



Contact:  
Brandon Puttbrese  
GS&F  
(615) 385-1100  
bputtbrese@gsandf.com

**FOR IMMEDIATE RELEASE**

## **Universal Answers Market Need with ESR Series Electronic Sign Ballast for Magnetic Replacement**

**NASHVILLE**, Tenn. (July 22, 2016) — Universal Lighting Technologies, Inc., operated by Panasonic Lighting Americas, is expanding the Electronic Sign Ballast line with the ESR Series, a direct replacement option for magnetic ballasts in existing T8HO and T12HO illuminated signs.

The ESR Series Sign Ballasts increase the company's comprehensive lineup of solutions for sign and outdoor illumination and offer another alternative for magnetic ballast replacement.

With the energy efficiency rule from the U.S. Department of Energy making magnetic sign products obsolete, Universal developed the ESR Series to fill a ballast replacement need left in the market.

"The ESR Series solution is the fastest, easiest installation option for sign maintenance technicians to replace existing magnetic ballasts," said Stephanie Boyle, product management director of sign products for Universal Lighting Technologies. "For facility managers who aren't ready for a full upgrade to LED, Universal's ESR Series is a product solution that converts magnetic ballast to electronic, complies with regulations and gives facilities increased efficiency."

The ESR Series Electronic Sign Ballasts are designed for series lamp operation and wired for 6' to 8' of one-to-four lamps. The product features rapid start operation, active power factor correction, universal input voltage (120 to 277VAC) and series lamp operation, along with a four-year warranty.

Universal now offers three solutions in its outdoor illumination continuum for replacing and upgrading magnetic products in existing T8HO and T12HO illuminated signs.

- › ESR Series Electronic Sign Ballast, the direct replacement option for existing rapid-start magnetic sign ballasts.
- › ESB Electronic Sign Ballasts in conjunction with a Wiring Block, a tool that assists the conversion of series wired magnetic ballast to parallel wired, instant start ballast, for improved efficiency and lamp operation.
- › LED Driver and LED Sign Tubes, a complete LED solution that is up to 80 percent more efficient than a traditional fluorescent system.

Universal Lighting Technologies offers a comprehensive line of sign and outdoor illumination products that are available throughout North America. Visit [www.unvlt.com](http://www.unvlt.com) to learn more.

**About Panasonic Lighting Americas, Inc.**

Panasonic Lighting Americas, Inc., a subsidiary of the Panasonic Group, operates Universal Lighting Technologies, Inc. and Douglas Lighting Controls, two market leaders in the industry. Universal Lighting Technologies, based in Nashville, Tennessee, engineers LED solutions for commercial lighting applications, as well as LED, linear fluorescent, compact fluorescent, HID, and eHID components. Douglas Lighting Controls, based in Vancouver, British Columbia, develops innovative controls systems and works to engineer energy-efficient, easy-to-install digital lighting-control solutions for commercial buildings, campuses and sports complexes throughout North America. Together, Douglas and Universal, provide customers with the most advanced lighting controls and LED components available today.

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