

➤ **Press Release**

## **LED Linear GmbH Announces the Creation of LED Linear North America**

*The creation of LED Linear North America is a major milestone in the plan to expand the global presence of LED Linear and provides us the opportunity to offer an extraordinary range of LED products to the United States and Canada, says Managing Director Dr. Michael Kramer.*

**LED-Linear North America, Toronto** – LED-Linear GmbH is excited to announce the creation of LED Linear North America. The move is a result of a new partnership with Andrew Pott, based in Toronto, Ontario and establishes LED Linear's entry into the North American LED market.

“Creating this partnership with LED Linear North America is a very important move for us,” says LED-Linear GmbH Managing Director, Dr. Michael Kramer. “It signifies a major milestone in the plan to expand our global presence and provides us the opportunity to offer our extraordinary range of products to markets across the United States and Canada”. With more than 30 years of experience in the lighting business, Mr. Pott felt that the time was ripe to seize upon the growing hunger for high-quality LED lighting solutions. “The market is changing,” says Mr. Pott. “With the growing desire for energy efficiency and lower power consumption this was an opportunity to introduce the North American marketplace to a series of LED products that I believe are unmatched in their quality, lifespan and flexibility of use. By allying ourselves with LED-Linear GmbH resources in designing new industry-leading products, we will have an excellent advantage in targeting the U.S. and Canadian markets.”

After the start up of his first lighting distribution company in 1987, Mr. Pott successfully launched a high-end specification agency, TPL Lighting, in 1992 and has overseen its growth into one of the most respected agencies in the marketplace. This was followed in January 2008 by the creation of VBO Nordamerica that has witnessed the introduction of one of Europe's fastest growing lighting organisations into the North American market. Throughout his career Mr. Pott has received numerous accolades for his integration of lighting within design architecture.

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LED-Linear North America will operate as an independent entity with representatives available in every major market in both the United States and Canada. Upon launch, more than 20 major Canadian and American territories have been introduced to LED Linear lighting solutions through exclusive local representative agreements with more to quickly follow. A full list of these representatives can be viewed at [www.led-linear.com](http://www.led-linear.com).

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LED-Linear GmbH produces high quality, linear and scalable lighting modules, systems and fixtures based upon LED technology. The company, based in Moers, Germany offers its customers LED-modules with extraordinary cost/performance ratio. Use of high-quality and durable components assures enduring and energy efficient solutions. Flexibility of VarioLED and xoolux® products enables unlimited possibilities for creative applications of LED in design, architecture and function. Products are lead-free, soldered and RoHS conform. More information about LED-Linear is available at <http://www.led-linear.com>

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