



## **Barron Lighting Group Appoints New West Coast Regional Vice President**

Glendale, AZ – November 9, 2017 - Barron Lighting Group, the originator of the LED exit sign and brands such as Exitronix, Trace-Lite, specialtyLED and Growlite, is excited to announce the addition of Darren Loeffler as West Coast Regional Vice President. Darren will be responsible for leading sales and training of the independent agencies servicing electrical distributors in the West Coast region.



“We are thrilled to have Darren join the Barron team and lead our sales initiatives throughout the West Coast with his strong sales background and knowledge of the lighting industry,” said Alan Tracy, Owner and President of Barron Lighting Group.

Darren holds a Bachelor’s degree in Business Administration and Management from Regis University and has over 31 years of experience in the lighting industry. Most recently Darren was West Region Sales Manager at Sloan LED where he was responsible for sales growth, distributor and representative relationships throughout a territory of twelve states. Prior to Sloan LED, Darren managed sales initiatives for Ushio Lighting, TCP Lighting, Westinghouse Lighting Corp. and General Electric Company.

### **About Barron:**

Barron Lighting Group manufactures comprehensive lighting solutions in LED and HID fixtures for commercial and industrial applications. Barron designed, engineered and manufactured the first LED exit sign, and in 1984 the company launched the Exitronix brand. The Trace-Lite division followed soon after and enabled Barron to expand its offerings. With the introduction of specialtyLED division came custom and decorative LED lighting for both indoor and outdoor amazement.

Most recently, the acquisition of Growlite added state-of-the-art lamps, ballasts and fixtures engineered specifically for the indoor horticulture market. Barron’s headquarters is located in Arizona and it has nine distribution warehouses across the U.S. to efficiently supply the lighting demands across the country. For more information and a comprehensive list of products, visit [barronltg.com](http://barronltg.com) or follow them on [Facebook](#), [LinkedIn](#) or [Twitter](#).

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