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FOR IMMEDIATE RELEASE

Christian DuFour Joins Universal Lighting Technologies as Regional Sales Manager for the North Central Region

NASHVILLE, Tenn. (August 30, 2019) – Universal Lighting Technologies, Inc., a member of the Panasonic family of companies, recently announced the addition of Christian DuFour as Regional Sales Manager for the company’s North Central region. In his new role, DuFour will be responsible for growing the distribution channel in this region by managing and supporting agents and distributors.

“We’re excited to add Christian to our team of talented industry professionals,” said Stu Sumner, Vice President of Distribution Sales. “Christian has extensive and diverse industry experience with distribution and OEM channels in the commercial lighting and lighting controls industry, and success creating retrofit business with key national accounts, which will support our LED growth strategy.”

DuFour brings more than two decades of industry experience to the company, in a variety of roles from distributor project manager to manufacturer territory sales manager. With an extensive background in the lighting controls and LED lighting, DuFour has successfully implemented best practices throughout his career, resulting in documented achievements.

“Christian’s broad experience working with key distribution and OEM partners will play an integral role in growing Universal’s market share in his territories,” Sumner continued. “His demonstrated success developing partnerships will be an asset for our customers.”

DuFour will maintain close relationships with agents, distributors and lighting contractors to grow distributor sales opportunities and be based in Chicago, Illinois.

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. Like us on [Facebook](#) and follow us on [LinkedIn](#) and [Twitter](#).

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