FOR IMMEDIATE RELEASE

Brazill Brothers & Associates to Represent Halco Lighting Technologies in the Northeast

Norcross, GA – April 16th, 2026 – Brazill Brothers & Associates a leading manufacturers' representative firm serving the electrical and lighting markets, is proud to announce that it has been appointed as the new representative for Halco Lighting Technologies throughout the Northeast region.

This strategic partnership expands Halco Lighting's presence in the Northeast while strengthening Brazill Brothers' portfolio of innovative, energy-efficient lighting and controls solutions. Effective immediately, Brazill Brothers & Associates will represent Halco Lighting Technologies' full range of commercial, residential and industrial lighting products, delivering local expertise, technical support, and responsive service to distributors, contractors, and end users across the region.

Halco Lighting Technologies has earned a strong reputation for delivering high-quality LED lighting, smart controls, and retrofit solutions that help customers reduce energy costs while improving performance and reliability. By partnering with Brazill Brothers & Associates, Halco gains a dedicated regional team with deep market knowledge and long-standing relationships across the electrical distribution and specification communities. Chris Brazill, President of Brazill Brothers, said, "The Northeast market is highly competitive and fast-moving. Halco aligns well with the level of responsiveness and support our partners expect. We're excited to introduce their portfolio to our distributor and contractor partners and drive growth across the territory."

"We are pleased to welcome Brazill Brothers & Associates as our representative partner in the Northeast," said Chris Chickanosky, CEO of Halco Lighting Technologies. "Their proven track record, customer-focused approach, and technical expertise make them an ideal fit to support our customers and drive continued growth in this important market."

Brazill Brothers & Associates will provide comprehensive sales support, product training, and technical assistance to ensure a seamless experience for Halco Lighting customers throughout the territory.

About Brazill Brothers & Associates:

Founded in 1951 in New York City by Burt Brazill Sr. and Bob Brazill, Brazill Brothers & Associates is a manufacturer's representative agency serving the electrical construction industry across the Northeast and Mid-Atlantic. The company has grown its presence throughout the region while building longstanding relationships with manufacturers, distributors, and contractors.

About Halco Lighting Technologies:

Halco Lighting Technologies is a leading manufacturer of energy-efficient lighting products including LED lamps, fixtures, and controls. Known for broad product availability, competitive pricing, and consistent quality, Halco is and has remained a trusted partner for electrical distributors and contractors across North America for over 50 years.

For More Information:

Matthew Allbritton: mallbritton@halcolighting.com
Robert Gluck: robert@brazill.com

Handling NY
Joe Noto: josephn@brazill.com
Michelle Killory: michellet@brazill.com

Handling PA
Zach Inverso: zachary@brazill.com
James Pompeo: jamesp@brazill.com

Handling DC
Summer Miles: summer@brazill.com