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**FOR IMMEDIATE RELEASE**

## **UNIVERSAL LIGHTING TECHNOLOGIES PARTNERS WITH BLUEVOLT TO LAUNCH 'UNIVERSAL UNIVERSITY' ONLINE LED LIGHTING COURSES**

**NASHVILLE, Tenn. (July 30, 2015)** – Universal Lighting Technologies, Inc., a global leader in lighting and a member of the Panasonic Group, is pleased to announce a partnership with BlueVolt, an award-winning leading provider of online Learning Management Systems (LMS) for the electrical and other service industries, to launch *Universal University*, a new digital training experience.

*Universal University*, powered by BlueVolt, provides distributors, agents, electricians, contractors, designers and other lighting professionals a high-quality interactive online learning experience at all hours of the day. Course participants can learn about various product categories, including how the lighting industry is shifting from fluorescent to LED technology.

Universal has six courses currently available with plans to add more courses this year. Topics include: *Ballast Basics*, *Lighting with LED*, *LED Fixtures and Retrofit Kits*, *LED Linear Solutions*, and *LED Drivers*. Additionally, Universal has a *Company Overview* course that features a summary of the Panasonic organization, a comprehensive product lineup, and a virtual Google tour of their corporate headquarter showcasing their lighting solutions.

The user-friendly online program will provide the resources needed to keep team members educated and engaged with the field. These interactive courses engage participants via videos, quizzes and audio lessons.

“The lighting industry has experienced a great deal of change over the past few years, driven by ever-evolving energy regulations, improved lighting efficiency and expanded control options,” said Susan Phillips, director of marketing for Universal Lighting Technologies. “For us, it is critical to provide timely and relevant product knowledge to our customers to help them stay on top of the curve. And because our customers are always on the go, we also wanted to harness the power of interactive and convenient self-paced training.”

BlueVolt’s leading platform provides the ability to conveniently share Universal’s new courses with other BlueVolt users. Powerful reporting features allow the company’s e-learning administrators to see which customers are most engaged with various product training courses and see where additional support or information is needed.

Universal also plans to offer “\$BlueBucks” incentives for select courses. \$BlueBucks are a dollar-for-dollar reward program by BlueVolt for completing courses and are redeemable for virtual gift cards at key retail merchants.

“Universal Lighting Technology’s new online university program allows the learners easier access to industry and product training,” said John Killelea, national account manager at BlueVolt. “The learning management system also provides better analytics, and we’re excited to see how their business grows as a result.”

For more product information, including access to enroll in *Universal University*, visit [www.unvlt.com](http://www.unvlt.com) (click *Universal University* on bottom right) or go directly to *Universal University* by visiting <http://go.bluevolt.com/unvlt/Home/>.

### **About BlueVolt**

BlueVolt is the leader in e-learning solutions that improve people performance and drive business growth. The company’s learning management system delivers effective online training that always expands knowledge. Based in Portland, Oregon, BlueVolt offers complete training solutions that solve each customer’s unique training needs. [www.BlueVolt.com](http://www.BlueVolt.com).

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

Universal Lighting Technologies, Inc., produces some of the world’s most advanced LED, linear fluorescent, compact fluorescent, HID, and eHID 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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