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MEDIA ADVISORY

Optronics Introduces Industry's First Custom Logo Stop, Tail, Turn Lamps Featuring GloLight Technology

*Optronics uses signature GloLight optics to create stunning branded lighting
that can incorporate a manufacturer's, carrier's or product's logo.*

TULSA, Okla., USA (Oct. 22, 2019) — [Optronics International](#), a leading manufacturer and supplier of heavy-duty LED vehicle lighting, announced that it will be displaying the industry's first stop, tail, turn lamps with integrated graphics. The new lamps merge brand identities into the lighting design, juxtaposing a smooth GloLight lens appearance against a more traditional LED pattern. Examples of the new four-inch round and six-inch oval stop, tail, turn lamps will be displayed publicly for the first time in booth 2547 at the North American Commercial Vehicle (NACV) Show 2019.

GloLight technology allows Optronics to consolidate even complex graphics into the functional operation of the lamps. The new lamp's traditional LED-style lens pattern surrounds the logo graphic in the middle of the lamp. The GloLight logo portion of the lamp illuminates when operating in its standard function as a tail lamp, and when the lamp's turn signal or brake functions are in operation, all portions of the LED lamp brighten.

"This is an industry first and a novel use for our GloLight technology," Brett Johnson, president and CEO of Optronics International, said. "Logos and branding have been widely incorporated into conspicuity tape for decades, so the migration to lighting is a logical one."

Marketing professionals also recognize that the four-inch round and six-inch oval lighting formats are among the most noticeable features on any vehicle. "Whether you're consciously aware of it, if you're driving behind a commercial vehicle, particularly at night, you're constantly monitoring its tail lights," said Johnson.

Optronics employed its state-of-the-art 3-D printing capabilities in preparing prototypes for the manufacturers. The company also worked with a number of OEMs during the development of the lamp, including Vanguard National Trailer Corporation and Miller Industries.

"Over the years, we've continued to appreciate Optronics' innovative approach to vehicle lighting and were among the first trailer manufacturers to make their GloLight part of our standard lighting package," Charlie Mudd, president of [Vanguard National Trailer Corporation](#), said. "Optronics' technical, creative and pioneering spirit is evident in the design of these new lamps."

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The lamps offer users a broad level of creative design flexibility for those responsible for a company's branding, because the GloLight technology can be used in both red and white or a combination of both. Lens striations can also be used to achieve unique and complementary visual effects.

"Miller Industries is the world leader in towing and recovery equipment, and our vehicles are recognized around the globe," Will Miller, president and Co-CEO of [Miller Industries](#), said. "With the development of its new Custom Logo Stop, Tail, Turn Lamps, Optronics has presented us with another opportunity to further our brand's recognition and strength."

Optronics products are available in the U.S. and Canada through the company's extensive [distribution network](#) of more than 20,000 convenient distribution locations. Users can access individual Optronics distributor websites by simply clicking on their logo icons. For information on international sales and distribution of Optronics products, please contact Dorian Drake at +1 (914) 697-9800, or visit <http://doriandrake.com>.

To access high-resolution images of the Optronics' new Custom Logo Stop, Tail, Turn Lamps, please visit: http://www.optronicsinc.com/RESOURCES/ImageGalleries/Logo_Lights.aspx

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About Optronics

As the fastest-growing vehicle lighting manufacturer in the U.S., Optronics International attributes its success to delivering better value, better options and better lighting to its customers. Founded in 1972, Optronics International is a premier worldwide manufacturer and supplier of branded industrial and commercial vehicular safety lighting products. The company specializes in interior and exterior LED and incandescent lighting for the HD, trailer, transit vehicle, RV and marine markets. The Optronics product catalog is among the most extensive in the industry. Optronics is headquartered in Tulsa, Oklahoma and has an IATF 16949 certified manufacturing facility in Annan District, Tainan, Taiwan. The company also has ISO 9001:2015 certified manufacturing and distribution facilities in Muskogee, Oklahoma and Goshen, Indiana. Learn more at <http://www.optronicsinc.com>.

GloLight is a trademark of Optronics International.