PRESS RELEASE

Darin Ayres Appointed National Sales Manager of B-K Lighting+TEKA Illumination

FOR IMMEDIATE RELEASE - Madera, CA – June 4, 2018 - B-K Lighting + TEKA Illumination, landscape and architectural lighting manufacturers, announced that Darin Ayres has joined the company as National Sales Manager.

In his new role, Ayres will focus on continuing to grow market share for B-K Lighting + TEKA Illumination. Ayres has strong relationships with lighting professionals and his extensive knowledge of the lighting industry will assist in new product development.

Ayres draws on 16 years of experience in the lighting industry. Most recently, he was National Channel Manager for Holm Architectural and Landscape Lighting, where he spearheaded the creation of specification-grade outdoor lighting products and controls. He increased sales by on-boarding over 50 manufacturer representative agencies across North America. Prior to that, he worked at FX Luminaire as Regional Sales Manager, promoting the brand awareness and increasing territory sales.



Darin Ayres, newly appointed National Sales Manager of B-K Lighting + TEKA Illumination

“His strong commercial and residential expertise will complement our current skill set.”

Nathan Sloan
President and CEO,
B-K Lighting+TEKA Illumination

“Ayres record of achievement combined with his leadership, operating experience and passion for the lighting industry, make him an ideal candidate to lead the Sales Team at B-K Lighting + TEKA Illumination,” said Nathan Sloan, President and CEO at B-K Lighting + TEKA Illumination. “His strong commercial and residential expertise will complement our current skill set especially as we expand our product lines and develop R&D offerings.”

“With a 34+ year track record we have helped our customers in all aspects of specifying lighting products, custom fixture solutions and providing top notch technical sales,” Sloan continued. “We are in a period of expansion as we develop our product and service offering to include large LED format floodlighting for high mast, sport stadium and industrial applications.”

continued

B-K LIGHTING + TEKA ILLUMINATION

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Ayres is a graduate of the University of Nebraska, Lincoln with a Master's Degree in Business Administration. He also obtained his Bachelor of Science from the University of Illinois, Urbana.

Ayres is an active member of the Illuminating Engineering Society (IES) and Custom Electronic Design & Installation Association (CEDIA).

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. B-K Lighting is 100% Employee-Owned through Employee Stock Ownership Plan (ESOP).

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 man-made 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.

For more information about B-K Lighting + TEKA Illumination products and representatives, visit our websites at www.bklighting.com and www.tekaillumination.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.



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