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LEDVANCE Partners with Empire Electric Sales in Northern California and Northern Nevada

Initiative Expands Lighting Leader's Efforts to Bring SYLVANIA Lighting Innovations to Local Market

WILMINGTON, Mass. – LEDVANCE LLC, the makers of SYLVANIA general lighting in the US and Canada, announced Empire Electric Sales as its new sales agent representative for Northern California and Northern Nevada. In North America, LEDVANCE LLC offers a wide range of SYLVANIA LED luminaires for various applications, intelligent lighting products for Smart Homes and Buildings, one of the largest LED lamp portfolios in the industry, and traditional light sources.

“Empire Electric Sales takes great pride in developing a collaborative partnership with the manufacturers we represent. LEDVANCE brings over 100 years of strong innovation and an excellent portfolio of SYLVANIA general lighting products. The partnership between LEDVANCE and Empire Electric Sales leverages the strengths of both companies for increased market share in Northern California and Northern Nevada,” said Gary Scarratt, CEO/President, Empire Electric Sales.

“Meeting the needs of our industrial commercial customers is a top priority for LEDVANCE which is why we launched a hybrid model of enhancing our fantastic direct sales team with local agent partners with strong local relationships. By having more feet on the street with our partners at Empire Electric Sales, we can be even more active, visible and available for our industrial commercial customers in Northern California and Northern Nevada,” said Brandon Barcenilla, Director of U.S. Agent Sales - Trade, LEDVANCE LLC.

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“By working arm in arm with our LEDVANCE sales team, Empire Electric Sales brings us even more local expertise in their markets to drive sales of our exciting new innovations. These include our new SYLVANIA LED luminaires and our award-winning TruWave Technology portfolio which delivers light closest to the Sun’s Natural Light,” said Mark Dundon, Pacific Region Manager - Trade, LEDVANCE LLC.

For the latest on SYLVANIA lighting innovations for commercial and residential applications, visit www.sylvania.com or follow the makers of SYLVANIA General Lighting on social media on [YouTube](#), [Facebook](#), [Twitter](#), [Instagram](#) and [Pinterest](#).

ABOUT LEDVANCE LLC

With offices in more than 50 countries and business activities in more than 140 countries, LEDVANCE is one of the world's leading general lighting providers for professional users and end consumers. In North America, LEDVANCE LLC offers a wide range of SYLVANIA LED luminaires for various applications, intelligent lighting products for Smart Homes and Buildings, one of the largest LED lamps portfolios in the industry, and traditional light sources. The SYLVANIA brand leadership is a result of over 100 years of lighting experience and paves the way for future success. Further information can be found at www.sylvania.com.

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