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**Bill Brown Sales Adds Heilux Innovative LED Film to Lighting Components Line**

(Niles, IL) – Bill Brown Sales (BBS), the leading national sales agency in the lighting components industry, announces that it will represent Heilux LLC, the company behind LumaFilm™, a next generation LED lighting technology.

Heilux has been in the lighting industry since 2001, focusing its attention on LED applications since 2009. The resulting proprietary technology, LumaFilm LED light sheet, is a planar LED light emitter that is flexible and requires no heat sink. Fully customizable, LumaFilm can be cut or tiled, used indoors or outdoors, and is UL recognized and RoHS compliant. Heilux also offers a five-year limited warranty.

“We are extremely pleased to be represented by BBS on an exclusive basis,” states John T. Golle, Chairman and CEO of Heilux. “During Light Fair 2014, we saw firsthand the high esteem in which the BBS group is held by its long-term customers. We view it as both a privilege and an honor to be associated with a company that is clearly considered the ‘Gold Standard’ in the lighting industry,” Golle continued.

“Heilux has a track record for designing application driven solutions, and the LumaFilm technology is getting a tremendous reception. We are pleased to play a role in bringing this product to market,” adds Donny Wall, Vice President of Sales for BBS.

*Bill Brown Sales has been representing leading component manufacturers since 1955, including: A.L.P. Lighting Components, Inc., Adam Metal Products, Bright View Technologies optical diffusers, Espen Technology ballasts, Heilux LED light emitters, Inventronics high reliability LED drivers, Metrolight SmartHID™ ballasts, Reflek Alzak reflectors, Roytec Industries wire harnesses and assemblies, Tripair metal components, WattStopper fixture integrated occupancy sensors and Wiremaid Lite Gards™.*

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