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JTH Lighting introduces CLEAR initiative in response to advanced technologies and industry demands

Independent manufacturer's representative agency announces organizational methodology benefitting clients, communities and industry partners.

Apple Valley, MN (May 5, 2018) — In response to advanced technologies and industry demands, JTH Lighting announces CLEAR: an enhanced approach to modern lighting systems.

Jon Kirkhoff, Principal at JTH Lighting (Minnesota), explains, "Lighting technology is ever-evolving, with changes driven by energy code regulations and continuing research around lighting, health and well-being. This creates a fast-moving environment that requires rigorous attention to details and developments. Because of this, we recognized the need for an encompassing approach to education, awareness, design assistance, project management and technical support."

Principal Rob Beaman (Iowa) adds, "CLEAR is about ensuring quality, communication and efficiency throughout the entire process." Led by a select team at JTH Lighting and delivered by everyone across the organization, CLEAR frames every lighting project as a complete system rather than a series of steps. From design assistance to bidding, project management, system startup and technical support, CLEAR represents a proactive emphasis on collaboration, learning, engagement, accountability and relationships.

Beaman continues, "We're confident that CLEAR will benefit everyone responsible for recommending, purchasing, installing and maintaining lighting systems." For more information, contact CLEAR Manager Todd Reemtsma directly.

About JTH Lighting

Established in 1988, JTH Lighting Alliance is an independent manufacturer's representative agency with offices in Iowa, Minnesota, North Dakota, South Dakota and Wisconsin. Our independent status allows clients the unique opportunity to choose the best products from a wide range of leading manufacturers in the lighting industry without the restrictions normally imposed by larger corporate partners. www.jthlighting.com