



**PRESS RELEASE**  
September 24, 2015



Kevin Purcell, Area Sales Manager at Tridonic\*

## **Tridonic appoints experienced industry professional to new sales role**

Tridonic UK has announced the appointment of Kevin Purcell, formerly of Helvar, to the role of Area Sales Manager for both linear and LED components to the lighting industry. Having spent 27 years with his previous employer, most recently as UK Sales Manager, Kevin brings with him extensive knowledge and an in-depth understanding of all aspects of the UK lighting industry.

Commenting on his move, Kevin Purcell said; "In my opinion Tridonic are the market leaders for the development of LED components, lighting and control products. The LED market, in particular, is growing at a rate that requires innovation and speed in order to bring the latest technology to the market and to support customer's rapidly evolving requirements.

"We are delighted that Kevin has decided to join us at what is an exciting time for not only Tridonic but also for the wider lighting industry. Lighting is becoming smart and the next generation of Tridonic products that are under development

at the moment will take intelligent lighting to a new level in the next couple of years," commented Richard Strode, Managing Director, Tridonic.

For more information about Tridonic's full range you can now visit The Building Centre where there is a permanent display of some of the company's most innovative products or visit the website [www.tridonic.com](http://www.tridonic.com)

### **About Tridonic**

As a leading international supplier of intelligent and efficient lighting solutions, Tridonic supports its customers and business partners on their journey to greater success with intelligent, impressive and sustainable lighting. Our components and lighting systems offer the highest quality, absolute reliability and considerable energy savings, giving our customers a distinct competitive advantage.

Tridonic constantly brings innovations and state-of-the-art lighting systems to market. More than 95 percent of our R&D projects are devoted to the development of new LED systems and technologies for networked light. Thanks to our expertise and know-how in vertical lighting applications (in retail outlets, offices, educational establishments, outdoor installations and industry, for example), leading luminaire manufacturers, architects, electrical planners, lighting designers, electrical contractors and wholesalers place their trust in Tridonic for their indoor and outdoor lighting.

Tridonic is part of the Zumtobel Group and has its headquarters in Dornbirn, Austria. In the 2014/15 fiscal year, Tridonic achieved sales of 393.8 million euros. 1,750 highly qualified employees and sales partners in 51 countries throughout the world are committed to the development and introduction of new, intelligent and networked lighting systems. With over 40 million light points installed per year, Tridonic is ideally placed to position lighting as a key element and important infrastructure for networking more than just light (the internet of things).

For more information about Tridonic visit [www.tridonic.com](http://www.tridonic.com) or view a range of product related videos at <https://www.youtube.com/user/Tridonic/feed>

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\* High quality jpeg available on request

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