

NORIMARK ALLIANCE PROGRAM RAMPS UP NORIMARK PARTNER LIGHTPOLESPLUS.COM'S SALES WITH NORIBACHI LED PRODUCTS

For Immediate Release

Noribachi, a premier U.S. based LED and solar lighting accelerator, experiences rapid success with the NORImark LED alliance program. The program, debuted in early 2012, was created to standardize LED lighting while empowering lighting industry stakeholders with state-of-the-art, market-ready LED solutions.

LightPolesPlus.com, one of NORImark's earliest partners and one of the nation's largest online light pole distributors and a commercial fixture vendor, exemplifies the benefits and business growth NORImark partners consistently experience. Prior to joining the NORImark program Light Poles Plus only offered HID lamps due to the difficulty of finding a reliable and quality LED solution for their fixtures.

Now, with the aid of Noribachi's NORImark program, the distributor is able to make a comprehensive range of LED luminaires available to their customers, resulting in increased sales and industry relevancy. Since joining the program, LightPolesPlus has strategically collaborated with Noribachi on more than seven different projects. The NORImark alliance has not only increased LightPolesPlus' fixture sales, but it also gives them a competitive edge in the LED market by creating additional product development opportunities through Noribachi's premium, U.S. manufactured, solid-state lighting solutions.

"Joining NORImark has been a huge advantage for our company. We were getting frequent inquiries about LED area lights, but didn't have a reliable solution to add to our product line. We didn't want to use low-quality imported LED fixtures because we didn't trust them to work over the long run. Noribachi was a perfect fit— not only are they U.S. made like our commercial light poles, but their adaptability into the fixtures we already stock made it very easy for us to have a worry free, high quality solution at a value-creating price," says Pat R., Sales Executive at LightPolesPlus.

Noribachi engineers a unique, scalable modular light engine that is able to integrate with any existing industrial fixture, even luminaires intended for HID, fluorescent or induction lighting. Noribachi's unique manufacturing

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A Noribachi light engine, constructed of modular lightboards, visible inside a fixture.

model allows Noribachi to offer these solutions at extremely competitive pricing and lead times as rapid as 24 hours, while strategic vendor relations gain Noribachi access to the highest quality chips available commercially and world class engineering resources.

“The success of LightPolesPlus with NORImark illustrates how easily the program allows light fixture distributors and manufacturers to compete in the LED market. Noribachi eliminates the immense cost and resources necessary to engineer a viable LED solution in-house and the confusion of wading through the sea of questionable, uncertified LED products that flood the market. LEDs can be incredibly hard or incredibly easy for the lighting industry, but they’re not going away. Noribachi makes LEDs incredibly easy!” says Luke Sutton, VP of Manufacturing for Noribachi.

ABOUT NORIBACHI:

Noribachi is a premier US-based LED lighting engineering firm dedicated to principles of efficient energy use through LED technology, solar power, and sophisticated control systems.

Noribachi embraces the idea of artisan manufacturing with products crafted of premium components and hand assembled in Noribachi’s Los Angeles, CA manufacturing headquarters. Noribachi marries traditional insistence on quality with cutting-edge lighting technology in designs that emphasize engineering rigor and attention to minute details.

Noribachi’s modular light engines provide scalable solutions to convert any existing luminaire to LED, via either retrofit or new fixture integration. Noribachi’s industry leading technology incorporates the highest quality, highest lumen LEDs with custom designed lightboards, drivers and heat sinks for exceptional performance.

Independently tested by Intertek and fully certified, Noribachi’s LED products have passed the most demanding test of all: customer satisfaction. With over 4,000 completed projects – including world class hotels and luxury automobile dealerships – representing a diverse variety of markets across the US and internationally, Noribachi drives the lighting industry forward with passionate devotion to integrity, quality, and design.

Noribachi is a privately held company with offices in Los Angeles, CA and Albuquerque, NM. For more information please visit noribachi.com.

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ABOUT LightPolesPlus.com:

LightPolesPlus.com seeks to redefine online commercial lighting commerce, powered by cutting-edge ecommerce technology, direct project support services and a comprehensive suite of commercial light poles, fixtures and area assemblies.

Our ever-expanding product lines are supported by robust manufacturing, warehousing, assembly and logistical networks spanning every region in the United States. We seek to deliver the most comprehensive online selection of steel, aluminum and fiberglass light poles.

Every light pole we offer is commercial grade and manufactured in the United States, and our outdoor light fixtures deliver high-performance, quality illumination without the luxury price tag.

Whether you're an electrical contractor replacing a knockdown lighting assembly or a structural engineer consulting on a military installation, LightPolesPlus.com's team of project support professionals can help. Via phone, email or online chat, feel free to contact our knowledgeable team for questions, quote requests and product inquiries.

LightPolesPlus customers receive free shipping with every order to every commercial address within the contiguous 48 states. This even applies to every size light pole and area assembly!

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