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Lighting Industry Veteran Gary Fallon Joins Elation Team

Elation Professional is pleased to announce the addition of lighting industry veteran Gary Fallon to the Elation team. Fallon assumes the role of Regional Sales Manager for Elation's Eastern US region and is based out of the company's South Florida office and warehouse facility.



Fallon is a familiar face to many in the industry, having worked in product and sales management at Martin Professional for 12 years before leaving to establish his own business. "Gary comes to us with vast industry knowledge and experience and knows the value of hard work, discipline and supporting customers above and beyond," stated Elation Sales Director Eric Loader. "Gary will work to support and continue our growth plans on the East Coast, managing our sales reps and supporting our dealers in the region. I am confident he will fit well into our company culture and growth plans."

Fallon, who started in the new position on December 1st, commented, "I am excited to be part of a team made up of great people that are well respected in the industry for their knowledge and integrity. Elation is a company with a global reach yet is still able to keep the feel of a family, which allows employees to take ownership in their daily activities and strive for success. My network from my years at Martin is still strong as most were based off of positive relationships and trust, which has weathered the storm of time and change."

About Elation Professional

Elation Professional is one of the world's leading lighting and visual solutions providers and is the global brand of Elation Lighting. Founded in 1992 and headquartered in Los Angeles, with European sales, distribution and support based in The Netherlands, Elation designs and manufactures a comprehensive range of innovative yet affordable lighting and video products that are distributed through a global network of dealers and distributors. Made up of a spirited team of dedicated personnel, Elation is setting new efficiency and performance standards in Platinum lamp and LED technology and is acknowledged for a comprehensive commitment to Total Support. As a company in expansion with a presence in a growing variety of market segments, chances are you've experienced Elation lighting at a concert, special event, TV, theater, late night venue, House of Worship, theme park, cruise ship, exhibition, architectural space or elsewhere. For more information, please visit www.elationlighting.com

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