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### **MaxLite partners with SPECTRA to expand reach in showroom market**

WEST CALDWELL, NJ (November 19, 2019) – MaxLite proudly announces the company is now a supplier partner to SPECTRA, a marketing group that supports more than 400 independent lighting showrooms and electrical distributors across the U.S. and Canada.

SPECTRA members will be able to take advantage of marketing incentive programs to increase their product offering and profitability with the MaxLite portfolio of energy-efficient lighting solutions. MaxLite offers a comprehensive line of residential and commercial LED lamps and luminaires to support SPECTRA members, including Frosted and Clear Filament lamps, California Listed lamps, Retrofit Light Engine Kits, Specialty Miniature Lamps, Tube Lamps and Flush Mount Fixtures.

“We are thrilled to be teaming with SPECTRA to expand our reach into the lighting showroom market,” said Chris Primous, vice president of OEM sales and industry relations for MaxLite. “SPECTRA offers tremendous support to its members and suppliers, and we look forward to a successful partnership that will mutually grow sales for MaxLite and SPECTRA members.”

Learn more about MaxLite’s line of energy-efficient lighting solutions at [www.maxlite.com](http://www.maxlite.com). To be connected with a MaxLite sales representative in your region, go to: <https://www.maxlite.com/maxlite-reps> or call toll-free at 1-800-555-5629.

To learn more about becoming a SPECTRA member, visit [www.spectramarketinggroup.com](http://www.spectramarketinggroup.com).

#### **About MaxLite ([www.maxlite.com](http://www.maxlite.com))**

MaxLite has been committed to providing energy-efficient lighting products since 1993. One of the first movers into LED technology in the industry, MaxLite offers an extensive line of quality, certified indoor and outdoor LED lamps and luminaires. A five-time recipient of the ENERGY STAR Partner of the Year Award for its industry leadership, MaxLite continues to be at the forefront of energy-efficient technologies through the innovative research and development capabilities of its teams and facilities in New Jersey, Indiana and California. For more information, call 800-555-5629, email [info@maxlite.com](mailto:info@maxlite.com), or follow us on [LinkedIn](#), [Facebook](#), [Twitter](#) and [Instagram](#).