



Bill Brown Sales Adds Metrolight HID Ballasts to its Comprehensive Component Lineage

(Niles, IL)— Bill Brown Sales, a leading national sales agency in the lighting components industry, announces that it will represent Metrolight, Inc., a provider of electronic ballast solutions for HID lighting, to the OEM.

Bill Brown Sales, or BBS, has flourished for 55 years by offering customers a comprehensive range of quality components, combined with the simplicity of dealing with one agency that is committed to the highest level of service. The addition of Metrolight reflects an increased emphasis on energy savings and value added technology on behalf of BBS customers and their end users.

"We formed this partnership with Metrolight because of the company's patented technology and the opportunity it presents for our customers to add value to numerous aspects of HID fixture performance," says Donny Wall, BBS Vice President of Sales. The appointment of BBS coincides with the launch of the new SmartHID™, considered to be the most sophisticated, robust solid state HID ballast ever produced. "The enhanced surge protection, remote capabilities, control features and unprecedented efficiency of the SmartHID™ system delivers tremendous energy saving potential at a cost per lumen that can't be beat," explains Wall.

While headquartered in Netanya, Israel, Metrolight has operations in 15 countries and recently bolstered its Brentwood, TN organization to support its rapidly growing US customer base. Substantial product inventory has been established, local customer service and fulfillment teams are on-hand to process all North American orders responsively, and engineering support personnel have been strategically located on the East and West coasts. "With the service infrastructure in place, adding the BBS Sales force to our team completes our marketing strategy for the OEM channel," states Zvika Segal, Metrolight CEO.



PRESS CLIPPING

Bill Brown Sales has been representing leading component manufacturers since 1955, including: A.L.P. Lighting Components, Inc., Adam Metal Products, Intematix Corporation LED components, Litetronics International energy efficient light sources, Metrolight SmartHID™ ballasts, Reflek Alzak reflectors, Roytec Industries wire harnesses and assemblies, Tripar® downlight housings, WattStopper® fixture-integrated occupancy sensors and Wiremaid Lite Gards™.

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