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Smart Vision Lights Promotes Paul Powers to Vice President, Global Sales and Marketing

Norton Shores, Mich., January 20, 2021 — Smart Vision Lights (SVL), a global leader in the design and manufacture of innovative LED illumination solutions for machine vision and other applications, is proud to announce the promotion of Paul Powers to Vice President, Global Sales and Marketing.

“Over the last three years, Paul has shown a tremendous ability to grow and manage sales, work with our OEM partners, guide our marketing efforts, and lead the customer service team here in North America,” says David Spaulding, President of Smart Vision Lights. “Paul will help us keep our promises to our customers, continuously improve our processes, and help us grow even further in 2021.”

Powers joined Smart Vision Lights in June 2017 as Business Development Manager for the Eastern United States and brings more than 21 years of technical manufacturing and sales support experience. Formerly with Sentry Equipment and Erectors (Lynchburg, VA), a packaging equipment manufacturer and systems integrator, Powers has experience in the automotive, packaging, and toolmaking industries. He has designed packaging lines for Fortune 500 companies and has an intimate knowledge of the various challenges faced in designing automated systems for industrial inspection.

Powers holds a bachelor’s degree in business from Ferris State University (Big Rapids, MI) as well as a Business Solutions Professional certificate from Michigan State University.

“There are several reasons to be optimistic about 2021, and for me, one of them is the ability to continue working closely with the machine vision community to help solve the needs of the global manufacturing industry, helping to improve production efficiency and improve our customers’ profitability,” says Powers.

About Smart Vision Lights

Smart Vision Lights (Norton Shores, MI) is a leading designer and manufacturer of high-brightness LED lights for industrial applications, including machine vision. Smart Vision Lights products come with universal internal current-control drivers, offering constant or strobed operation, reduced wiring requirements, and easy installation. Smart Vision Lights products are also the safest on the market thanks to the company’s in-house IEC 62741 light-testing laboratory, guaranteeing conformity and compliance for your lighting systems, regardless of where they are installed around the globe. Learn more at smartvisionlights.com or by calling 231-722-1199 in the U.S.

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