



ChannelBrite moves from Franchising to a Dealer Network

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ChannelBrite Corporation which makes and distributes their patented ChannelBrite Permanent Outdoor LED Lighting Systems has recently moved from setting up Franchises to setting up a Dealer Network.

This move is on the heels of the continued success of the ChannelBrite Permanent Outdoor LED Lighting Systems both in the Midwest as well as nationally. “The interest from several differing businesses across many industries has helped us make the decision to move to a Dealer sales model to quickly roll out ChannelBrite nationwide,” says National Sales Manager for ChannelBrite Brian Flynn. “It really seems that ChannelBrite is a better fit as an add-on product line to a successful business than as a stand alone business,” Flynn says. Businesses that specialize in outdoor lighting, Christmas lighting, gutter installations and home automation are just a few of the industries that are seeing the natural fit of ChannelBrite to their existing customer base.

ChannelBrite is looking at an aggressive growth plan that will see them at close to 35 dealers across the country by the end of 2008 and about 100 by year’s end 2009.