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MaxLite names new representatives in key sales territories

WEST CALDWELL, N.J. (December 23, 2020) – MaxLite announces the appointment of two new agents to represent its award-winning portfolio of energy-efficient lighting solutions and 10-year warranty program.

Effective January 1, 2021, Midwest Equipment Company Inc. will represent MaxLite in Iowa and far western Illinois, expanding its presence to more customers in the territory. Headquartered in Cedar Rapids, Iowa, and with sales personnel located throughout the region, Midwest Equipment has more than 80 years of experience serving the electrical market. The Midwest Equipment team may be reached at 319-892-3406 or www.midwestequipmentco.com.

Liberty Electric Products will continue the growth and expansion of the MaxLite line in Upstate New York. Based in Syracuse, Liberty Electric Products has lighting professionals located throughout the territory who are ready to assist distributors and customers with the MaxLite line. The team at Liberty Electric Products may be reached 1-800-777-2345 or www.libertyelectricproducts.com.

“We are very pleased to announce our partnerships with Midwest Equipment Company and Liberty Electric Products,” said Jeff Bristol, senior vice president of commercial and industrial sales and corporate marketing. “These two agencies have highly experienced teams and a strong tradition of providing excellence in customer support. We look forward to building relationships that will mutually grow the MaxLite business for our agents and distributor partners in these key sales regions.”

About MaxLite (www.maxlite.com)

MaxLite has been committed to providing energy-efficient lighting products since 1993. One of the first movers into LED technology in the industry, MaxLite offers an extensive line of quality, certified indoor and outdoor LED lamps and luminaires. A five-time recipient of the ENERGY STAR Partner of the Year Award for its industry leadership, MaxLite continues to be at the forefront of energy-efficient technologies through the innovative research and development capabilities of its teams and facilities in New Jersey, Indiana and California. MaxLite is a nationally certified Minority Business Enterprise (MBE) by the National Minority Supplier Diversity Council. For more information, call 800-555-5629, email info@maxlite.com, or follow us on LinkedIn, Facebook, Twitter and Instagram.

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