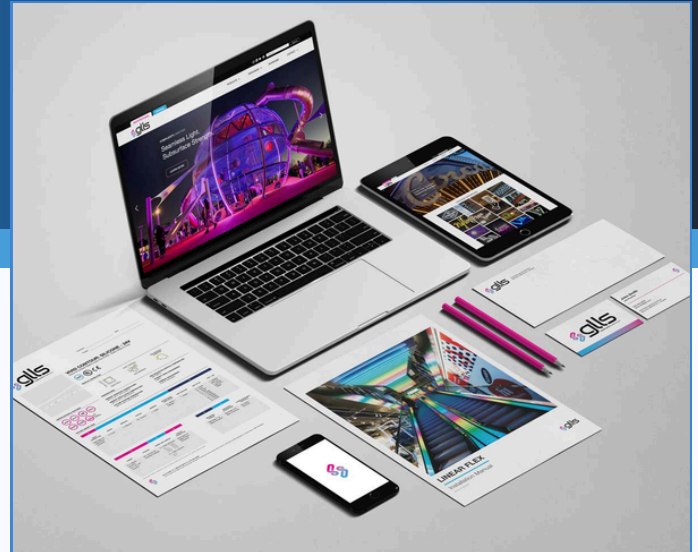
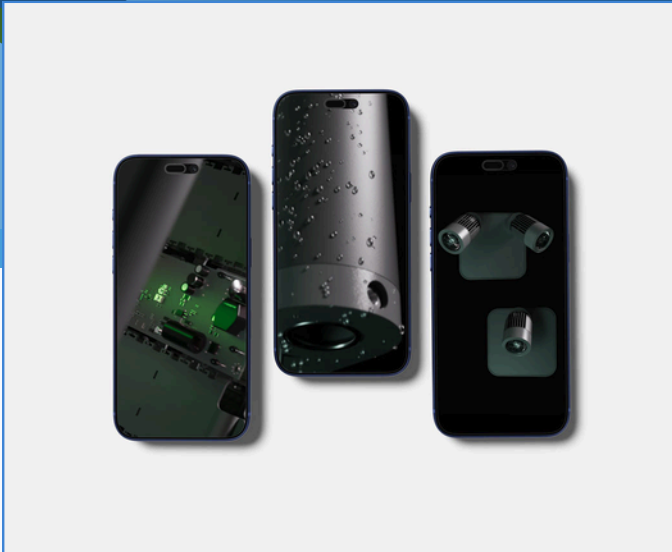




YOUR LIGHTING BRAND (YLB) *Creative Services for the Lighting Industry.*

Your Lighting Brand helps the lighting industry elevate online presence, illuminate a brand's journey, captivate an audience, and shine brighter in today's B2B digital landscape.



Collaboration, Creativity and Execution

- ✓ **Sales & Marketing Software** - The Lighting Exchange is the industry-standard communications platform that centralizes information shared between Lighting Manufacturers, Sales Agents & Specifiers, with a mission to create a more efficient and effective sales and marketing workflow.
- ✓ **Cloud-Based Sales Solutions for the Lighting Industry** - Complete the sales cycle journey with an enterprise-level suite of tools that will guide a project from design through the transaction.
- ✓ **Online Continuing Education** - Developing CEU courses that meet the strict standards and requirements of the American Institute of Architects, State boards, and other recognized trade and professional organizations affiliated with the North American.



Advancing lighting through communication, design, and technology.

Illuminating Your Brand with Expertise and Innovation

Key Capabilities

- **Industry Expertise:** Unlike other design firms, we specialize in the lighting industry—no need to teach us the ropes.
- **Comprehensive Services:** From website development to 3D visualization, photography, and digital marketing, we offer end-to-end creative solutions tailored for lighting professionals.
- **Proven Track Record:** We've partnered with hundreds of lighting companies, delivering impactful results and innovative designs.
- **Cutting-Edge Creativity:** Advancing lighting through communication, design, and technology—your brand deserves nothing less.
- **Tailored for Agencies & Manufacturers:** Whether you're an agency or a manufacturer, our services are designed to meet your unique needs.
- **Showcasing Excellence:** Highlight your products with stunning videos, brochures, and photography that captivate and convert.



“Your Lighting Brand specializes in both company and product branding leadership, from strategy and design to development and activation.”

Members gain access not just to Your Lighting Brand, but also to a comprehensive network of service providers designed to elevate your business. Together, we empower you to thrive in a competitive market.



Get Started with YLB

NEMRA[®]

Lighting