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**FOR IMMEDIATE RELEASE**

## **UNIVERSAL HELPS DISTRIBUTORS SHOW THEIR TRUE BLUE COLORS**

**NASHVILLE, Tenn. (Sept. 2, 2014)** –Universal Lighting Technologies recently launched True Blue, a new merchandising program that supplies bright and attractive point-of-purchase items to its loyal distributors.

Signage and other merchandising materials are designed to help increase sales and customer awareness of key product opportunities on the distributor level. Displaying these support materials gives Universal's distributors the opportunity to engage customers, increase counter sales, drive repeat business, and prominently place high interest items to leverage branch counter area.

One of the key benefits of the program is helping distributors endorse the new CENTO product family of sensors and power packs. The promotion allows distributors to stock an initial amount of sensors, and receive a free CENTO Awareness Kit. The kit includes literature, aisle blade, floor decal, shelf wobblers and an adhesive counter mat. These items help the distributor inform their customers about Universal's sensor and power pack components – a key part of today's comprehensive lighting control strategy.

"Universal understands that every branch location has a different merchandising strategy, and space is always a concern," said Susan Phillips, director of marketing at Universal. "With the True Blue promotion, distributors get to select from up to ten new merchandising items that work best for their location, choosing from two point-of-purchase packages."

The new Universal merchandising items include a variety of options. From acrylic counter units to put sample products and literature on display at a distributor counter, to the very popular counter stools, and even a ceiling mounted light thief box, which illuminates Universal's complete product portfolio.

For more information about this exclusive and limited promotion, please contact your Universal Agent Representative. To learn more about Universal Lighting Technologies please visit [www.unvlt.com](http://www.unvlt.com) or call 1-800-BALLAST.

### **About Universal Lighting Technologies, Inc.**

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 most cost-effective energy management systems in the lighting industry today. A global leader in research and development since 1947, Universal Lighting Technologies became a member of the Panasonic Group 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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