



FOR IMMEDIATE RELEASE

ESA Takes Halco Lighting Across the Southeast — Alabama, Georgia, and the Florida Panhandle

Nashville, TN – February 23rd, 2026 – The Southeast electrical market just got a lot brighter. Electrical Sales Associates (ESA) today announces its expanded representation of **Halco Lighting Technologies** into Alabama, Georgia, and the Florida Panhandle, taking a proven Tennessee partnership and running it all the way to the Gulf and opening the door to the same outstanding outcomes across the broader Southeast market.

Halco Lighting Technologies brings a comprehensive portfolio of energy-efficient LED lamps, fixtures, and controls built for distribution, backed by strong availability, and priced to compete. With ESA's dynamic sales team on the ground and Halco's own regional support behind every interaction, distributors across Alabama, Georgia, and the Florida Panhandle now have a full-service lighting partner ready to deliver.

Key Highlights of the Expansion:

- **Expanded Territory Coverage:** ESA's Halco representation now spans Tennessee, Alabama, Georgia, and the Florida Panhandle creating seamless Southeast coverage for distributors and their customers.
- **Single Point of Contact:** All orders, quotes, product inquiries, samples, and training requests for Alabama and Georgia are directed to Hannah Bailey, ESA Lighting Specialist, at **Lighting@ESA-REPS.com** — a dedicated resource to ensure a frictionless transition and rapid response.
- **Manufacturer-Side Support:** ESA's distributor team is supported by Halco's regional team in Matthew Allbritton, Regional Sales Manager, and Colin Mcleod, Inside Sales, ensuring alignment between manufacturer and rep agency.
- **Proven Southeast Expertise:** With 30 experienced associates, 40+ years in Southeast electrical markets, and deep distributor relationships across the region, ESA is positioned to accelerate Halco's growth in Alabama and Georgia.

Josh Masters, President of ESA, commented, "Halco is a premier lighting manufacturer our distributor partners have come to trust in Tennessee, and we're excited to bring that same depth of support to the Southeast. With Hannah Bailey managing day-to-day inquiries and the full backing of Halco's own team with Matthew Allbritton and Colin Mcleod, our customers will have everything they need to sell Halco with confidence. This expansion reflects exactly how ESA operates — deliberate, supported, and built for the long term."

Chris Chickanosky, President, Halco Lighting Technologies, commented, "We're thrilled with ESA's expansion of Halco Lighting Technologies into Georgia, Alabama, and the Florida Panhandle. Building on our strong Tennessee partnership, this allows us to bring innovative lighting solutions and controls to more Southeast customers. At Halco, we see a bright future ahead with ESA leading the way."

For more information about Halco Lighting Technologies or to explore ESA's full range of represented products, please visit www.esa-reps.com or www.halcolighting.com.



About Electrical Sales Associates:

Founded in 1983, ESA has grown to be a best-in-class agency, selling superior electrical products to distributors across Alabama, Georgia, Tennessee, and the Florida Panhandle. With a focus on innovative and labor-saving solutions, ESA is dedicated to enhancing the electrical industry through exceptional service and partnership. ESA is a proud member of NEMRA.

*ESA's work is grounded in four principles: **Best People** — experienced, accountable professionals who show up prepared; **Partnerships** — long-term relationships built on doing what we say; **Strategy Alignment** — coverage and communication aligned to manufacturer goals; and **Technology & Training** — continuous investment in AI and data-driven systems that improve accuracy and insight.*

About Halco Lighting Technologies:

Halco Lighting Technologies is a leading manufacturer of energy-efficient lighting products including LED lamps, fixtures, and controls. Known for broad product availability, competitive pricing, and consistent quality, Halco is a trusted partner for electrical distributors and contractors across North America.

Contact:

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