

PRESS RELEASE



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Rev-A-Shelf Announces Promotion of Michael Shelly as Director of Lighting for Tresco Lighting®.

Louisville, KY., February 27, 2024 — Rev-A-Shelf®, the market-leading manufacturer of storage, organization, and L.E.D. lighting accessories, proudly announces the promotion of Michael Shelly to the role of Director of Lighting for Tresco®.

Michael Shelly boasts an extensive background spanning over 22 years in various realms of the electrical and lighting industry, encompassing distribution, independent agencies, and manufacturing. Before this appointment, he worked as the Market Development Engineer at Tresco®. He was Vice President of Product Management at Architectural Lighting Works (ALW USA), where his invaluable contributions significantly impacted product development and management strategies.

As the Director of Lighting, Michael will be responsible for overseeing all facets of L.E.D. lighting within the company or organization, encompassing strategic planning, product development from concept to launch (including research, design, testing, and manufacturing processes), market analysis, sales, marketing, customer relations to ensure satisfaction, and regulatory compliance. His role is pivotal in driving innovation, growth, and profitability within the L.E.D. lighting segment of the company.

"Tresco Lighting® has a proud history of innovation in the kitchen and bath industry. As incoming Director, I look forward to continuing this tradition." Michael Shelly said, "Our vision is to lead the transformation to low-voltage solutions through innovative systems that enhance our lives. Our focus will be on bringing to market products that simply and intuitively work for our customers where they work, shop, play, and sleep. We have a driven passion to provide the best customer experience, and I am excited to lead Tresco Lighting® in the fulfillment of this vision."

Michael served with distinction in the United States Marine Corps for four years, achieving the rank of Corporal in Supply Chain Management. His exemplary service garnered several accolades, including the National Defense Medal, Selected Reserve Medal, multiple Meritorious Mast awards, and a nomination for a Navy Achievement Award.

About Tresco® Lighting

Since 1989, Tresco® has been committed to exceeding market demand by developing innovative and affordable products reinforced by unparalleled quality and service. Winner of several industry awards, Tresco® is the leader in premier lighting solutions for residential and commercial millwork, including hospitality, store fixtures/displays, and backlighting indoor signage.

With in-house design, patented products, and over 30 years of "Innovation Through Illumination," their product offering has expanded to include cutting-edge products such as color-tunable and chip-on-board flexible lighting and wireless technology. In 2011, Tresco® was acquired by Rev-A-Shelf®, the leader in home storage organization located in Louisville, KY, to expand its product offering and customer base.