

Aleddra LED Tube Receives Outstanding Rating Among Facility Managers

- After 50% growth in 2013, company expands national sales team to service educational, commercial, and industrial customers

Aleddra, known for its *EasiRetrofit* tube, the safest LED tube on the market, announces a sales growth exceeding 50% in 2013. “The most increase came from the educational, commercial, and industrial sectors,” states Mr. Patrick Yu, GM. “However, such tremendous growth is not nearly as important to us as is the satisfaction of our customers.” Here is a testimony from one Aleddra customer:

“We have loved the LED bulbs we have purchased from you. They work better than I could have hoped. We love the wiring design and the ease of the changeover. We will definitely be ordering more from you in the future...I love to show them [the bulbs] off to the people I know around here and will gladly continue to do this. It is a great product and we are extremely happy with the outcome.” – Jeff Ware, Utah State University Research Foundation

Mr. Yu continues, “Mr. Ware tested our double-ended EasiRetrofit tube with a pilot project in September 2013, and now he is a happy repeat customer. His testimony resonates with many of our customers. We are most proud of our customers’ satisfaction.”

In an effort to better service this quick growth in business, Aleddra is working to increase its national sales team and we are excited to introduce our two newest team members. Mr. William Faller is the Eastern Region Sales Manager based in Cleveland, OH. “Bill brought with him over 30 years of lighting industry experience and a successful track record of building national distribution networks for three lighting companies,” commented by Mr. Yu. “We are grateful that Bill could join us and help expand our distribution network to the next level.”

Mark Aplin takes on the role of the Western Region Sales Manager based in Seattle, WA. He comes to Aleddra with over 20 years of sales experience in national accounts and hands-on knowledge of working with large distributors, MRO’s and eCommerce channels. “In addition to enhancing our distribution network in the western region, Mark’s expertise will help us develop long-term relationships with national accounts,” comments Mr. Yu.

With an expanded, well-rounded, and talented national sales team, Aleddra remains committed to outstanding customer satisfaction in 2014 and to promoting the safest LED tube retrofit practices for all customers. Aleddra fully expects to further its lead in the T8/T12 retrofit market as more facility managers come to realize that the *EasiRetrofit* tube saves 70% on installation labor as compared to other LED tubes and that it protects the installers and the maintenance crew better than all other competing products.

Aleddra’s double-ended EasiRetrofit LED tube is UL 1598C classified and its 4-ft models are on the DLC (Design Lights Consortium) qualified product list for rebate. It comes with a 5-year warranty and 50,000-hr lifetime. It is available in 2, 3, 4, and 5 feet and at color temperatures of 3000K, 4100K, 5000K, and 6000K.

To get immediate energy savings on your facilities lighting and properly protect your maintenance crew, please contact Bill at william_faller@aleddra.com or 425-209-7061 and Mark at mark_aplin@aleddra.com or 425-430-4555 ext 233.

www.aleddra.com • [eCatalog](#) • sales@aleddra.com

Phone: 1-425-430-4555 • Fax: 1-425-277-5289

signup@aleddra.com • unsubscribe@aleddra.com