*ELEKTRA USA*

**Making the American market shine**

***ELEKTRA, the European trendsetter in design-oriented lighting systems, has been based in Wilmington, North Carolina, for a year now. As a specialist for intelligent and sustainable lighting solutions, the company inspires with innovative concepts that have the potential to revolutionize the US lighting industry.***

In the USA, the lighting industry is on the verge of radical change: with ELEKTRA at their side, furniture manufacturers and shopfitters have gained a competent, reliable partner that stands for exceptional design and top quality. The company brings decades of expertise and a diverse portfolio of high-quality lighting solutions - for residential, commercial and industrial applications.

**Interplay of innovation and elegance**

European lighting systems are known for their combination of advanced technology and timeless design. This also applies to ELEKTRA's products: from energy-efficient LED lights to smart home-compatible concepts - the range meets the growing demand for sustainable, aesthetic and functional lighting solutions in the USA. And best of all, they are easy and cost-effective to install.

The high-quality systems from ELEKTRA are “Designed in Germany” and UL-certified. This makes them ideal for the American market. The local team has the appropriate know-how for the country-specific requirements. The office building in Wilmington, North Carolina, has an external warehouse to ensure fast delivery. ELEKTRA ensures reliable service through additional trading partners.

“Entering the US market is an important milestone for us,” emphasizes Boris Niessing, Managing Director of ELEKTRA GmbH in Germany. “We are looking forward to introducing our pioneering solutions to a new audience and making the lighting market in America shine!”

*1.808 characters incl. spaces*

**Service for editorial offices**

 ***Meta Title:*** *ELEKTRA: Lighting systems for the US market*

***Meta Description:*** *High-quality light for the USA: ELEKTRA's subsidiary supplies furniture manufacturers and shop fitters with innovative lighting systems.*

***Social media posting:*** *High-quality light for high demands: ELEKTRA USA in Wilmington, North Carolina, supplies intelligent, sustainable lighting systems for local furniture manufacturers and shop fitters.*

**Captions:**



 **Photo 1:** High-quality lighting systems for the USA: With the European manufacturer ELEKTRA, furniture manufacturers and shopfitters gained a competent, reliable partner.

 **Photo 2:** The design-oriented profile light LD 8288 blends harmoniously into many environments.

**Picture credits:** ELEKTRA GmbH

**The high-resolution image material is available** [**here**](https://newcloud.a1kommunikation.de/index.php/s/Oj7p8VKNLtxsqGu) **to download.**

**About the company**

ELEKTRA GmbH, a member of EHLEBRACHT Group, is a leading German manufacturer of technically innovative, highly functional lighting systems and a system supplier for plastics and electrical engineering in the furniture, kitchen, store outfitting and industry. Alongside the highest product quality, the company also strives for an environmentally friendly approach. ELEKTRA not only focuses on intelligent solutions, but also on increasingly sustainable manufacturing processes. With 1,200 employees worldwide in Germany, USA and China, ELEKTRA supplies its worldwide customers with ready-to-connect lights and lighting systems as well as products for OEM partners. For more information, see: [www.elektra.de/en](http://www.elektra.de/en/)

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