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**FOR IMMEDIATE RELEASE**

## **SEFL, Inc. Named South Florida Agency for Universal Lighting Technologies**

**NASHVILLE, Tenn. (September 5, 2018)** – SEFL, Inc. has been named a new sales agency representing Universal Lighting Technologies, Inc., a member of the Panasonic family of companies. SEFL, Inc. will represent Universal Lighting in South Florida.

Based in Fort Lauderdale, Florida, SEFL, Inc. specializes in the marketing of lighting, lighting control and related products. Since the early 1970's (over 45 years), SEFL, Inc. has served the South Florida.

“We’re thrilled to expand our reach in South Florida to provide innovative LED lighting products through this partnership,” said Jeff Bristol, VP of distribution sales for the East Coast. “SEFL, Inc. has a long history as a top performer in the electrical sales industry. We are confident their experienced team will continue to set a high standard and expand the reach of Universal’s lighting solutions in the regions they support.”

As a representative for Universal Lighting Technologies, SEFL, Inc. will offer the full Universal Lighting inventory – from ballasts to LED solutions.

For more information on Universal Lighting Technologies Inc., visit [www.unvlt.com](http://www.unvlt.com).

For more information on SEFL, Inc., visit [www.sefl.com](http://www.sefl.com)

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

Universal Lighting Technologies, Inc. a member of the Panasonic group and a subsidiary of Panasonic Lighting Americas, Inc., engineers, manufactures and markets innovative solutions for commercial lighting across North America, including LED drivers, LED modules, fluorescent, HID and connected devices using wired and wireless technology. Universal’s EVERLINE® LED retrofit continuum provides a range of solutions for upgrading fluorescent to LED. With over 70 years of experience, the company is recognized for its commitment to quality and customer service. Learn more about Universal at [www.unvlt.com](http://www.unvlt.com). Like us on [Facebook](#) and follow us on [LinkedIn](#) and [Twitter](#).

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