the correct fixture for the location.
In addition to being a lighting expert, Lambert is also a skilled craftsman. His showroom holds a display of Trees of Life, which are 12-guage steel wall art pieces handcrafted by Lambert and specially designed for the customer. The trees can be crafted at any dimension and can also be made to sit on a flat surface.

“When designing the trees, the customers always share the story behind the trees they are creating,” Lambert explains. “I expect each of them to be an heirloom. No two are exactly alike.” To display their majestic beauty, Lambert has two tall trees mounted outside the showroom entrance. These trees greet guests and give them a glimpse of the splendor they will discover inside.

Lambert also provides custom framed mirrors of all shapes and sizes. He will determine the perfect size mirror for its specified location. And his framing talents do not stop with mirrors, for Lambert designs custom framed art pieces as well.

Aim Lighting is a full-service lighting company with a quaint showroom and a huge heart, thanks to owner Steve Lambert and staff. They stand by their motto – “We Aim to please.”

Aim Lighting is here to take the science out of your lighting needs.

Fun Facts about Steve Lambert, owner of Aim Lighting.

Lambert recently celebrated his 20th year at the Florida Strawberry Festival. “I am so appreciative that they continue to let me come out,” declared Lambert. His display booth is located right up from the St. Clement “Make Your Own” Strawberry Shortcake booth.

Lambert is known for his strong life principles and sayings, mainly because he lives by such core values. One worth mentioning is a favorite with his children.

Great minds discuss ideas.
Average minds discuss events.
Small minds discuss people.

Lambert has a crinkled-up item sitting on a small table by the front door. Ask him to tell you the story behind that one.

### Aim Lighting has a full spectrum of products and services to meet your needs.

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