

BARRISOL AND SDA LIGHTING & CONTROLS LAUNCH NEW PARTNERSHIP IN THE NEW YORK METRO AREA

Barrisol, the world leader of stretched ceilings for more than 50 years, and SDA Lighting & Controls announce a new strategic partnership in New York City.

“Barrisol USA is excited to have SDA as our new spec sales team in New York City. SDA’s depth in the New York specification market, their high ethical business practices combined with their staff's deep embrace of acoustics, backlighting, structural components... paired with a pure high design brand like Barrisol is an exceptional alignment.”

- Brad Dorholt, Barrisol USA / National Sales & Marketing

Partnering with SDA Lighting & Controls allows Barrisol to leverage over five decades of experience in servicing the specific needs of the New York Lighting Community. The NYC agency is one of the largest independent lighting and controls reps in the country and continues to deepen its connection to the NYC market across multiple channels.



“Had me at Hello...in the first 5 mins of our initial discussion with Barrisol, my architectural roots started to resurface as I was blown away by a seemingly endless array of design solutions that speak directly to our architectural clientele.”

- Jean Jacques, SDA Lighting & Controls / EVP

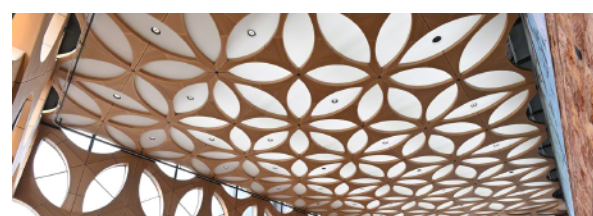
To further support the NYC design community SDA has formed a strategic alignment with authorized dealer and installer Kay & Sons headquartered out of Norristown, PA to better support Barrisol project implementation and provide a turnkey solution from design through installation.



“The ability to provide a full-service solution for the architectural and lighting communities was of utmost importance to us. It isn’t just about Barrisol’s superior product offering, but also the emphasis on the flawless execution of installation that can elevate a project from good to breathtaking.”

- Melissa Deutsch Stein, SDA Lighting & Controls / CEO

Today, the entire collection of Barrisol® comprises over 20 unique stretch ceilings systems.



SDA Lighting & Controls is a New York lighting representative with 52 team members servicing NYC’s five boroughs, Long Island, Westchester and Rockland Counties.