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FOR IMMEDIATE RELEASE

Universal Lighting Technologies Wins Pair of “Best of the Best” Marketing Awards from *tED Magazine*

NASHVILLE, Tenn. (August 7, 2017) – Universal Lighting Technologies, Inc., a global leader in lighting and a member of the Panasonic Group, recently won two prestigious awards in *the Electrical Distributor (tED) Magazine’s* 2017 “Best of the Best” Marketing Awards Competition. The annual awards acknowledge marketing excellence and creativity within the electrical industry across several marketing and communications categories.

Universal Lighting Technologies was recognized for its “Best of the Best” Digital/Social Media Campaign (Supplier Less Than \$250M), which took a personal approach to engagement with key audiences. Video content drove traffic to the website at a rate of 55 percent and social media engagement skyrocketed across social media platforms including Facebook, Twitter and LinkedIn. The campaign also significantly increased interaction with key decision makers in the industry, enhanced brand and product awareness and helped drive robust website traffic.

Universal also received a “Best of the Best” Award in the Literature/Selling Tool (Supplier Less Than \$250M) category for its QuikCross web app for LED driver replacement. After conducting a customer survey, Universal learned that many installers don’t know how to diagnose a driver failure or that drivers can be replaced. In order to simplify the process, Universal developed an easy-to-use app and merchandised it in a multi-touchpoint campaign centered on the phrase “Drivers On.”

“It is truly an honor to be recognized by NAED and *tED Magazine* as an industry leader,” said Phillips, VP of Marketing for Universal Lighting Technologies, Inc. “Our entire team has dedicated themselves to excellence in all areas of our business—from product innovation to customer service to marketing—and these awards reflect our commitment to make a positive impact for our partners who depend on Universal solutions and expertise every day.”

Entries are judged on their overall effectiveness and creative impact by an independent panel of marketing and industry experts chosen by *tED Magazine*. This year’s award winners were announced during the National Association of Electrical Distributors (NAED) 2017 AdVenture Marketing Conference in Chicago on Wednesday, August 2. Winners are highlighted in the August print edition of *tED Magazine*.

For a complete list of all the winning entries in the 2017 “Best of the Best” Awards, visit www.tedmag.com/BOB.

To learn more about Universal Lighting Technologies, please visit www.unvlt.com.

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. Together,

Douglas and Universal provide customers with the most advanced lighting controls and LED components available today.

About Universal Lighting Technologies, Inc.

Seventy years ago, Nashville, Tennessee-based Universal Lighting Technologies was founded and became one of the first companies to manufacture fluorescent ballasts. Today, Universal engineers LED solutions for commercial lighting applications as well as linear fluorescent, compact fluorescent, HID, and eHID components. The company is regarded across the North American lighting industry as an industry leader through its commitment to innovation, quality and customer service.

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