



Heidi De Lucchi, Northern Sales Manager, Tridonic Distribution. High res jpeg available on request.

Tridonic Distribution appoints Heidi De Lucchi as northern sales manager to service OEM market

Tridonic Distribution has appointed Heidi De Lucchi to the post of Northern OEM Sales Manager. In this role, Heidi will develop Tridonic Distribution's business with OEMs to the north of the county and also those located in Ireland and Scotland. The company is a specialist distributor to OEMs in the lighting sector for the full range of Tridonic products alongside luminaire connector products from Electro Terminal and Lumitech's extrusions and refrigeration lighting products.

Luke Arter, Sales Director, said;"Heidi brings with her extensive knowledge of the lighting industry and understands the challenges that the OEMs are facing in this rapidly changing market. We are delighted that she has joined Tridonic Distribution and look forward to working with her to develop new opportunities."

"I'm really excited about joining Tridonic Distribution and it gives me great scope to develop my career. Tridonic is a well respected name in the industry with a great range of LED and conventional lighting components, associated drivers and controls and that combined with the specialist support we provide is a great offering for the OEMs;" said Heidi.

Prior to joining Tridonic Distribution, Heidi held a similar role with Harvard Engineering. Although qualifying as a criminologist, she has always worked within the lighting industry.

Background

Tridonic Distribution was established in January 2005 to improve the levels of services to smaller players in the lighting market. Operating as a specialist independent distributor under the Tridonic banner, the company has access to the full range of products and expertise but has the autonomy and flexibility to respond to the specific needs of its own customer base. In addition to the full Tridonic range the company also distributes luminaire connector products from Electro Terminal and Lumitech for extrusions and refrigeration lighting products.

The main Tridonic website, www.tridonic.com carries comprehensive product information for the company's entire range.

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AC/Tri 020