



FOR IMMEDIATE RELEASE



Halco Lighting Technologies® Hires Director of Product Development

Norcross, GA. (July 13, 2015)—Halco Lighting Technologies, a leader in lamp, ballast and fixture solutions, welcomes Rob Freitag to the Director of Product Development position. Freitag has over 25 years of product and marketing management experience.

“Rob Freitag brings Halco a wealth of development and management experience to drive our product lines,” said David Nelkin, Vice President of Product and Supply Chain Operations. “Rob’s extensive lighting background is a tremendous asset and will be extremely helpful as we continue to expand into additional lighting segments. We are excited to have Rob on board to lead and advance Halco’s product development team and efforts.”

Before joining Halco, Freitag was most recently the Vice President of Marketing for EYE Lighting International. Prior to EYE, Rob held a variety of product management leadership roles for the Day-Brite Group and Cooper Lighting. Freitag has a Bachelor of Science in Industrial Design from Kent State University.

Reporting to the Vice President of Product and Supply Chain Operations, Freitag will lead the business’s product management and compliance team.

- continued -

About Halco Lighting Technologies®

Halco Lighting Technologies® is a leading manufacturer lighting solutions including energy efficient lamps, ballasts and lighting fixtures. Founded in 1974, Halco's extensive product line includes the following brands: ProLED®, ProLume®, HaloXen®, Prism®, CoverShield® and Sollos® Landscape Lighting. Strategically located, fully stocked warehouses in Atlanta, Carlstadt, Cleveland, Houston, Los Angeles and Phoenix ship orders placed by 2:00 PM local warehouse time the same day. For more information, visit www.halcolighting.com and follow Halco on Twitter, Facebook and LinkedIn.

For information contact:

Jill Mungovan

Director of Marketing

Halco Lighting Technologies

(800) 677-3334

jmungovan@halcolighting.com

####