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Metrolight (www.metrolight.com), the leading manufacturer of Electronic High Intensity Discharge (EHID) lighting solutions, has announced that it has signed a strategic contract with A.L.P. Europe as part of its agreement with A.L.P. worldwide, significantly expanding its lighting OEM activity in the region.

A.L.P. Lighting Components Inc. is a global leader in the manufacturing of lighting components and A.L.P. Europe is responsible for the commercial, sales and operations activity of the European, Middle East, Far East, African and Australasian markets. The agreement provides Metrolight with access to over 2000 OEM accounts over 22 countries all operating through A.L.P. Europe's agencies, an estimated available client base potential of \$60m annually. In addition, A.L.P. Europe will actively promote Metrolight's energy efficient HID lighting solution, the SmarHID™ electronic ballasts, as part of its product portfolio.

"The synergy created by combining complementary solutions from two winning and industry renowned companies delivers a superior energy efficient HID lighting system to the industry," says Zvi Segal, CEO of Metrolight. "A.L.P. Europe is a key player in the OEM industry and has maintained its leading position by developing and introducing new products to the local markets and ensuring their availability. We are confident that the expanded offering will better serve the lighting industry as it provides them with an energy efficient HID lighting solution alternative," he adds.

Andy Shakes, Managing Director of A.L.P. Europe commented, "We chose to partner with Metrolight for several reasons. The energy efficiency trend in lighting directed us to seek a partner that has a field-proven and superior solution with a successful track record in

energy savings. Metrolight's solution, the SmarHID™ electronic ballast, delivers up to 65% in energy savings, an impressive result that will translate well with our customers."

In terms of sales, Eli Ringer, Corporate Vice President of Sales at Metrolight said; "The coverage that we will gain from our agreement with A.L.P. Europe will assist us in securing a greater market share and will allow us to penetrate the OEM industry on an additional level. All of which bodes well for both companies."

The two companies have joined forces in the Light & Building show (Hall 4.0 stand C80) currently underway in Frankfurt where they will be demonstrating a complete energy efficient lighting system using both technologies.