Halco Lighting Technologies Appoints ElectroRep, a Division of Electris360, as Manufacturer's Representative in California and Northern Nevada

Norocorss, GA — March 2, 2026 — Halco Lighting Technologies today announced the appointment of ElectroRep, a division of Electris360, as its exclusive manufacturer's representative serving California and Northern Nevada. The partnership strengthens Halco's presence in the Western Region and supports electrical distributors, contractors, and specification partners across the territory.

Through this partnership, ElectroRep will represent Halco's full portfolio of commercial and residential lighting solutions, including its fast-growing line of selectable and controls-ready products. Customers throughout the region will benefit from more product awareness, specification support, and streamlined project assistance.

Halco's solutions are engineered to simplify lighting selection and installation, with many products featuring selectable wattage and CCT capabilities, DLC, UL/ETL, ENERGY STAR, and Title 24 compliance, and strong warranty support. Combined with Halco's nationwide warehouse network and same-day shipping capabilities, the partnership is designed to help distributors and contractors complete projects efficiently and confidently.

"We are excited to partner with ElectroRep to represent our brand in California and Northern Nevada," said Chris Chickanosky, CEO of Halco Lighting Technologies. "Their deep market relationships, technical expertise, and commitment to customer service align perfectly with Halco's mission to deliver reliable, innovative lighting solutions backed by strong inventory and responsive support."

Scott Holtgrieve, Regional Vice President of ElectroRep, added, "Halco is a respected brand known for product quality, flexibility, and fulfillment strength. We're proud to represent a manufacturer that helps our distribution partners reduce inventory risk, respond quickly to contractor needs, and win more business. Together, we look forward to driving growth and delivering value throughout the region."

ElectroRep will provide sales support, product training, project assistance, and ongoing collaboration with distributor and contractor partners across the territory beginning in March.

About ElectroRep

ElectroRep, a division of Electris360, is a premier manufacturer's representative agency serving electrical distributors, contractors, and specification professionals. Focused on delivering growth for its manufacturing partners and customers, ElectroRep provides market expertise, technical support, sales training, and project development assistance across its territories. The organization is committed to building strong partnerships that drive market share, operational excellence, and long-term success. Visit https://ElectroRep.com/ for more information.

About Halco Lighting Technologies

Halco Lighting Technologies, headquartered in Norcross, Georgia, is a leading provider of innovative, energy-efficient lighting solutions for commercial, industrial, and residential applications. With a legacy of quality and performance, Halco offers a comprehensive portfolio of LED lamps, fixtures, controls-ready solutions, and retrofit products designed to meet evolving market demands. Backed by nationwide distribution centers, strong warranties, and dedicated customer support, Halco is committed to helping customers light their projects with confidence. Visit https://www.halcolighting.com/ for more information.

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