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FOR IMMEDIATE RELEASE

Douglas Lighting Controls Wins tED Marketing Award

Bluetooth Wireless Control Solutions Specifier Event Series named "Best of the Best"

NASHVILLE, Tenn. (August 21, 2018) – Douglas Lighting Controls, a member of the Panasonic family of companies, recently won a prestigious award in *the Electrical Distributor (tED) Magazine's* 2018 "Best of the Best" Marketing Awards Competition. The annual awards acknowledge marketing excellence and creativity within the electrical industry across several marketing and communications categories.

Douglas Lighting Controls was recognized as "Best of the Best" for Marketing for its Bluetooth Wireless Control Solutions Specifier Event Series. They created a complete stand-alone Bluetooth® wireless solution to control lights in varied applications. The system includes wireless fixture controllers, switches, occupancy sensors equipped with Bluetooth® wireless technology.

Douglas Lighting Controls created an inventive marketing campaign to push trends in the global intelligent lighting control market which is estimated to grow between 13.3 percent and 20.9 percent in the next six years, both in terms of volume and value. To ensure Douglas Lighting Controls capitalized on this trend, they focused their marketing efforts on one key target audience for growth – specifiers.

Douglas Lighting Controls reinvented their approach to roadshow-style shows and instead created an innovative traveling presentation. The presentation morphed and represented each unique city. To maximize their efforts, Douglas Lighting Controls employed a strategy which included targeting specifier rich cities, saturated these local markets with product knowledge, and equipped agent representatives with targeted contacts for additional support.

The marketing campaign resulted in increased guests by an average of 60 percent at each event as well as increased product sales more than 50 percent of the prior year.

Entries were judged on their overall effectiveness and creative impact by an independent panel of marketing and industry experts chosen by *tED Magazine*. This year's award winners were announced during the National Association of Electrical Distributors (NAED) 2018 Adventure Marketing Conference in Minneapolis. Winners were highlighted in the August print edition of *tED Magazine*.

"Being recognized by NAED and *tED Magazine* reflects the dedication and hard work put forth by the entire Douglas team, who brought this new product to market," said Brencie Fox, Marketing Manager for Douglas Lighting Controls. "While we are honored to receive such a prestigious award, we are equally pleased by how well the new wireless solutions have been received in the industry and the energy-saving results it has brought our customers."

For a complete list of all the winning entries in the 2018 “Best of the Best” Awards, visit <https://tedmag.com/ted-magazine-hands-out-2018-best-of-the-best-awards/>.

About Douglas Lighting Controls

Douglas Lighting Controls, a member of the Panasonic group and a subsidiary of Panasonic Lighting Americas Inc., engineers, manufactures and markets digital lighting controls for commercial buildings, campuses, parking garages and sports complexes across North America. Douglas systems include networked and stand-alone solutions using wired and wireless technology to optimize lighting for building code compliance, energy efficiency, ease-of-use and comfort. With over 50 years of experience, the company is recognized for its expertise in lighting control systems paired with the precise facility solution. Learn more about Douglas at www.douglaslightingcontrols.com. Like us on [Facebook](#) and follow us on [LinkedIn](#) and [Twitter](#).

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