



ALLIED GROUP SALES, Inc.

ARIZONA - LAS VEGAS - NEW MEXICO - EL PASO

FOR IMMEDIATE RELEASE

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**ESL VISION SELECTS ALLIED GROUP SALES TO REPRESENT ITS LINE OF
LED LIGHTING PRODUCTS IN THE SOUTHWEST**

Salt Lake City, UT – September 5, 2017 – ESL Vision, a leading provider of solid-state lighting and LED products headquartered in Salt Lake City, Utah, announces a new sales partnership with Allied Group Sales, Inc. of Phoenix, AZ. Allied Group Sales will represent ESL Vision’s complete line of energy-efficient LED Lighting products throughout Arizona, New Mexico, El Paso and in Las Vegas. Founded over 20 years ago, Allied Group Sales’ 22 associates will focus on educating and selling ESL Vision’s line to electricians and contractors through electrical distributors.

The new sales partnership comes as ESL Vision continues its rapid expansion due to their patented installation approach to LED lighting which is designed into their Ti LED Tube Retrofit Kits, and the increasing demand for LED lighting across the United States. “With more and more commercial and industrial customers taking advantage of Utility incentives when they retrofit and upgrade their existing lighting to our unique LEDs, we needed a proven and trusted sales partner with product knowledge and existing industry relationships,” said ESL Vision Managing Director, Michael Gleeson. He continues, “By aligning ESL Vision with Allied Group Sales in the territories and industries they cover, we will be providing a local contact and extending our exceptional customer experience which Allied consistently delivers.”

The Department of Energy estimates that by 2035, LEDs will be a part of 86% of all lighting installations while providing a 75% reduction in energy costs. The DOE further estimates LEDs will overtake the use of incandescent lamps for commercial use by 2018.

About ESL Vision

Combining years of solid-state lighting design experience, a patented installation approach and a unique focus on electricians and supply houses, ESL Vision manufactures and offers a complete range of innovative and efficient LED lighting products for virtually any retrofit, replacement or new lighting project. ESL’s solutions save users time and money by eliminating many of the hassles of installation, by reducing energy costs, and by qualifying end users for various utility company rebates and incentives. Available through electrical distributors, ESL Vision provides lighting products and systems that surpass today’s industry demands, while constantly innovating for tomorrow’s solutions. For more information visit www.eslvision.com or www.alliedgroupsales.com.