



## FOR IMMEDIATE RELEASE

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Link to Image: [ALR Logo](#)

## **Atlona Appoints Associated Lighting Reps as Residential Manufacturer's Representative for the Midwest**

Nearly 60-year old firm will represent Atlona's residential AV businesses in two states, and will leverage Atlona's innovations for both residential and light commercial installations

SAN JOSE, Calif., November 5, 2020 – Atlona, a Panduit company, has designated Associated Lighting Reps as its manufacturer's representative for residential AV in Central California, Northern California and Northern Nevada, effective immediately. Associated Lighting Reps will work closely with dealers, specifiers and custom installers to support residential and light commercial AV projects.

Associated Lighting Reps Sales Representative Bob Foppiano said that their growing light commercial business is a result of their success in residential AV. Working with Atlona gives them a broad line of IP and circuit-based products to serve both areas, many of which are interchangeable between the two markets given Atlona's engineering approach.

"We often win projects with smaller businesses that come out of a successful home AV installation," said Foppiano. "A residential customer with a small office will hire us to build AV systems for their meeting space or boardroom. Working with Atlona means that we can support whole-home distributed AV, videoconferencing and collaboration from mostly a common product line. In residential specifically, we are particularly interested in the Opus line, which fills a specific need for matrixed switching in multiple rooms of home. And as AV over IP continues to grow in commercial and residential, we also see a lot of value in promoting the OmniStream family."

Associated Lighting Reps' will also work with Atlona on training and education initiatives, which is simplified through the proximity of its Oakland corporate office to Atlona's San Jose headquarters. Associated Lighting Reps has three additional locations in Fresno, Sacramento and Reno, all of which include showrooms and/or training centers while ensuring they remain close to customers



across their busiest regions.

“Associated Lighting Reps is a nearly 60-year old company with a strong reputation in serving the residential AV market,” said Jamey Swigert, Director of AV Sales and Business Development, Atlona. “They also bring strength and expertise on the commercial side, which makes them an ideal Atlona partner for light commercial projects where our switching, distribution and control projects continue to gain recognition and market share. Their customer-first philosophy is also a cultural fit for Atlona, and we look forward to building a strong collaborative partnership.”

### **About Associated Lighting Reps**

Associated Lighting Representatives (ALR) opened for business in 1961 as a two person agency representing several small lighting manufacturers. In the 50-plus years since, ALR has grown to be one of the dominant sales agencies in the country, with over 100 employees, four 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 the cornerstone of the employee-owned company's culture today.

### **About Atlona**

Atlona, a Panduit company, is a leading global manufacturer of AV over IP distribution, connectivity, and control solutions. The company designs and engineers innovative, award-winning products for a diverse range of residential and commercial AV and IT markets. Atlona's products are developed to enable our customers' ability to connect and collaborate with simplicity. More information about Atlona is available at [atlona.com](http://atlona.com).

### **About Panduit**

Global connectivity leader Panduit Corp. creates innovative electrical and network infrastructure solutions for applications across the enterprise. Headquartered in Tinley Park, Ill. and operating in 112 worldwide locations, Panduit's technology leadership and robust ecosystem help support, sustain, and empower business growth in a connected world. [panduit.com](http://panduit.com)

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