



## Halco Lighting Technologies Announces New Brand Identity for J&J Electronics, LLC

Halco Lighting Technologies, makers of LED Lamps, Luminaires and traditional Lamps, today announces a new brand identity campaign for J&J Electronics, LLC, a leading manufacturer of Pool, Spa, and Fountain lighting products.



The purchase of J&J Electronics, based in Irvine, California, was completed in November 2016 by Halco Lighting Technologies. Now, the company is ready to unveil its new identity for J&J Electronics with a fresh new look that ties the J&J Electronics company to its parent, Halco Lighting Technologies. "The timing of the new identity program couldn't be better for both Halco and J&J," said Fawaz Khalil, president and chief executive officer of Halco Lighting Technologies. "As the final milestone of our successful integration of J&J Electronics into our family, soon customers will see the company's identity enhanced with the Halco name association," added Mr. Khalil.

While the new identity gives J&J a new corporate logo facelift, it will continue to maintain and market its popular brand names, such as ColorSplash®, PureWhite®, ColorCHOICE™ and ColorGlo™. "The product brand names are important to the company's history, but more importantly to our customers," stated Samir Shah, new general manager and vice president at J&J Electronics. "These brand names are as recognizable to our customer base as our company name itself," he noted.

J&J Electronics will begin using the new brand identity and logo immediately in business communications, and will roll out new marketing collateral and electronic media throughout the balance of the year.

### About Halco Lighting Technologies®

Halco Lighting Technologies is a leading manufacturer lighting solutions including energy efficient lamps, ballasts and lighting luminaires. Founded in 1974, Halco's extensive product line includes the following brands: ProLED®, ProLume®, HaloXen®, Prism®, CoverShield® and Sollos® Landscape Lighting and J&J Electronics®. Strategically located, fully stocked warehouses in Atlanta, Carlstadt, Cleveland, Houston, Chicago and Phoenix ship orders placed by 2:00 PM local warehouse time the same day. For more information, visit [www.halcolighting.com](http://www.halcolighting.com) and follow Halco on [Twitter](#), [Facebook](#) and [LinkedIn](#).

### About J&J Electronics®

J&J Electronics, LLC, a Halco Lighting Technologies Company, is an innovative and dynamic technology company founded in 1982 now specializing in LED Lighting design, engineering and manufacturing of high quality, competitively priced LED Lighting for several markets to include new and replacement applications in commercial and residential pools, spas and fountains. J&J has maintained this standard in the LED market with the performance of our core LED brands: ColorSplash®, PureWhite®, ColorGlo™ and ColorCHOICE™. As a result, we are considered the premier source of solid state lighting to the pool and spa industries, as well as fountain and architectural markets. J&J is driven to continue manufacturing products that offer uncompromising quality and unparalleled, feature-driven performance.

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