



## **Associated Lighting Representatives, Inc. appointed as Bay Area Sales Representatives**



**Madera, CA - March 1, 2010 - B-K Lighting + TEKA Illumination announces its latest sales representatives Associated Lighting Representatives.**

B-K Lighting + TEKA Illumination are excited to announce that Associated Lighting Representatives, Inc. has been appointed as the company's sales representative for the San Francisco Bay Area in California, effective March 1st.

"The Bay Area is a primary specification influence for the global lighting industry as well as a dynamic local market for our companies. As the premier sales representative in the area, ALR is uniquely positioned to help us communicate our message and manage our continued growth," said Ron Naus, Executive Vice President. "We are pleased to be represented by such a top-notch organization."

"We are very excited about our new relationship with B-K Lighting and TEKA Illumination. Their focus on innovation, quality, and development of highly efficient lighting products is a perfect fit with our energy-sensitive customers," said Darrel C. Packard, an ALR principal.

### **ABOUT ASSOCIATED LIGHTING REPRESENTATIVES, INC.**

Associated Lighting Representatives (ALR) opened for business in 1961 as a two person agency representing several small lighting manufacturers. In its 48-plus years, ALR has grown to be one of the dominant sales agencies in the country, with 80 employees, three offices and an enviable list of manufacturers.

The company was founded upon the simple premise of providing the best possible service to its customers while conducting its business activities with the utmost integrity. This philosophy has been with ALR throughout its years and remains as the cornerstone of the company's philosophy today.

**For Immediate  
Release**

**Date:  
March 1, 2010**

**Contact:  
Becky Carlson  
559.438.5800**

# PRESS RELEASE

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## **ABOUT B-K LIGHTING**

Since 1984, B-K Lighting has been dedicated to providing the lighting industry with the highest quality, most innovative and fairly priced outdoor lighting fixtures available. B-K Lighting manufactures standard and custom fixtures for outdoor and landscape lighting including path, sign, area, flood, recessed building mounted, and in-grade applications. B-K Lighting products are installed in high-end residential and landmark applications around the world.

## **ABOUT TEKA ILLUMINATION**

Since 1993, TEKA Illumination has been driven to manufacture sustainable luminaires. All TEKA Illumination products are manufactured from copper, brass and bronze, three of the oldest natural and manmade materials. These materials are extremely resistant to environmental corrosion and physical abuse attributing to their sustainability. Enduring metals. Elemental designs. New technologies. These are the inspirations of TEKA Illumination.

QUALITY, SERVICE, INNOVATION, and VALUE all add up to make B-K Lighting the number one choice in outdoor lighting. B-K Lighting has a long history of supporting green manufacturing. As members of the USGBC (United States Green Building Council) and IDA (International Dark Sky Association) they have led their industry in providing earth-friendly designs and manufacturing concepts.

For more information about B-K Lighting products and representatives visit our web site at [www.bklighting.com](http://www.bklighting.com). Monday-Friday 7:00 a.m. to 5:00 p.m. PST at 559-438-5800 or fax 559-438-5900. Located at 40429 Brickyard Drive, Madera, CA 93636.