

ENLIGHTEN Wins the 2008 “Best of the Best” Marketing Award



Hawthorne, NY, August 12, 2008 - Wiedenbach-Brown's (WB) ENLIGHTEN magazine was awarded The Electrical Distributor (TED) magazine's prestigious "Best of the Best" marketing award for best publication at the National Association of Electrical Distributors (NAED) conference in Chicago.

The "Best of the Best" Awards represent the finest marketing efforts in the electrical industry for marketing campaigns occurring in the year 2007. Of the record 448 entries and the 43 awards presented this year, only one distributor was selected to represent the best marketing publication of the electrical industry. This is the first marketing award that WB has ever received. The formal industry recognition is a testament to WB's dedication to providing their clients with innovative lighting and electrical solutions.

ENLIGHTEN - The Journal for Lighting Decision Makers, is a landmark event for the lighting community because it's a magazine that discusses lighting opportunities with business people in the language of business.

When developing the magazine, WB started with the premise that light is a commodity but lighting is an asset. ENLIGHTEN is a useful tool that provides guidance about lighting design, technology, sustainability, maintenance and disposal. Readers will be able to discover their opportunities, how to capture them, and what questions to ask their service providers to maximize the effectiveness of their lighting assets.

With the success of the premiere issue, WB plans on publishing ENLIGHTEN annually for their clients, vendors and the general lighting community.



To receive a copy of ENLIGHTEN, please contact us at WB:

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TED Magazine's "Best of the Best" Winner