



Barron Lighting Brings New Light To Their Team

Glendale, AZ – August 31, 2015 – Barron Lighting Group, the originator of the LED Exit sign and brands such as Exitronix, Trace*Lite and specialtyLED, is excited to announce the addition of Miranda Fuller as Director of Marketing.

This important new hire is an addition to the efforts put forth earlier this year when Barron filled the VP of Sales and Marketing and VP of Operations roles with power house people. “Barron has always put its faith in its people and that is what has carried us well since 1973 and we are proud to have the best people, products and service; a trifecta that sets us apart in this industry” says Alan Tracy, Owner and President of Barron Lighting Group. Since moving into a new 80,000-square-foot building at the Glendale Airpark in the Fall of 2013, Barron Lighting Group has grown in size and depth.

Miranda Fuller comes to Barron with a solid record of building strong marketing programs that capitalize on new technologies designed to enhance brand recognition and communications. Miranda joins us after spending her last two years directing overall marketing and strategic campaign programs for Rigid Industries LED Lighting. Miranda will be responsible for enhancing the customer's digital experience and solidifying unique go to market and brand campaigns for all four brands.

About Barron:

Barron Lighting Group ® manufactures comprehensive lighting solutions in LED, induction, florescent and HID fixtures to handle the most necessary and challenging 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 enabled Barron to expanded its offerings and the specialtyLED division followed soon after with custom and decorative LED lighting for both indoor and outdoor amazement. Most recently, Indoor Grow Science division added high performance lighting for the horticultural industry. Barron’s headquarters is located in Arizona and it has 10 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 <http://www.BarronLTG.com> or follow them on [Facebook](#), [LinkedIn](#) or [Twitter](#).

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