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Bill Brown Sales Adds to Lighting Component Line with Bright View Technologies

(Niles, IL) – Bill Brown Sales (BBS), the leading national sales agency in the lighting components industry, announces that it will represent Bright View Technologies, a global supplier of high performance engineered optics, to North American lighting OEMs.

Located in the Research Triangle region of North Carolina, Bright View Technologies develops and manufactures high performance engineered optics that are based on a proprietary technology platform combining advanced microstructures with versatile substrate options and form factors. Additionally, as a part of Tredegar Film Products, Bright View Technologies has access to the strength and resources of one of the world's leading suppliers of plastic films and film laminates. By combining the agility and technology innovation of a start-up with the global footprint of Tredegar Film Products, Bright View Technologies can provide innovative solutions for optical management including angle control, efficiency, source hiding and aesthetics.

The BBS sales agency offers lighting OEMs a full range of components and technologies, along with convenience of dealing with one sales representative and one organization--summarized by the slogan, "One call does it all." Donny Wall, Vice President of Sales, notes that the Bright View deal brings with it product resources, as well as the expertise of its applications engineering team. "There are tremendous opportunities," he observes.

"Expanding our access to lighting customers through product innovation, quality, value and service is essential to our growth," says Jennifer Aspell General Manager and Vice President, Tredegar Film Products. "Bill Brown Sales was our choice for increasing our North American footprint. With over 55 years in the industry, Bill Brown Sales has achieved success by putting customers first. That philosophy is also strongly embraced at Bright View Technologies, and we look forward to working with the talented sales team at BBS to build the lighting technology of tomorrow."

Bill Brown Sales has been representing leading component manufacturers since 1955, including: A.L.P. Lighting Components, Inc., Adam Metal Products, Espen Technology ballasts, Inventronics high reliability LED drivers, Kumho Electric high efficiency light sources, Metrolight SmartHID™ ballasts, Reflek Alzak reflectors, Roytec Industries wire harnesses and assemblies, Tripar downlight housings, WattStopper fixture integrated occupancy sensors and Wiremaid Lite Gards™.

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