



Press Release

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ATLAS LIGHTING ENDORSES NEMRA POS STANDARDS

Carmel, IN, January 15, 2021

Atlas Lighting Products, a division of LSI Industries, has endorsed the NEMRA POS / POT Minimum Recommended Standards as part of its commitment to its reps.

Atlas, known for its quality, US made, indoor and outdoor lighting products, prides itself on being responsive to its distributors as well as its agency network.

Said Jon Blanchette, Atlas' Vice President of Sales, "Our reps are the face of Atlas to our distributor partners. As we've grown the importance of ensuring that our agents are paid appropriately using point of sale information from our larger distribution partners is critical to supporting our reps. We believe in an open and honest relationship with our reps and distributors and supporting POS standards is part of our commitment to our agency partners."

Jim Johnson, President of NEMRA, commented "On behalf of Atlas' reps, we appreciate their endorsement and commitment to the standards and to seeing that their reps are properly compensated for their sales efforts at endorsing distributors. The NEMRA POS minimum standards helps ensure a level of information consistency, can streamline processes and, through the POSConnection platform (www.posconnection.com) improve data flow to support compensation and information analysis."

For more information on NEMRA's POS initiative, to read the research and see which manufacturers and distributors have endorsed and adopted the standards go to <https://www.nemra.org/point-sale-initiative>.

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About NEMRA

NEMRA, the National Electrical Manufacturers Representatives Association, offers its members powerful resources for educational and professional development, networking, and new business opportunities. NEMRA combines the premier sales and marketing agencies in the electrical industry with the top manufacturers. Founded in 1969, NEMRA currently has over 650-member firms in the United States and Canada. For more information, visit www.nemra.org.