



**FOR IMMEDIATE RELEASE**

**LG ELECTRONICS EXPANDS U.S. SALES CHANNELS  
FOR LED LIGHTING SOLUTIONS**

*Broadened Network of 18 Regional Partners  
from Coast to Coast Offer LG's Leading LED Technologies*

**ENGLEWOOD CLIFFS, N.J., October 11, 2016** – LG Electronics USA is significantly expanding its U.S. network of sales representatives to support the company's fast-growing LED lighting division, which offers energy-efficient lighting solutions including troffers, high bays, and tubes optimized with wireless communication.

LG's expanded network is built around an expert sales force consisting of more than 100 representatives from 18 lighting agencies across the Northeast, West and Southeast regions. In each of the represented territories, LG is collaborating with strong regional partners that will leverage their solid relationships with major distributors and other key customers to better serve local client needs for LED lighting solutions. Each team is equipped to educate customers on the benefits of LG's LED offerings across a wide range of new-construction and retrofit projects and recommend which product is best suited for their needs.

“Expanding LG's LED lighting ecosystem throughout the country will support our fast-growing customer base, and our newly-minted sales partners will allow us to better serve our customers and manage projects more efficiently,” said Sean Lafferty, head of LG's U.S. LED lighting business. “Our steady, rapid growth over the last three years – plus the increasing number of requests received for LG's LED lighting solutions, among the most advanced and energy efficient fixtures available on the market,\* – were the catalysts in our decision to expand our sales network.”

LG provides leading commercial LED lighting solutions ranging from troffers to high bays. The troffers are optimally designed to deliver energy savings of more than 50 percent compared with



traditional fluorescent troffers, allowing for significant energy savings and short payback. LG's LED troffers are available in 2'x2' and 2'x4' configurations as lay-in fixtures.

LG's round, IP65-rated Performance High Bay is ideal for installations in applications ranging from food processing facilities to gymnasiums. It is appropriate for these environments because it can be washed by power hose and because of its high durability thanks to its polycarbonate lenses. The fixture is also lightweight, weighing less than 10 pounds, which allows for easier installation.

LG LED lighting fixtures allow for easy installation thanks to advanced wireless technology to group and ungroup fixtures at the touch of a button.

"As our business matures and the market demand for our solutions continues to grow, LG needs to expand the number of U.S. lighting agency partners and to identify master distributors to further strengthen our LED lighting solutions infrastructure. At the same time, we're increasing the number of wireless control partners that our products are certified to support," Lafferty said.

To contact the local LG lighting partner in your region and learn more about LG's LED lighting products, please visit <http://www.lglightingus.com/lg-rep-locator.aspx>.

*\*According to the Design Lights Consortium, the official certifying body for energy efficient fixtures, LG produces the most efficient troffer retrofit product and listed at 149 lumens per watt on the Qualified Products List*

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**About LG Electronics USA:**

LG Electronics USA, Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics, Inc., a \$49 billion global force and technology leader in home appliances, consumer electronics and mobile communications. LG Electronics, a proud 2016 ENERGY STAR Partner of the Year, sells a range of stylish and innovative home appliances, home entertainment products, mobile phones, commercial displays, air conditioning systems, LED lighting and solar energy solutions in the United States, all under LG's "Life's Good" marketing theme. For more news and information on LG Electronics, please visit [www.LG.com](http://www.LG.com).

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