

Insight Lighting Launches New Website

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Rio Rancho, NM –Insight Lighting (Insight) announces the launch of its newly-redesigned website. The site, www.insightlighting.com, will highlight Insight’s unique American-made product line, featuring stadiums, airports, office buildings, museums and other projects that leverage the Insight advantage and serve as an innovative resource to the architectural lighting industry.

The new contemporary website design and improved features make for effortless navigation for Insight’s representatives and clients when searching through Insight’s wide range of high performance traditional lamp and LED lighting products. Rapid expansion has led to the company’s significant digital product enhancements.

“We have been fortunate to experience double digit growth the past few years. Our new website reflects the new and exciting markets we have entered, and revolutionary advancements in our traditional and digital product technology,” Reed Powers, Insight Lighting Senior Vice President.

The new website features a new market section, product/download pages and a regularly-updated press section. The press section will include new product announcements, media coverage and information about training and events where Insight will have a presence. One new feature sure to be popular is the Advanced Search component, providing access to information easier. There are also improved search results on the downloads page accompanied by Quick Links to resources including product brochures, spec sheets and IES files.

Insight has done its best to make the process of navigating through the new site as effortless and accommodating as possible. “The embedded micro-site linking Insight product offerings directly to our products on Auto Desk Seek’s Building Information Modeling is state of the art,” said Powers.

About Insight Lighting

Based in Rio Rancho, NM, Insight Lighting has been committed to exceeding expectations in lighting technology and setting new standards in performance and application for over 20 years. Keeping all production in the US, Insight is dedicated to creating the finest designs in linear architectural lighting, graphic displays, way-finding, luminous walls, ceilings and linear luminous lighting (Illusions). Insight has contributed to some of the world’s most notable structures. For a list a projects and products visit www.insightlighting.com.

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