



Contact: Amy Silver, 973.244.7300 x111, [asilver@maxlite.com](mailto:asilver@maxlite.com)

### **MaxLite and Retrolux announce partnership**

WEST CALDWELL, N.J. (April 22, 2021) – MaxLite, a leading global manufacturer of energy-efficient lighting solutions, and Retrolux, the fastest-growing lighting project development and implementation software platform, have announced a new partnership that will introduce the MaxLite product portfolio to ESCOs, electrical contractors, and other clients using the Retrolux platform.

Retrolux’s award-winning smart energy software makes it easy to conduct on-site audits, design, estimate, and specify products, create energy-savings proposals, order and track materials, and manage project installation, all without ever leaving the platform. The platform saves time and money through faster workflows and higher project close rates. Retrolux users will be able to utilize MaxLite’s comprehensive line of indoor and outdoor LED lamps, luminaires and lighting controls to meet clients’ project needs quickly and cost-effectively, and purchase products through a nationwide network of MaxLite distributors.

“Retrolux is thrilled to partner with MaxLite to make it easier than ever for our industry to find, specify, and source their entire comprehensive, innovative, product line,” said Leif Elgethun, Retrolux CEO. “We share their laser focus on making things easy for our common customers and are dedicated to make it even easier to work with MaxLite while streamlining project delivery from lead through installation.”

MaxLite has provided certified energy-efficient lighting solutions to the commercial and industrial retrofit markets since 1993. A one-stop supplier, MaxLite offers a comprehensive selection of products across multiple price tiers, enabling ESCOs to value engineer retrofit projects while maintaining high levels of quality and warranty assurance for their clients. Most LED indoor and outdoor fixtures are covered by a 10-year limited warranty, labor allowance included (registration required; see terms and conditions at [MaxLite.com/warranties](https://www.maxlite.com/warranties)).

MaxLite offers many products that are BAA and TAA compliant. As a nationally certified Minority Business Enterprise (MBE) by the National Minority Supplier Diversity Council, MaxLite can help companies and government agencies meet their diversity goals.

“MaxLite is excited to partner with Retrolux to make it easier than ever for ESCOs and contractors to design and estimate projects using Retrolux’s innovative software and MaxLite’s growing catalog of products with field-selectable wattages, CCTs and field-installable lighting controls,” said Stephen Mitchell, MaxLite vice president of ESCO and government channel sales. “This collaboration will enable our clients to close deals at a faster rate and deliver new business opportunities to our distribution network.”

Retrolux and MaxLite clients are invited to join a live webinar presentation to learn more about the partnership, software and products on Wednesday, May 5 at 2 p.m. Eastern Standard Time. Visit <https://bit.ly/3mQO5Vd> to register.

**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, California, and globally. MaxLite is a nationally certified Minority Business Enterprise (MBE) by the National Minority Supplier Diversity Council. For more information, call 800-555-5629, email [info@maxlite.com](mailto:info@maxlite.com), or follow us on [LinkedIn](#), [Facebook](#), [Twitter](#) and [Instagram](#).

**About Retrolux**

Retrolux is a smart energy sales and project management software solution that helps commercial lighting retrofitters win more deals, lower costs, find and keep more clients, all while reducing paperwork. Retrolux fully integrates audit, proposal, product selection, purchasing, utility rebates, analytics, financing, installation, and commissioning, into a comprehensive B2B sales platform. Retrolux was selected as the winner of the 4D Challenge, a clean energy startup challenge from Schneider Electric and Powerhouse, and was one of three finalists in the 2017 Salesforce Dreampitch, the largest software pitch competition in the world. For more information, visit [www.Retrolux.com](http://www.Retrolux.com).

###