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**FOR IMMEDIATE RELEASE**

## **UNIVERSAL LIGHTING TECHNOLOGIES UNVEILS NEW LOOK OF WWW.UNVLT.COM**

### ***Redesigned Website Provides a More Robust User Experience For Lighting Professionals***

**NASHVILLE, Tenn. (Sept. 3, 2013)** – Being an innovation leader in the lighting industry today requires a website that is equally advanced and forward-thinking, according to Universal Lighting Technologies. That’s why the commercial lighting manufacturer is unveiling a brand new look to its corporate website at [www.unvlt.com](http://www.unvlt.com).

The all-new layout and color scheme are apparent at first glance, but the changes aren’t just for looks. They include a number of upgrades to the user experience designed to streamline how quickly visitors can find information and how that information is displayed. Clutter has been eliminated from the homepage, along with the black background. In their place is a clean, crisp rotator banner and multiple points of entry that lead directly to the most common user destinations.

Other changes include an entirely new navigation system with menus at top and bottom, a more intuitive network of inter-site links, a more robust search tool, and a brand new product literature finder. In addition, the BallastSpecs interactive tool and cross-reference guide have also been streamlined for faster access to product information and will now be called Spec Finder. Universal also took the opportunity to greatly expand the LED section of its website, providing technical and educational guides as well as a comprehensive overview of the EVERLINE® LED family of products.

“As a company on the cutting edge of commercial lighting technology, it’s important that we also keep up with the latest innovations in digital design and functionality when it comes to our website,” said Susan Phillips, marketing director for Universal. “Our goal is to provide instant access to specs, product literature, case studies, reference guides and anything else our customers may be looking for in the most straightforward and easy-to-find manner possible.”

To experience the new Universal Lighting Technologies website, please visit [www.unvlt.com](http://www.unvlt.com).

Universal Lighting Technologies, Inc., produces some of the world’s most advanced linear fluorescent, compact fluorescent, HID, eHID, and LED solutions for commercial lighting applications, as well as the

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most cost-effective energy management systems in the lighting industry today. A global leader in research and development since 1947, Universal Lighting Technologies joined the Panasonic family of companies as a wholly owned subsidiary of Panasonic Corporation Eco Solutions Company in 2007. Today, the company manufactures and distributes products under the Universal®, EVERLINE™, Triad®, Panasonic, Vossloh-Schwabe, DCL®, DEMANDflex™, and Signa® brand names.

*Universal Lighting Technologies — Energy Intelligence in Lighting.*

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