Electrical Marketing®
THE ELECTRICAL INDUSTRY NEWSLETTER
March 9, 2018 • Volume 43, Number 5

Around the Industry

Baldor Electric is now ABB

ABB will integrate the Baldor Electric Co. name into its global ABB brand as a part of its Next Level strategy, which includes harmonizing different ABB-owned brands under the global ABB master brand. Beginning March 1, Baldor Electric Co., a member of the ABB group for more than seven years, is now known as ABB.

As ABB, the organization will continue to design, manufacture and market the product brands of Baldor-Reliance motors and Dodge mechanical power transmission products from 15 U.S. manufacturing locations. The organization will continue to support ABB's entire U.S. motors and generators business unit, including ABB-branded IEC motors, large AC motors, generators and related services from the motors, generators and mechanical business headquarters in Fort Smith, AR.

The ABB brand will be applied to all of Baldor Electric Co.'s manufacturing, sales and support facilities, box designs and marketing collateral, invoices and purchase orders, and trade show booths.

DOE ends LED Lighting Facts program; DLC ends requirements

The LED Lighting Facts team at the U.S. Department of Energy (DOE) told lighting manufacturers and testing labs last week of plans to close down its LED Lighting Facts program and shut down the database. The program stopped accepting new submissions last week and will shut down its website at the end of March.

"Unfortunately, due to continued federal

Continued on page 3

Inside

50 hottest housing markets ..... p. 2
EIS now part of Motion Inds .... p. 3
AIA bullish on construction ..... p. 3
Border States adds branches ..... p. 5

An Informa Business Media Inc. publication. Publishers of *Electrical Wholesaling* and *EC&M* magazines.

Why Leviton Decided It Was Time to Reinvent the Residential Load Center

The research and development team at Leviton Manufacturing's headquarters in Melville, NY, started a fairly daring project back in 2014 and last week the electrical industry as a whole got its first look at the results. The idea was that Leviton, for generations perhaps the best-known manufacturer of receptacles and switches and other wiring devices, should introduce its own line of load centers and circuit breakers for the residential market.

It's not like that part of the U.S. electrical market was underserved. The existing competition in residential power distribution was a pack of giants: Schneider Electric/Square D, Siemens, Eaton/Cutler-Hammer and General Electric. What Leviton decided was that it was time to rethink the basics of residential load centers, and that its newcomer status — especially as a newcomer with a universally recognized brand name — would give it an advantage.

"We didn't have millions of dollars already invested in tooling, equipment and automation," said Jay Sherman, Leviton's director of marketing, residential, in an interview with *Electrical Marketing*. Therefore, Leviton could start with no preconceived idea of what a load center needed to look like.

The project started with hundreds of hours in the field, filming electricians on jobsites doing load center installations. To keep the company's plans quiet, they did the field research under the guise of improving Leviton's existing ground-fault circuit interrupter (GFCI) and arc-fault circuit interrupter (AFCI) products. As the design began to take shape Leviton set up an advisory board of electrical contractors, developers and builders to guide development with feedback on each iteration.

The results are different from what exists in the market, aesthetically and functionally.

Continued on page 4

Bump in 2017 Single-Family Permits Points to a Healthy Housing Market in 2018

The year-end residential construction data for 2017 is in, and the story it tells is encouraging. Single-family building permit data through the end of 2017 showed a 6.1% increase over 2016. Homebuilders don't pull a building permit unless they are serious about building, so this data is a good indicator of future building activity.

While the national numbers are interesting, you really have to drill down to local metropolitan markets to get a sense of where the market is really at. The old saying, "All business is local" is particularly true in the homebuilding market, as some markets are going gangbusters with new residential construction and others aren't seeing much of it at all. The activity is super-concentrated in a relatively small number of markets.

Ten metropolitan statistical areas (MSAs) accounted for 17% of the 881,000 single-family permits pulled in 2017: Dallas; Riverside-San Bernardino-Ontario, CA; Tampa-St. Petersburg-Clearwater, FL; Phoenix; Atlanta; San Diego; Austin, TX; Raleigh, NC; Jacksonville, FL; and Los Angeles-Long Beach-Anaheim, CA. As you will see in the chart on page 2, 15 markets enjoyed an increase of at least 1,000 permits, with Dallas leading the pack with a 4,364-permit increase. The 100 largest markets out of the 366 MSAs for which the U.S. Census Bureau collected 2017 building permit data accounted for 59% of all building permits in 2017.

At an estimated 19% of sales through electrical distributors, the residential market doesn't command as much mind share with the typical electrical distributor as the commercial or industrial markets, but at an estimated $20 billion in 2018 sales, according to *Electrical Wholesaling*' 2018 Market Planning Guide, it's not a market to overlook, either.

— *Jim Lucy*

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2017's Fastest-Growing Single-Family Housing Markets: Ranked by Year-Over-Year Change in Building Permits

Rank	Metropolitan Area	Single-Family Permits	Single-Family Unit Change - YOY	Single-Family % Change - YOY	5 units or More Permits	Multi-Family Unit Change - YOY	Multi-Family % Change - YOY
1	Dallas-Fort Worth-Arlington, TX	34,210	4,364	15%	26,995	1,808	7%
2	Riverside-San Bernardino-Ontario, CA	10,089	2,159	27%	3,443	1,504	78%
3	Tampa-St. Petersburg-Clearwater, FL	12,710	2,027	19%	5,489	-843	-13%
4	Phoenix-Mesa-Scottsdale, AZ	20,551	1,974	11%	8,598	-846	-9%
5	Atlanta-Sandy Springs-Roswell, GA	24,849	1,918	8%	7,884	-5,156	-40%
6	San Diego-Carlsbad, CA	4,058	1,717	73%	5,695	-2,188	-28%
7	Austin-Round Rock, TX	15,206	1,597	12%	10,428	2,043	24%
8	Raleigh, NC	10,785	1,350	14%	3,396	-641	-16%
9	Jacksonville, FL	9,829	1,330	16%	3,010	-34	-1%
10	Los Angeles-Long Beach-Anaheim, CA	10,612	1,305	14%	18,821	-2,353	-11%
11	Houston-The Woodlands-Sugar Land, TX	36,601	1,204	3%	5,763	-3,307	-36%
12	Myrtle Beach-Conway-North Myrtle Beach, SC-NC	6,424	1,097	21%	977	850	669%
13	Winston-Salem, NC	2,117	1,085	105%	841	377	81%
14	San Antonio-New Braunfels, TX	7,513	1,072	17%	4,611	1,612	54%
15	Detroit-Warren-Dearborn, MI	6,771	1,043	18%	2,896	1,392	93%
16	Washington-Arlington-Alexandria, DC-VA-MD-WV	13,968	994	8%	12,331	461	4%
17	Lakeland-Winter Haven, FL	3,897	993	34%	10	-1,129	-99%
18	Las Vegas-Henderson-Paradise, NV	9,796	991	11%	3,841	-886	-19%
19	Charlotte-Concord-Gastonia, NC-SC	13,974	985	8%	7,337	1,044	17%
20	Minneapolis-St. Paul-Bloomington, MN-WI	8,673	912	12%	5,780	-431	-7%
21	Boise City, ID	6,250	854	16%	1,316	302	30%
22	The Villages, FL	1,814	748	70%	NA	NA	NA
23	Cape Coral-Fort Myers, FL	4,830	738	18%	1,700	737	77%
24	Denver-Aurora-Lakewood, CO	10,937	726	7%	11,277	542	5%
25	Kansas City, MO-KS	5,932	684	13%	3,406	-752	-18%
26	Sacramento–Roseville–Arden-Arcade, CA	6,816	668	11%	2,521	1,582	168%
27	Provo-Orem, UT	5,082	665	15%	1,679	923	122%
28	Richmond, VA	4,603	648	16%	2,334	1,583	211%
29	Salt Lake City, UT	4,954	643	15%	2,251	-2,078	-48%
30	Nashville-Davidson–Murfreesboro–Franklin, TN	12,625	611	5%	6,499	104	2%
31	Tucson, AZ	2,758	594	27%	340	-55	-14%
32	Indianapolis-Carmel-Anderson, IN	6,205	562	10%	1,742	139	9%
33	New York-Newark-Jersey City, NY-NJ-PA	10,549	562	6%	36,469	6,456	22%
34	San Jose-Sunnyvale-Santa Clara, CA	2,618	561	27%	5,865	1,921	49%
35	Orlando-Kissimmee-Sanford, FL	14,766	558	4%	4,341	-4,286	-50%
36	Seattle-Tacoma-Bellevue, WA	9,943	547	6%	16,315	1,167	8%
37	Ocala, FL	1,930	520	37%	304	NA	NA
38	Cincinnati, OH-KY-IN	4,425	493	13%	1,735	88	5%
39	Oxnard-Thousand Oaks-Ventura, CA	762	488	178%	1,308	592	83%
40	California-Lexington Park, MD	1,164	475	69%	NA	NA	NA
41	Philadelphia-Camden-Wilmington, PA-NJ-DE-MD	7,278	458	7%	5,272	772	17%
42	Wilmington, NC	1,574	429	37%	517	-515	-50%
43	Lubbock, TX	1,619	418	35%	505	-926	-65%
44	Fort Collins, CO	2,020	406	25%	873	-940	-52%
45	Valdosta, GA	906	392	76%	NA	NA	NA
46	St. George, UT	1,627	391	32%	323	245	314%
47	Little Rock-North Little Rock-Conway, AR	2,014	390	24%	1,067	470	79%
48	Spartanburg, SC	2,268	389	21%	NA	NA	NA
49	Greensboro-High Point, NC	2,010	375	23%	1,019	-73	-7%
50	Louisville-Jefferson County, KY-IN	3,397	369	12%	2,260	315	16%

Notes: Building permit data from U.S. Bureau of Labor Statistics

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Genuine Parts Integrates EIS into Motion Industries as Electrical Specialties Group

Motion Industries, Inc., Birmingham, AL, distributor of maintenance, repair and operation (MRO) replacement parts, has existed for years alongside electrical distributor EIS, both of them wholly owned subsidiaries of Genuine Parts Co. (GPC). The company this week announced that EIS has now become the Electrical Specialties Group of Motion Industries, effective Jan. 2, 2018.

"We have been working directly with Motion Industries for many years, as EIS's products and services complement Motion's offerings in many ways," said Larry Griffin, president of EIS. "Combining our resources into one offering to the industrial marketplace makes a lot of sense with our similar markets, goals and culture."

EIS, based in Atlanta and acquired by GPC in 1998, operates 39 branches and six fabrication facilities located across North America, supplying process materials, production supplies, specialty wire and cable, and value-added fabricated parts to electrical OEMs, motor repair shops and various assembly markets. EIS's annual revenues were approximately $800 million in 2017 and the company ranked #13 on *Electrical Wholesaling*'s 2017 Top 200.

Tim Breen, Motion Industries' president and CEO, said in a release, "This move creates operational synergies and new growth strategies that will make both companies stronger than ever in customer service and in the competitive market. Together, we are leveraging our assets of people, facilities, size, strength, and expertise to provide even greater customer and shareholder value."

With annual sales of $5 billion, Motion Industries is a distributor of bearings, mechanical power transmission, electrical and industrial automation, hydraulic and industrial hose, hydraulic and pneumatic components and safety products. Motion Industries has over 550 branch locations, 40 service centers and 14 distribution centers throughout North America.

AIA Sees Solid Growth in Nonresidential Construction Market for 2018–2019

Despite labor shortages and rising material costs that continue to impact the construction sector, construction spending for nonresidential buildings is projected to increase 4% this year and continue at that pace of growth through 2019. The American Institute of Architects (AIA) semi-annual Consensus Construction Forecast indicates the commercial construction sectors will generate much of the expected gains this year, and that by 2019 the industrial and institutional sectors will dominate the projected construction growth.

"Rebuilding after the record-breaking losses from natural disasters last year, the recently enacted tax reform bill, and the prospects of an infrastructure package are expected to provide opportunities for even more robust levels of activity within the industry," said AIA Chief Economist, Kermit Baker. "The Architecture Billings Index (ABI) and other major leading indicators for the industry also point to an upturn in construction activity over the coming year."

AIA's 2018–2019 Consensus Growth Forecasts

Construction Market Segments	2018	2019
Overall Nonresidential Building	4	3.9
Commercial /Industrial	4.4	2.9
Office space	4.6	3
Retail	4.4	3.5
Hotels	4.1	0.8
Industrial facilities	3.3	5.2
Education	4	4.9
Healthcare facilities	4	4
Public safety	3.6	3.9
Amusement /recreation	3.3	2.4
Religious	-1.1	0.9

Source: American Institute of Architects (AIA) www.aia.org

Around the Industry

Continued from page 1

budget and funding uncertainty, DOE will no longer be able to support the program," the group said by e-mail. "Consequently, the LED Lighting Facts program will no longer accept product submissions after March 1, and the website will be shut down on March 30th."

Organizations such as the Design Lights Consortium (DLC) that rely on the Lighting Facts database for some of the data they use to approve and categorize lighting products have been forced to respond to the news of LED Lighting Facts' demise.

DLC issued a statement saying in response the organization would no longer require LED Lighting Facts submission for products to be included in its database, which is widely used by specifiers and utility rebate programs as a clearinghouse for approved lighting products.

The DLC said it would be working over the next couple of weeks on a transition plan for its LM-79 lab accreditation requirements. DLC expects to have the revised policy in place before the LED Lighting Facts website shuts down March 30.

IDEA rebrands IDW and IDX

IDEA (formerly the Industry Data Exchange Association), Arlington, VA, has updated its branding to coincide with the release of newly enhanced application platforms for its data services. Effective March 1, what was known as the Industry Data Warehouse or IDW is now IDEA Connector and the IDX data transfer platform is now IDEA Exchange. The association also revealed a new website.

Behind the new names are significant reworkings of IDEA's technology platforms. IDEA Connector is a master data management (MDM) platform that enables manufacturers and distributors to securely exchange accurate and timely product information to enhance data management, increase the efficiency of handling product data and improve data quality and security.

IDEA Exchange is a digital integration platform that provides the electronic data interchange (EDI) service that enables trading partners to exchange e-business documents such as purchase orders, invoices and advance ship notices. The service is focused on handling product data faster, easier, and more securely than traditional value-added

Continued on page 5

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Industry Events

March 13–14

LEDucation 12
New York; Designers Lighting Forum of New York, *www.leducation.org*

April 13–15

PEARL Electrical Safety, Reliability & Sustainability Conference
Greenville, SC; Professional Electrical Apparatus Reconditioning League, *www.pearl1.org*

April 18–19

Upper Midwest Electrical Expo
Minneapolis; North Central Electrial League, *www.ncel.org*

April 18–20

AD Electrical Spring Network Meeting
Boston; Affiliated Distributors, *www.adhq.com*

May 1–3

NAAUD Annual Meeting
San Antonio, TX; North American Association of Utility Distributors, *www.naaud.org*

May 6–10

Lightfair International 2018
Chicago; Lightfair International, *www.lightfair.com*

May 7–10

AWEA Windpower 2018
Chicago; American Wind Energy Association, *www.awea.org*

May 19–22

NAED National Meeting
Chicago; NAED, *www.naed.org*

June 5–6

AD energyFORCE Summit
Chicago; AD, *www.adhq.com*

June 25–28

NAED Women in Industry Forum
San Diego; NAED, *www.naed.org*

July 18-20

LEAD Conference
Austin, TX; NAED, *www.naed.org*

Aug. 12-15

NAED Adventure
Minneapolis; NAED, *www.naed.org*

Leviton Jumps into Residential Load Centers and Breakers

Continued from page 1

The load center and breakers feature an all "plug-on" design. All branch wires terminate at custom lugs in the panel, making wiring easier and neater and eliminating the need for pigtails, the company said. With this design the entire panel can be terminated at rough-in and all connections are made at the final insertion of the circuit breaker. The design also enables users to switch out branch circuit breakers with no rewiring required.

In the circuit breakers, Leviton added its patented reset lockout technology to both GFCI and AFCI/GFCI circuit breakers "making them the only true power denial circuit breakers available on the market, exceeding UL safety standards for end-of-life protection," the company said. AFCI circuit breakers also feature reset lockout technology when the manual test places the device into the tripped state. The breakers include LED indicator lights to tell the user at a glance what kind of fault tripped the breaker.

"The Leviton Load Center marks real innovation in the electrical contracting industry — a category that hasn't seen much change in decades," said Daryoush Larizadeh, president and chief operating officer of Leviton, in a release. "Utilizing our strong, century-long history of creating innovative electrical solutions for the home, we're driving the industry forward."

The load centers and breakers are assembled in Leviton's North American production facilities, Sherman said.

[An expanded version of this story can be found at *electricalmarketing.com.*]

—Doug Chandler

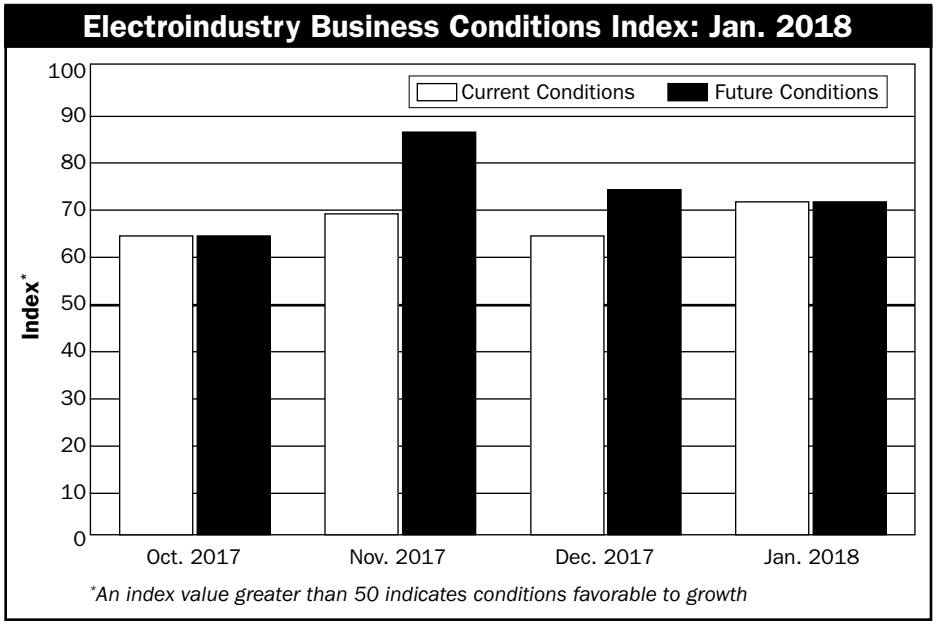
EBCI Index Jumps 4.7 Points in January

The current conditions component of the NEMA's Electroindustry Business Conditions Index (EBCI) moved up from 66.7 in December to 71.4 in January. Fully one-half of the survey panel noted better conditions in January as the share of those indicating an unchanged business environment declined.

The EBCI Index is a monthly survey of senior executives at electrical manufacturers published by the National Electrical Manufacturers Association (NEMA), Rosslyn, Va. Any score over the 50-point level indicates a greater number of panelists see conditions improving than see them deteriorating.

The expansionary reading of current conditions in January marked the 16th consecutive month this component topped 50, making it the longest such stretch since before the last recession. NEMA said it's worth nothing that this upbeat sentiment has yet to materialize in hard data for some segments of the electroindustry such as lighting and manufacturing-related equipment, which have experienced declining shipment numbers reported by the U.S. Census Bureau on a year-over-year basis for most of 2017.

The future conditions component edged down from last month's 73.3 to match the current conditions number at 71.4. Regardless of the slight decline, January's results indicated considerable optimism for business conditions in six months.



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Value of New Construction Holds Steady in January, Up 3.2% Year-Over-Year

Construction spending during January 2018 was estimated at a seasonally adjusted annual rate of $1,262.8 billion, nearly the same as the revised December estimate of $1,262.7 billion. The U.S. Census Dept. said the January figure is 3.2% above the January 2017 estimate of $1,223.5 billion.

Private construction. Spending on private construction was at a seasonally adjusted annual rate of $962.7 billion, 0.5% below the revised December estimate of $967.9 billion. Residential construction was at a seasonally adjusted annual rate of $523.2 billion in January, 0.3% above the revised December estimate of $521.8 billion. Spending on single-family construction was stronger than multi-family construction on a month-over-month and year-over-year (YOY) basis, and was up 8.8% YOY.

Nonresidential construction was at a seasonally adjusted annual rate of $439.6 billion in January, 1.5% percent below the revised December estimate of $446.2 billion.

Public construction. In January, the estimated seasonally adjusted annual rate of public construction spending was $300.1 billion, 1.8% above the revised December estimate of $294.8 billion and up 8.2% YOY. Educational construction was at a seasonally adjusted annual rate of $76.7 billion, 2.1% above the revised December estimate of $75.2 billion and 7.1% over Jan. 2017.

Health care also saw a nice increase, with a 9% bump over Dec. 2017 to $11.6 billion. The January data was tracking at a 37.7% increase over Jan. 2017.

Value Of New Construction Put In Place — January 2018

Value of Construction Put-in-Place ($ billions, seasonally adjusted annual rate)

	Jan. '18[1]	Dec.. '18[2]	Mo. % Change	Jan.. '17	YTY % Change
Total Construction	**1,262.8**	**1,262.7**	**-**	**1,223.5**	**3.2**
Total Private Construction	**962.7**	**967.9**	**(0.5)**	**946.3**	**1.7**
Residential	523.2	521.8	0.3	502.0	4.2
New single family	277.7	275.9	0.6	255.2	8.8
New multi-family	61.1	62.0	(1.3)	62.6	(2.4)
Nonresidential	439.6	446.2	(1.5)	444.3	(1.1)
Lodging	29.5	29.0	1.9	27.6	6.8
Office	61.1	61.7	(1.0)	64.2	(4.9)
Commercial	84.7	87.0	(2.7)	80.3	5.4
Health care	31.1	31.4	(1.0)	29.8	4.4
Educational	21.0	21.7	(3.1)	21.5	(2.4)
Religious	2.9	2.9	(0.7)	3.2	(8.1)
Amusement and recreation	13.8	13.5	2.4	12.2	13.9
Transportation	18.0	17.7	1.7	13.2	36.6
Communication	25.0	23.7	5.4	24.2	3.5
Power	87.3	93.1	(6.2)	95.7	(8.7)
Electric	66.3	66.6	(0.4)	74.4	(10.8)
Manufacturing	64.5	63.7	1.2	71.5	(9.7)
Total Public Construction	**300.1**	**294.8**	**1.8**	**277.2**	**8.2**
Residential	6.7	7.0	(4.3)	6.1	10.3
Nonresidential	293.3	287.8	1.9	271.1	8.2
Office	9.4	9.7	(3.2)	8.2	14.1
Commercial	4.0	3.3	21.6	3.1	30.1
Health care	11.6	10.6	9.0	8.4	37.7
Educational	76.7	75.2	2.1	71.7	7.1
Public safety	10.0	9.3	7.7	7.4	34.9
Amusement and recreation	10.1	10.3	(2.2)	10.7	(5.8)
Transportation	31.1	31.0	0.5	27.7	12.4
Power	6.3	7.3	(13.6)	7.1	(11.1)
Highway and street	92.6	88.8	4.4	89.3	3.8
Sewage and waste disposal	20.5	20.6	(0.6)	19.0	8.2
Water supply	11.3	11.8	(4.2)	10.5	7.4

1–Preliminary; 2–Revised

Note: The U.S. Census department changed its construction categories beginning with its May 2003 statistics. With the changes in the project classifications, data now presented are not directly comparable with those data previously published in the regular-format press releases and tables. Direct comparisons can only be made at the total, total private, total state and local, total federal, and total public levels for annual and not seasonally adjusted monthly data. For more information, check out http://www.census.gov/const/www/c30index.html.

Around the Industry

Continued from page 3

networks (VANs) or paper-based methods and eliminating redundant processes and errors while increasing speed and operational control, IDEA said.

As part of its branding strategy, IDEA also relaunched its website at *idea4industry.com.* This new website provides information and education tools on IDEA's products and services including e-business standards and best practices on e-commerce, EDI, e-business and other technology trends.

NEMA releases catalog of standards

The National Electrical Manufacturers Association (NEMA), Rosslyn, VA, has released the 2018 edition of its *Electrical Standards & Products Guide,* a comprehensive listing of NEMA electrical standards and technical documents. The guide covers 56 product categories such as lighting, motors and generators, wire and cable, medical imaging, and enclosures, as well as a directory of NEMA members and their products.

"NEMA standards provide our industry with the most up-to-date technical information for engineers, installers, and customers," said Greg Steinman, chairman of the NEMA Codes and Standards Committee and manager of Codes and Standards at Thomas & Betts. "These standards provide the technical performance levels expected for the equipment we manufacture, and the information in this guide allows our customers to make electrical equipment purchasing decisions that meet or exceed expectations."

Border States to open branches in Washington and Idaho

Border States Electric, Fargo, ND, announced that they will open branches in Washington and Idaho to support strategic customers. The Yakima, Washington, branch is expected to open in April, and the branch located near Boise, in Meridian, Idaho, is expected to open in June.

"We are very excited to open our first branches in Idaho and Washington to serve strategic customers." said Tammy Miller, CEO, in the press release. "We look forward to helping our customers reduce costs in the supply-chain and deliver more value to their customers.".

Border States will have more than 2,500 employees and over 100 branches in 22 states with these new branch locations.

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People

Crescent Electric Supply Co. (East Dubuque, IL): **Joe McDermott** was named regional vice president. In his new role, McDermott will own profit and loss responsibility for all branches in the company's Central Region.

McDermott began his career in the electrical wholesale business in 1986 and held numerous management positions with WESCO and Grainger before joining Crescent Electric in 2009 as the Northern Illinois district manager. Under his leadership, Crescent expanded beyond the construction market to also become one of the premier industrial automation distributors in the area. McDermott attended the University of Notre Dame where he earned a bachelor's degree in business administration. He also holds an MBA in corporate planning from Roosevelt University.

ServiceWire Co. (Culloden, WV): **Tony Holderby** has been named business development manager for the Northeast Region. He has 22 years of experience at Service Wire as an account manager and has worked this market for 14 years. He began his career at Service Wire in the distribution warehouse.

Ashley Hallett is now a sales representative in the Culloden, WV sales office. She will be working with the Northeast Territory in New Jersey, Delaware, eastern Pennsylvania, New York City and Long Island. She has over five years in account management experience. Hallett extensively trained in Service Wire products, capabilities and quality systems.

Darrin Smith has joined the Phoenix sales team as a sales representative, with previous experience as an outside sales manager. Smith will be working with the Northwest Territory including Washington, Oregon, Idaho, Utah, Montana and northeast Nevada. He was previously an outside sales manager and has also been extensively trained in Service Wire products, capabilities and quality systems and has completed the bronze level of EPEC training.

KNIPEX Tools (Buffalo Grove, IL): The company recently hired **Tony Arena** as its sales manager and **Peter Grable** as its product manager. As sales manager, Arena is responsible for overseeing sales activities for the trade and industrial distribution markets. With specialties in competitive and sales analysis, Arena has more than 15 years of sales and marketing experience in the retail and manufacturing industries, specifically working paint and hardware distribution channels. Arena lives in North Royalton, OH, with his wife and children. He earned his bachelor's degree from Cleveland State University.

In his role as product manager, Grable is responsible for overseeing the development and execution strategy for new and existing products. Grable has more than 15 years of product management experience in the power tool, hand tool and pneumatic accessories markets. He currently lives in Glenview, IL, with his wife and two children. He earned a bachelor's degree in biology from Monmouth College and master's degree in finance from DePaul University. In his spare time, Grable enjoys fishing, camping and ice hockey.

Nora Lighting (Commerce, CA): The company announced six new hires. **Isabella Alfiler,** graphics; **Marlon Car Ambrocio,** online accounts coordinator; **Leslie Hercules,** inventory; **Harper Li,** inventory; **Jorge Valdez,** production and inventory control manager; and **Sameh Wassef,** quality control supervisor.

"We are very pleased to announce the hiring of talented new staff members to better serve our customers," said Jilla Farzan, executive vice president. "Every day we see increased growth in all segments of our business, as Nora's LED product lines continue to expand. Because Nora is committed to providing excellent customer service and support, we are staffing up in these critical departments to ensure improved inventory and quality control, expedited deliveries, and more timely marketing materials to assist our growing sales teams," she said.

Rep News

Schaeffer Marketing Group, is proud to announce that Kristina Steiger is now president. She has over 20 years of experience in the electrical industry, 18 in various positions at Schaeffer Marketing Group. In 2012 Kris was the recipient of the *Electrical Wholesaling's* GEM Rising Star Award. She has served as president of St. Louis' local Electrical Representative's Organization and is currently president of the St. Louis Women's Electrical Board. The agency's founder, Michael Schaeffer, will stay on as chairman. Schaeffer Marketing is a multiline manufacturer's rep agency started in 1976 and covers eastern Missouri and southern Illinois.

Lex Associates, Inc. is now representing Service Wire, Culloden, WV, in New Jersey (north of I-95, excluding Trenton) and New York (south of I-84).

North & South Lighting Sales will represent Nora Lighting, Commerce, CA, in the Carolinas. Steve Baker, based in Hampstead, NC, will oversee North Carolina showroom sales, and Alan Huffman, based in Easley, SC, will direct South Carolina representation. **Starry Lights & Associates,** headquartered in Pittsburgh, PA, will showcase Nora Lighting in Kentucky, Ohio, western Pennsylvania and West Virginia. Owner Jerry Starry will supervise the sales program. "We see encouraging signs of accelerated growth this year with construction and remodeling leading the way. This means more demand for top-quality technical support, and these two sales firms are well-equipped to work with lighting designers, installers and specifiers," said Fred Farzan, Nora Lighting's president and CEO.

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Electrical Marketing is published twice a month by Informa Business Media Inc.
9800 Metcalf Ave., Overland Park, KS 66212. For subscriber services, write to Electrical Marketing, P.O. Box 2100, Skokie, IL 60076-7800 USA; call (866) 505-7173 (US) or (847) 763-9504 (Outside US).

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In Memoriam:
George Ganzenmuller, 1924-1986
Thomas Preston, 1927-1991

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