



SIMPLE PRODUCTS *for a SIMPLER LIFE*

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FOUNDER



WHY DOES LEHMAN'S USE MODERN TECHNOLOGY? BECAUSE OUR CUSTOMERS USE MODERN TECHNOLOGY.



Lehman's customers live all over the world, in second homes, on islands and mountains, and where electricity is unreliable or non-existent. By using technology, such as our interactive web site Lehmans.com, we are able to reach them when,

where and how they want to be reached. Even though we sell old-fashioned, non-electric products from a century ago, many of our customers live in a high tech world. By using Lehmans.com, they can shop for oil lamps, water pumps, weathervanes and copper kettles any time they want.

By providing relative content on Facebook, Twitter, YouTube, Pinterest and our blog, Countrylife.Lehmans.com, we deliver tips, advice and product knowledge to our customers. By connecting with shoppers instantly, these social media sites allow for two-way communication. Many of Lehman's products are not intuitive and by showing how, when and where to use them, often via YouTube, our patrons are able to make informed purchases.

Pinterest is a great way for us to interact with the lifestyle choices that our customers make, such as cooking with cast iron, growing a garden or baking for the holidays.

By using high tech to sell low tech, this family owned business in Amish Country is able to sell old-fashioned merchandise to new-fangled customers.

