



RAB Lighting launches a distributor friendly portfolio of LED lamps

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Northvale, NJ: RAB Lighting has launched 8 product families totaling nearly 400 SKUs including: Linear tubes, Compacts, HID replacements, A-Line bulbs, Decorative, Reflectors, Small-Reflectors and PAR lamps - available exclusively through electrical distribution partners nationwide.

"It's awesome to launch a product portfolio that is so strongly tied to both the history of the company, and myself personally. RAB was founded by my great-great grandfather, a lamp salesman and his son-in-law (my grandfather) over 70 years ago. In addition, many RAB employees have experience from the lamp side of our industry. We look forward to sharing our deep experience to the benefit of our distributors." Said, Ross Barna, CEO.

With over 70 years of lighting experience and 10 years of leading the market in affordable LED lighting solutions, RAB is known for products that are high quality and has a strong reputation for quick delivery and service— RAB Lamps are no exception.

"The portfolio is cutting edge, with high CRI, high R9, JA-8 compliance options across the board and lots more innovation, in our pipeline..." Said Barna. "...but product alone isn't enough in today's marketplace."

RAB is renowned for its promise to "make it easy" for customers with no hassle policies, outstanding customer service, and a wide assortment of products. RAB offers everything from spec grade luminaires to budget-friendly economy products, and stands by the quality and durability for all their products. RAB Lamps are backed by the company's unmatched, No-Compromise warranty, which covers light output, color stability, driver performance, paint finish and labor.

About RAB Lighting:

RAB Lighting is committed to creating high quality, affordable, well-designed and energy-efficient LED lighting and controls that make it easy for distributors to sell, electricians to install and end users to save energy. Founded in 1946, RAB has a vibrantly growing infrastructure of manufacturing facilities and engineering capabilities that ensure great product design and quality. RAB's warranty is subject to all terms and conditions found at rablighting.com/warranty. For more information, call [\(888\) RAB-1000](tel:888RAB1000) or visit www.rablighting.com