



## **Cooper Lighting Solutions Recognized by IMARK Electrical for Excellence in Marketing and Communications**

**PEACHTREE CITY, GA (Dec. 8, 2021)** – [Cooper Lighting Solutions](#), a business unit of Signify, announced today that IMARK Electrical has recognized the company for its distinguished performance in Marketing and Communications from 2020 through 2021.

“Cooper Lighting Solutions has fully and effectively embraced IMARK Electrical marketing and training programs – and our members have noticed,” said Steve Ruane, VP, Marketing and Member Services, IMARK Electrical. “It is quite rare for a new supplier to our group to be recognized for their distinguished performance. The award to Cooper Lighting for Excellence in Marketing and Communications was well deserved.”

IMARK chose Cooper Lighting Solutions based on the results of a member ranking process, its effective implementation of IMARK marketing, communications, training programs, IMARK program execution, and its exemplary support of IMARK members. Additional criteria included:

- Provided exemplary support and useful information during the time of the pandemic
- Effectively promoted company and products in the marketplace
- Excelled in merchandising, sales promotion, and training
- Supported distributor marketers

"I'm honored to accept this prestigious industry award on behalf of Cooper Lighting Solutions," said Kraig Kasler, President of Cooper Lighting Solutions. "We truly value the relationship with IMARK and the recognition of its members. We feel that earning this important recognition from IMARK shows our commitment to the channel, and the success that we continue to enjoy from making this commitment a cornerstone of our strategy. Our high-quality products and outstanding staff help us attain recognition like this from our industry colleagues."

### **About Cooper Lighting Solutions**

Cooper Lighting Solutions delivers forward-thinking lighting solutions and an industry-leading portfolio of indoor and outdoor lighting, lighting controls and smart lighting systems that improve people's well-being, while making buildings, homes, and cities smarter and more sustainable. These solutions are specifically designed to simplify and personalize lighting, solve complex business challenges, and leverage data insights to meet the unique needs of our customers. Cooper Lighting Solutions is a business unit of Signify, the world leader in lighting, and seeks to unlock the extraordinary potential of light for brighter lives and a better world. For more information, visit [cooperlighting.com](https://cooperlighting.com).

### **About IMARK Group**

IMARK Group is a dynamic, member-owned, and member-governed group of independent distributors. Our organization spans the electrical, plumbing, HVAC/R industries, and features the Luxury Products Group which serves the needs of plumbing and lighting showroom operators. For more information, visit <https://imarkgroup.com/>.

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