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MEDIA ADVISORY

Optronics Releases New 2014 Vehicle Lighting Catalog

Bold, new lighting designs and expansion of broad product offering highlight Optronics' unique position as America's largest offshore vehicle lighting manufacturer.

TULSA, Okla., USA (Mar. 11, 2014)—[Optronics International](#), America's largest offshore vehicle lighting manufacturer, announced the release of its new 2014 Lighting Product Catalog today. The 276-page document features 523 new products among the 3,095 total SKUs cataloged. In addition to the physical catalog, Optronics has made the content available in the form of a [downloadable PDF](#), and all product data is also searchable on the company's website.

Notable product additions underscore technical and styling advances made since the last catalog release in 2012. There are 166 new, high-style GloLight brand products, featuring patented light diffusing material that gives them a distinctive, smooth, brightly glowing appearance on the periphery of the lens. The popular Panelite Millennium Series brand has 24 new SKUs featuring GloLight technology, the first product expansion since the series' introduction in 1998.

“We are carefully listening and swiftly responding to marketplace needs with high-quality products that are setting new standards for competitive pricing,” Brett Johnson, president and CEO of Optronics International, said. “Optronics is aggressively postured to pursue new product development, tooling and speed to market, and our new catalog is a testament to that fact.”

The catalog also includes significant expansions in the white LED lighting arena, including one of the industry's widest arrays of interior LED trailer lighting and a full line of interior and exterior LED RV lighting. Powerful, new Opti-Brite brand white LED work lamps, and LED headlamps designed exclusively as plug-and-play aftermarket replacements for incandescent lamps, are also featured.

The new catalog reflects dramatic increases in the organization's conspicuity tape offering, through a new strategic alliance with category leader [Reflexite](#). In fact, the increase in the conspicuity tape product line is so significant that new pages covering the topic were added to the catalog's FMVSS Lighting Requirements Section. As a byproduct of the classification's expansion, a separate Conspicuity Tape Mini Catalog has been developed by Optronics.

Also new to the Optronics' catalog are a variety of stand-alone, interactive “try me” packaging options. The company, in support of its retail channel partners, developed the push-button-activated packages. The packages are designed to be displayed in both on-shelf and hanging environments.

Optronics currently sells its products through an extensive [distribution network](#) of more than 12,000 top-quality distribution locations nationwide. The company also reaches markets through Internet-based retailers serving a broader vehicle and transportation audience.

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“Optronics has impressed us with its professionalism, its products and its value proposition,” Britt Lancaster, vice president product management & replenishment for [TruckPro, LLC](#), said. “Having Optronics as part of our product offering gives our customers more choices and access to some of the highest quality, most advanced LED vehicle lighting technology in the world.”

The company has leveraged the advantages of international commerce to bring America the [best of all worlds](#) in the form of technologically advanced, yet competitively priced, lighting system solutions. Optronics is the only U.S. lighting supplier to combine leading-edge optical design, advanced manufacturing capabilities and a highly skilled offshore labor force to deliver greater value and lower prices to the marketplace.

“As the nation’s largest offshore vehicle lighting manufacturer, Optronics is in a category all its own,” Johnson said. “We have the manufacturing strength, R&D capabilities, experience with the global vehicle marketplace and price competitiveness that exceeds domestic manufacturers, while as a U.S. company founded in 1972, we also have the regulatory, distribution channels, product quality and manufacturing control that are simply unavailable from non-manufacturing import houses.”

Optronics has made a total commitment to designing and manufacturing corrosion-resistant LED lighting products, and 80 percent of the products in the new catalog are produced using solid-state, surface-mount device (SMD) technology. LED lamps using SMD are so resilient, they can continue to function even if their circuit board is completely submerged in water.

Optronics is so confident in the performance of the LED lamps in its new catalog, they offer a unique one-diode warranty policy. They guarantee that if even one diode fails during the course of a lamp’s operation, Optronics will replace that lamp with a new one.

To view a PDF of the new 2014 Lighting Product Catalog, please visit: http://optronicsinc.com/pdfs/2014oem_catalog.pdf

To view Optronics videos, please visit: <http://www.optronicsinc.com/theater.html>

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About Optronics

As America’s largest offshore vehicle lighting manufacturer, Optronics is a trustworthy, high-quality, widely available alternative to domestic lighting manufacturers and import houses. Founded in 1972, Optronics International is a premier worldwide manufacturer and supplier of branded industrial and commercial vehicular safety lighting products. The company specializes in interior and exterior LED, incandescent and fluorescent lighting for the marine, RV, trailer, HD and transit vehicle markets. The Optronics product catalog is among the most extensive in the industry. Optronics is headquartered in Tulsa, Okla., with manufacturing facilities in Annan District, Tainan, Taiwan, and Muskogee, Okla., U.S.A. The company has distribution facilities in Elkhart, Ind., and Ontario, Canada.