



Contact: Courtney Sims  
GS&F  
(615) 385-1100 Ext. 2511  
[csims@gsandf.com](mailto:csims@gsandf.com)

**FOR IMMEDIATE RELEASE**

## **Jeff Beck Joins Universal Lighting Technologies as Director of OEM Sales for Midwest US & Eastern Canada**

**NASHVILLE, Tenn.** (Oct. 28, 2019) – Universal Lighting Technologies Inc., a member of the Panasonic family of companies, announced today the addition of industry veteran, Jeff Beck, as the Director of OEM Sales for the Midwest US and Eastern Canada regions.

Bringing more than a decade of experience in LED lighting component and controls sales, Beck will support our OEM partners and demonstrate the flexibility of Universal’s LED component solutions in a broad range of applications.

“Jeff is a well-respected sales professional with extensive experience in solid state lighting,” said Tom Kim, VP of OEM Sales at Universal Lighting Technologies. “He is passionate about helping clients integrate the best solutions available, utilizing ULT’s extensive portfolio of LED drivers, modules, and emergency systems, including fully customized solutions. Our team and clients will benefit tremendously from his experience and leadership.”

### **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](#).

###