



Energy Focus, Inc. Launches New Website and Rebranding

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SOLON, Ohio, Sept. 06, 2017 (GLOBE NEWSWIRE) -- Energy Focus, Inc. (NASDAQ:EFOI) a leader in energy-efficient LED lighting technologies, is pleased to announce it has completed its rebranding process, which includes the launch of its new website www.energyfocus.com, a sharpened and refined mission statement and vision, and a new strategic sales strategy.

Building on decades of lighting experience, Energy Focus has a proven track-record of award-winning success, continuing to set industry standards for innovation and quality. To better reflect its position at the forefront of innovation, the new corporate identity provides a solid foundation for effective brand activation in the marketplace.

The company's new visual branding elements place crisp colors and vibrant imagery against a backdrop of minimalistic design, to closely align with the company's sharpened focus on innovative LED retrofit technologies for the most demanding applications where performance, quality and health matter. To help achieve its new brand identity, Energy Focus worked with Minneapolis-based communications agency [Yamamoto](#), to develop the new Energy Focus branding package.

In addition to its new website and rebranding efforts, Energy Focus is taking a new approach to commercial sales, implementing an agency distribution strategy. Larry Fallon, the newly appointed Senior Vice President, Sales and Marketing, is spearheading this initiative. Fallon has over thirty years of experience in the lighting industry and has successfully implemented similar sales strategies in the past. Fallon said, "Agencies have already established local business partners and have a solid distribution base in their territories. By utilizing our new agency model, we are able to increase our exposure in the market, making more potential customers aware of our technologically superior product line."

Dr. Ted Tewksbury, Chairman, Chief Executive Officer and President, added, "Energy Focus is a very different company than it was six months ago, and our new branding and website reflect these changes. The revitalized Energy Focus builds on the company's heritage of high performance, military-tough quality, and long lifetime with an exciting new roadmap of advanced lighting and retrofit solutions. Our products enable customers in a broad range of vertical markets, including commercial and industrial, healthcare, education, government, and military/maritime, to run their facilities with greater energy efficiency, productivity, and wellness. In order to reach more potential customers we have transformed our sales organization into a national network of Energy Focus-trained sales agencies, representatives, distributors, and channel partners. Our new website will make it easier for our customers and our channel partners to choose the right products for their applications and to stay abreast of the exciting new developments at Energy Focus."

With greater market penetration and a refreshed image, Energy Focus is excited to approach sales with revitalized energy. The new energyfocus.com delivers a quick and comprehensive view of the LED lighting products and innovations Energy Focus offers, as well as, an extensive database of resources to educate customers on the wide range of benefits of LED lighting.

We invite you to visit the new www.energyfocus.com, and connect with us @EnergyFocusInc on Twitter, or join the conversation on our [Facebook](#) and [LinkedIn](#) pages.

ABOUT ENERGY FOCUS

Energy Focus is an industry-leading innovator of energy-efficient LED lighting technology. As the creator of the first UL-verified low-flicker (<1%) LED products on the U.S. market, Energy Focus products provide extensive energy and maintenance savings, sustainability benefits, and health and safety improvements over conventional lighting. Our customers include U.S. and foreign navies, U.S. federal, state and local governments, healthcare and educational institutions, as well as Fortune 500 companies.

Energy Focus is headquartered in Solon, Ohio, with a product development center in Taipei, Taiwan. To learn more about Energy Focus, please call 1-800-327-7877 or visit www.energyfocus.com.

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[Primary Logo](#)

Energy Focus, Inc.