



Contact:

Marian Hughes,

Tier One Partners

708-246-0083

[mhughes@tieronepr.com](mailto:mhughes@tieronepr.com)

## **LBL LIGHTING HIRES MICHAEL HOWELL AS WESTERN REGIONAL SALES MANAGER**

### *Choice Reinforces Company's Commitment to Depth of Experience, Highest Level of Service*

**CHICAGO, March 1, 2011** — [LBL Lighting](#), a Chicago-based manufacturer of premium [decorative lighting](#), announced today that Michael Howell has been named Western Regional Sales Manager.

Howell will be responsible for sales in all U.S. states west of the Mississippi River, except for Arkansas and Louisiana, and will also manage representatives in the western Provinces of Canada.

“Michael strengthens our sales team with his experience in large sales organizations that are comprised of independent sales agencies,” said Steve Sorensen, general manager of LBL Lighting, to whom Howell will report directly. “He understands the needs of our customers across the full range of distribution channels we serve, including Commercial, Specification, Showroom, Internet and the DIY market. Because of this knowledge, he will deliver the depth of knowledge and quality experience that LBL Lighting is all about.”

Howell has 20 years of experience in the lighting and electrical distribution industries, most recently with Maxim Group's ET2, where he was director of sales and marketing. There he supervised the national sales manager and more than 45 sales agencies, as well as provided technical support for consumers and customers. Howell also was with Philips Group's Forecast Lighting as Western Regional Manager, where he managed 24 independent showrooms and eCommerce sales agencies plus a parallel commercial specification sales force of 21 offices. Under his leadership, territory sales grew more than 50% in three years. Prior to that, Howell was an account manager at Lightolier in Portland, where he provided sales coverage to electrical distributors, commercial electrical contractors and lighting specifiers as well as internal sales team management support.

Howell will oversee 36 representatives for the company; the region represents more than 1,500 accounts for LBL Lighting.

### **About LBL Lighting and Encompass Lighting Group:**

Headquartered outside of Chicago, LBL Lighting has been designing and manufacturing the most novel and creative lighting in the industry for more than 40 years. The company's diverse portfolio of [lighting products](#) includes [decorative glass pendants](#) and [chandeliers](#), modern European designs, ground breaking [LED](#) products, [architectural heads](#), and [indoor and outdoor wall fixtures](#). LBL Lighting is a part of the Encompass Lighting Group, a Generations Brands company. LBL Lighting's products can be found in

lighting retailers and through sales representatives across North America. For more information, visit [www.lblighting.com](http://www.lblighting.com).

**About Generation Brands:**

Generation Brands is one of America's leading companies serving the lighting, electrical wholesale, home improvement, home décor, and building industries. The company has an outstanding portfolio of fashionable and functional lighting fixtures, ceiling fans, and decorative

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