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ADJ Group Expands with Opening of New Facility near Mexico City

In order to adapt to a growing and changing Mexican market for entertainment technology, the ADJ Group is proud to announce the opening of a new distribution center facility near Mexico City that will serve all ADJ Group brands: ADJ, Elation Professional, Acclaim Lighting, Global Truss America/Duratruss and American Audio.



“Due to a high demand for our brands in Mexico, we are very excited to announce that we have formed ADJ Products Group Mexico,” stated Toby Velazquez, President of the ADJ Group. “We have strong brand names in Mexico and the new facility will allow us to establish an even stronger connection between sales, service and our customers. This will help get our products in the hands of our customers quicker and offer our dealers a factory-direct sales and service experience.”

The ADJ Products Group Mexico facility includes extensive warehousing and shipping areas with a quality control and service department with on-site technicians. An in-house sales department serves all ADJ Group brands and a state-of-the-art showroom allows for customers to experience real world lighting setups. “We have always enjoyed and appreciated our relationship with our distributors in Mexico,” Velazquez says. “The opening of ADJ Products Group Mexico is an opportunity for us to extend the same high level of service that our customers in the USA and Europe have enjoyed for years.”

The new facility, conveniently located near transportation services in the town of Lerma, just outside of Mexico City, will be headed by Abraham Levit. “I have great confidence in Abraham, ADJ Mexico’s new General Manager,” Velazquez adds. “Abraham has over 25 years of experience in the entertainment lighting business and we are proud to have him join our group of companies.” Managing Elation Professional’s and Acclaim Lighting’s sales rep network in Mexico is International Sales Manager John Lopez while Ernesto Velazquez manages the region for ADJ.

The new ADJ Products Group Mexico facility is located at AV Santa Ana 30, Parque Industrial Lerma, Lerma, Mexico 52000. With its opening the ADJ Group now operates warehouse and showroom facilities in Mexico, the Netherlands, and on both U.S. coasts.

About ADJ Group

Los Angeles, California-based ADJ Group has grown into a diversified global enterprise that includes five successful companies: ADJ, Elation Professional Lighting, Acclaim Lighting, American Audio and Global Truss America / Duratruss. Collectively, these companies provide lighting, audio and staging products for nightclubs, discos, mobile entertainers, bands, concert tours, theatre productions, TV shows, cruise ships, churches, trade shows, architectural applications and more. With offices on five continents, the company has earned an international reputation for quality, reliability and value, and is credited for many breakthroughs that have occurred in the professional lighting industry over more than 30 years.

For more information, contact:

ADJ Group

6122 S. Eastern Avenue
Los Angeles, CA 90040
USA

www.adj.com

www.elationlighting.com

www.acclaimlighting.com

www.globaltruss.com

www.americanaudio.us