

**Growing Together, Achieving More.**

**novera**  
by ELEGRP

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## **Product & Merchandising Solutions Guide**

Exclusive for novera Distributors

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The name “novera” is inspired by two words.  
**innovative** – representing smart, forward-thinking solution,  
**era** – symbolizing a new chapter of modern living.

We believe in delivering reliable, intelligent electrical solutions that redefine everyday comfort, convenience, and energy efficiency in the home.

Designed with the perfect balance of innovation, simplicity, and durability, novera products integrate seamlessly into modern living spaces – empowering users to control their environment with ease and confidence.

Our product portfolio includes advanced lighting controls, USB charging devices, GFCI outlets, and sustainable accessories – delivering enhanced functionality and future-ready performance for smarter, greener homes.

As a consumer-focused brand under ELEGRP, novera combines over 26 years of manufacturing expertise with modern design and smart technology. Supported by ELEGRP's strong R&D capabilities and rigorous quality systems, we deliver professional-grade, integrated solutions to distributors and users across North America, Latin America, and beyond.



novera



## OUR MISSION & VISION

Transforming everyday spaces into smarter, safer, and more comfortable homes – through thoughtfully designed, reliable electrical products that blend seamlessly into your lifestyle.




# WORLD PRESENCE

Sold in over  
**40**  
countries worldwide

**Best-seller**  
brand on Amazon


Trusted by over  
**1 million**  
households globally



 **R&D / Manufacturing Centers**  
Suzhou / Wenzhou / Shanghai, China

 **After Sales Service Centers**  
Suzhou, China

 **Direct Fulfillment Centers**  
Suzhou, China

 **Markets**  
China, US, Canada, Mexico, Europe, India, SEA, etc.



PRODUCT PORTFOLIO



Environment Control

Environmental Control solutions empower you to create the perfect atmosphere in your home. With precise control over humidity and lighting you can enhance comfort, improve well-being, and positively influence mood. Experience a living space that adapts to your needs and emotions.



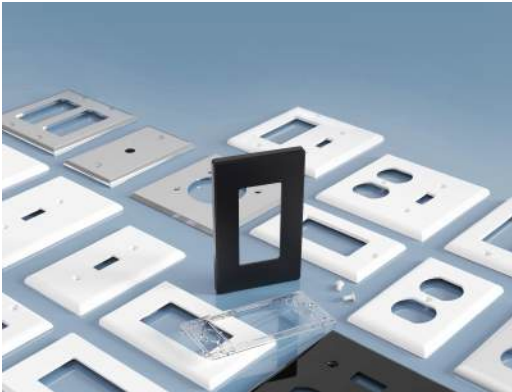
Energy Management

Energy Management solutions offer smart control for a sustainable home. With advanced switching devices for seamless power control, connecting devices for reliable energy flow, and power output devices for efficient energy delivery, we help reduce waste, lower costs and support a greener future—all while maintaining comfort and convenience.



Wall Plate

novera wall plates deliver seamless integration, premium materials, and precision-engineered durability – ensuring reliable performance and a refined finish for every environment.



Environment Control



Humidity Control

Humidity Sensor



Lighting Control

Night light

GFCI Receptacle with Night Light  
Receptacle with Night Light

Dimmer

Smart Dimmer  
High End Dimmer  
High Performance Dimmer  
Forward Phase Dimmer  
Entry Level Dimmer

Wall Plate



Thermoplastic Wall Plate

Thermosetting Wall plate

Stainless Stell Wall Plate

Metal Wall Plate

Energy Management



Switching Devices

Smart Switch  
Sensor Switch  
Traditional Switch



Connecting Devices

Electrical Adapter  
Locking Connector  
Adapter Cord



Power Output Devices

Receptacle

Smart Outdoor Plug  
EV Receptacle  
Residential Receptacle

GFCI Receptacle

GFCI Receptacle with USB and Night Lights  
GFCI Receptacle - Tamper Resistant&Weather Resistant  
GFCI Receptacle - Tamper Resistant  
GFCI Receptacle  
GFCI Adapter

USB Receptacle

Efficere Elite  
Efficere Pro  
Efficere Basic



## Humidity Control

- Maintains optimal humidity levels for a healthier living environment.
- Helps prevent mold, mildew, and moisture-related damage.
- Improves indoor air quality and overall comfort.





EDM25 | DM19 | DM17

## Lighting Control

- Seamless dimming to match any mood.
- Compatible with LED, incandescent, and halogen bulbs.
- Control lights your way—rotate, touch, or tap.





SPN10 | 1004A | SP17

## Switching Devices

- Durable, high-impact resistant thermoplastic construction for long-lasting performance.
- Integrated sensors automatically turn off lights to reduce energy waste.
- Easy-to-install switches designed to combine functionality with modern style.







EAO210100G1 | L0520C | BTSAC-1430-50F

## Connecting Devices

- High impact and heat-resistant construction ensures maximum safety and longer lifespan.
- Reliable connectivity solutions for seamless power distribution.
- Designed for easy installation and long-term performance.







ERU2221AC1A | R1820D60AAC | ERU2365CC2A

## Power Output Devices - USB Receptacle

### *Efficere Basic*

Maximum output 21W, USB rating vary from 5V 3A to 5V 4.2A

### *Efficere Pro*

Maximum output 30W, USB rating vary from 5V 5.4A to 5V 6A

### *Efficere Elite*

Maximum output 65W, USB rating vary from 5V 3A to 20V 3.25A





G20AM-5-15P | LGR2315ACL1 | G1920T

## Power Output Devices - GFCI Receptacle

- PBE technology ensures maximum safety and reliable performance.
- Integrated nightlight option saves space and provides added convenience.
- Compatible with standard junction boxes for easy installation.



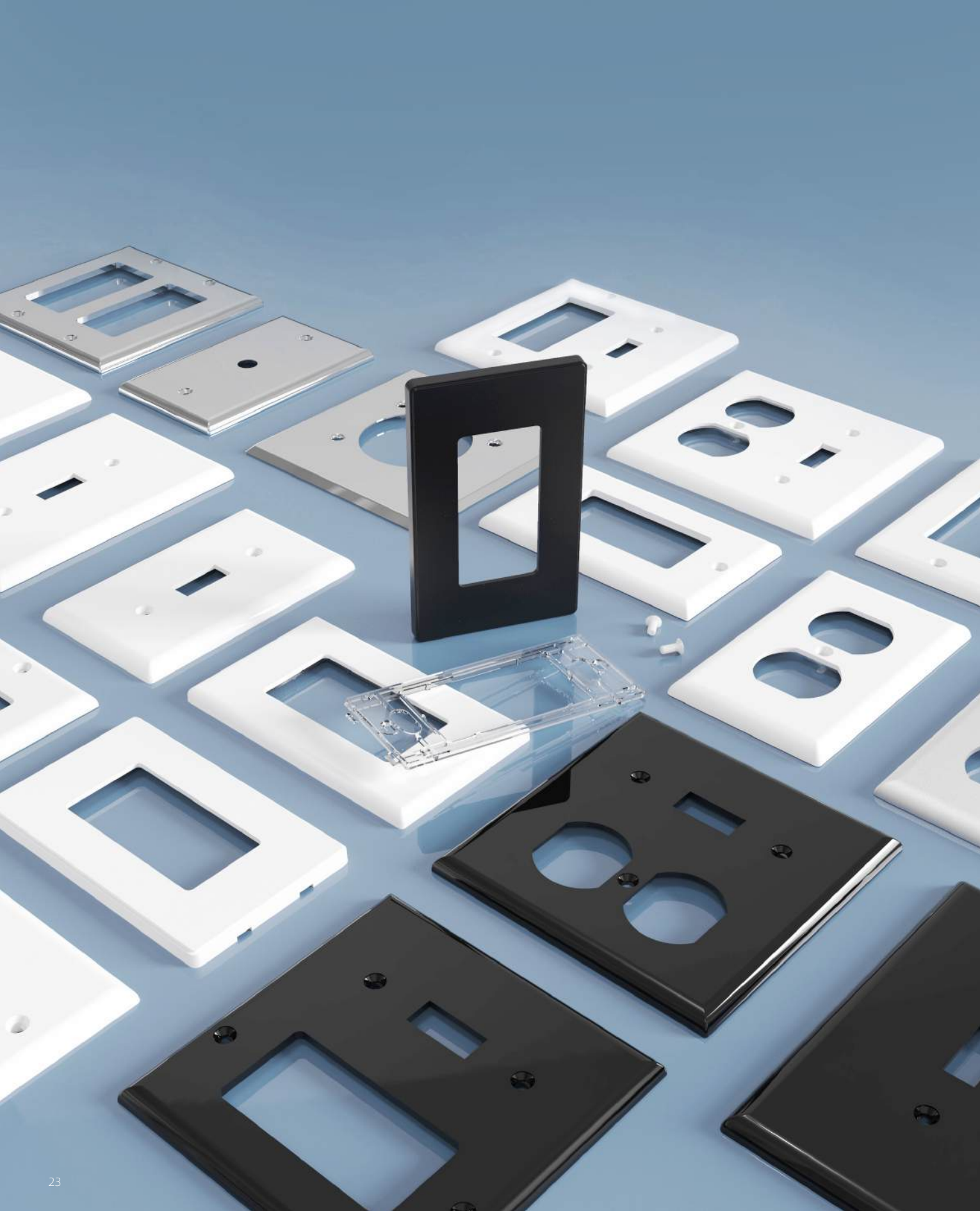




## Power Output Devices - Receptacle

- Compact, heavy-duty design for easy installation and durability.
- WR identifier embossed for quick weather-resistant recognition.
- Flush receptacles are completely ready-to-wire, shorten installation time significantly.





3031GM | 3021 | 31SBS | 3161

## Wall Plate

- Made from high-quality materials for long-lasting performance.
- Available in standard, medium, large and jumbo size.
- User-friendly design with simple installation.



## MERCHANDISING GUIDE & PACKAGING DESIGN

### Brand Store

We are committed to the success of every distributor – offering standardized, impactful retail solutions that enhance market competitiveness, strengthen brand presence, and drive sustainable growth.



## MERCHANDISING GUIDE & PACKAGING DESIGN

Brand Store Cashier Area



Brand Store Central Island





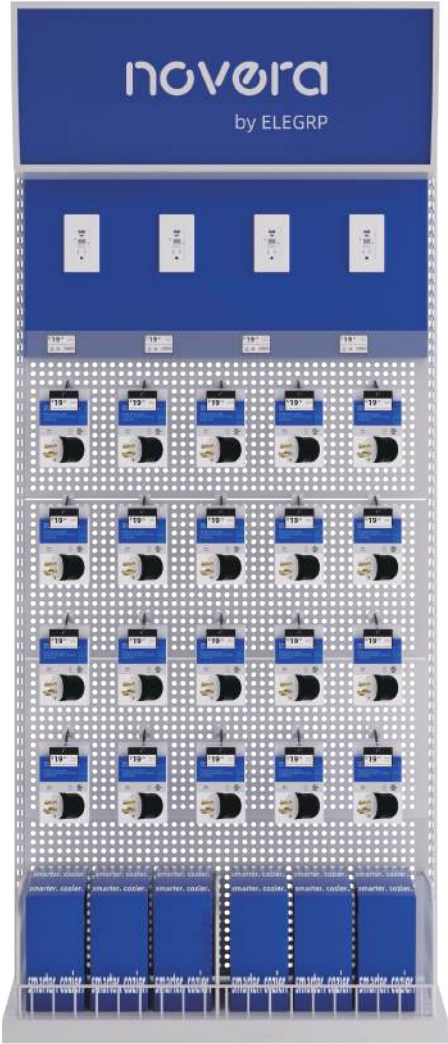
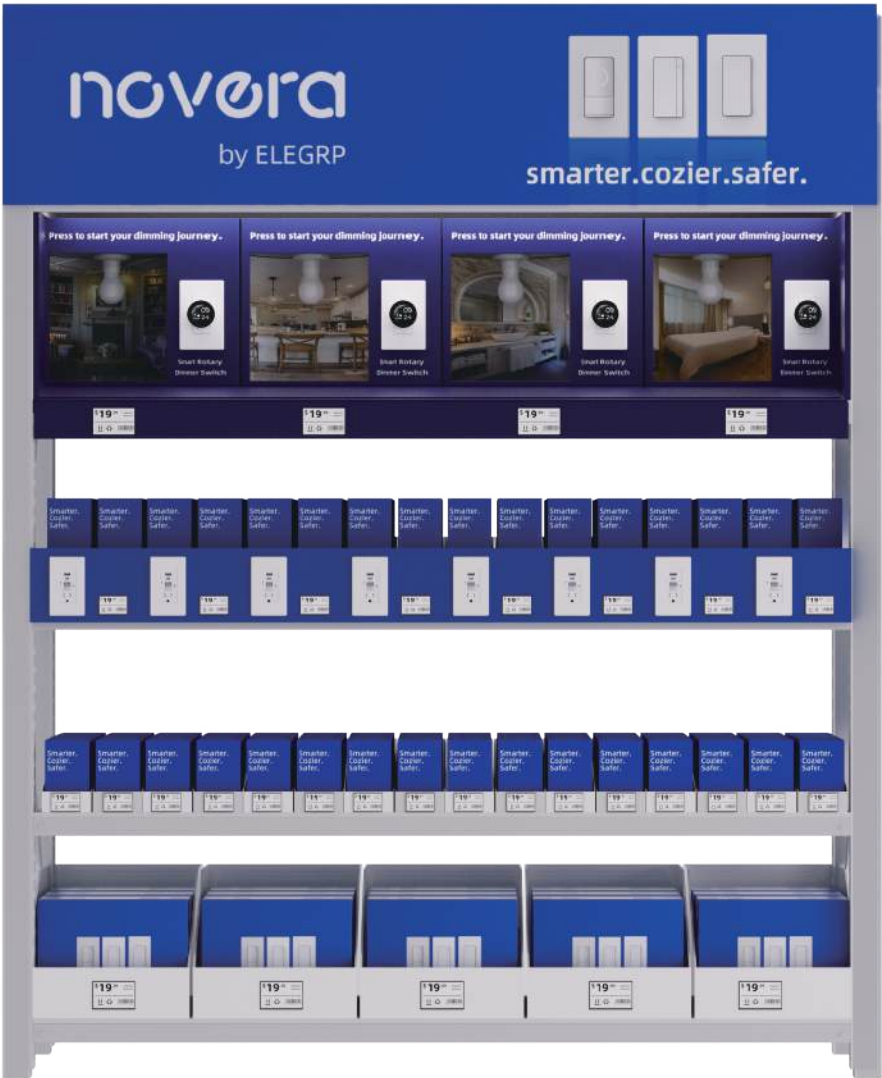
MERCHANDISING GUIDE & PACKAGING DESIGN

Brand Store - Product Display



MERCHANDISING GUIDE & PACKAGING DESIGN

Retail Channel - Product Display





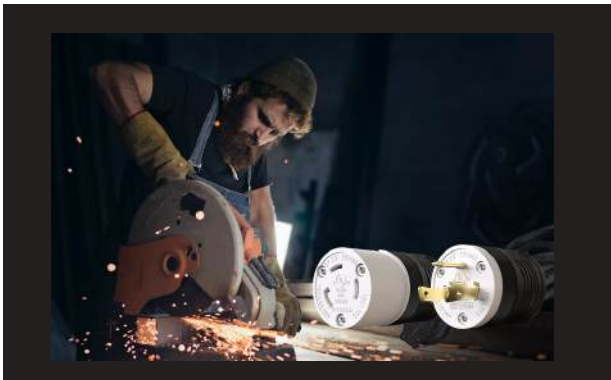
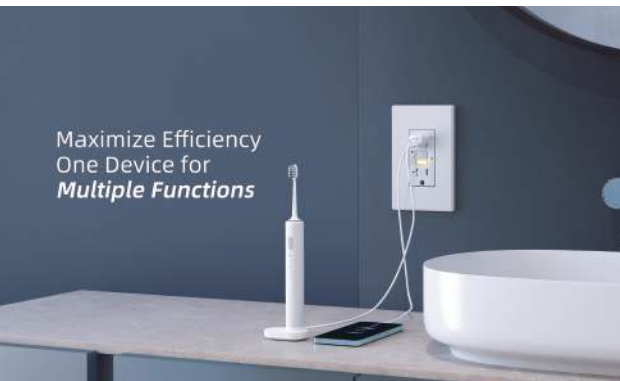
MERCHANDISING GUIDE & PACKAGING DESIGN

Interactive Demonstration



**MERCHANDISING GUIDE & PACKAGING DESIGN**

Wall Graphics & Signage





MERCHANDISING GUIDE & PACKAGING DESIGN

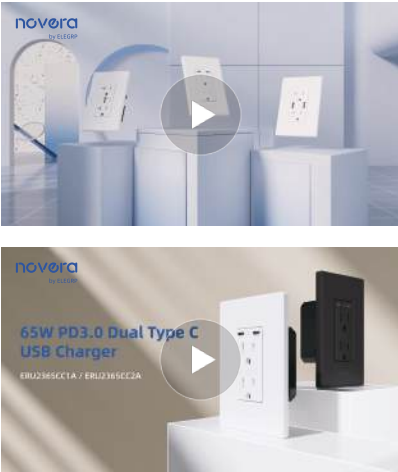
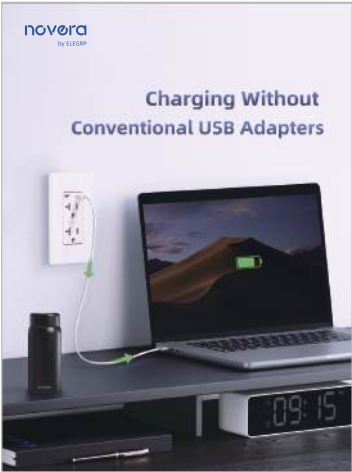
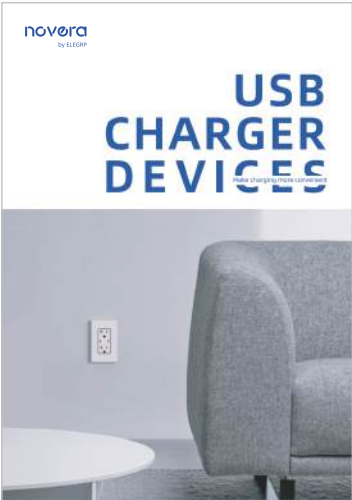
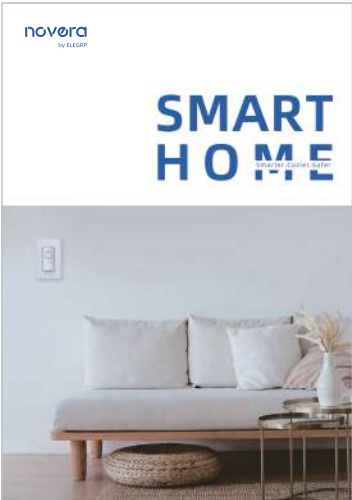
Packaging Design



# MARKETING SUPPORT

## Product Support

We offer brochures and posters that clearly communicate novera key benefits and make your product stand out in every sales opportunity.



## Activity Support

Our dedicated product training and technical workshops provide your teams with the knowledge and skills needed to successfully promote and represent novera products.





**MARKETING SUPPORT**

**Material Support**

We supply practical branded materials – including tents, T-shirts, and promotional items – designed to boost visibility, enhance retail displays, and support marketing activities.

