



Viribright Lighting® expands their executive management team with New Vice President of Sales and Marketing, Kai Clarke

CORONA, CALIFORNIA, UNITED STATES OF AMERICA, October 6, 2016 /EINPresswire.com/ -- Viribright Lighting, Inc.®, the preferred, energy-efficient, long-life, LED light bulb replacement for GE, Sylvania, Philips, Cree and Osram LED light bulbs, is pleased to announce Kai Clarke has joined their executive management team as their new Vice President of Sales and Marketing.

"Kai Clarke is an outstanding addition to lead our Viribright sales and marketing team, as he brings a deep blend of both retail sales and marketing of consumer package goods and ecommerce retail sales and marketing experience," said President Camus Tsang. "I know Kai Clarke will work tirelessly with our internal and external partners to ensure the broad Viribright LED light bulb product lineup is strongly represented throughout our U.S. retail points of distribution."

As our new Vice President of Sales and Marketing, Kai Clarke brings more than 20 years of executive leadership and sales and marketing management experience to Viribright, with his proven expertise in electronic consumer packaged goods, LED manufacturing and retail sales and marketing, using traditional as well as social media and online technology platforms, to market and sell our products, noted President Camus Tsang.

"The application of our newly patented manufacturing expertise, along with our patented Viritrue technology offers an opportunity for our new vice president of sales and marketing Kai Clarke® to share with Viribright's global partners, tremendous savings on its new, patented, groundbreaking innovations in energy efficient, long-life, LED light bulbs through the introduction of our new energy-saving, extended life, Energy Star Certified, dimmable, super economy and contractor sized multi-packs of LED light bulbs using Viribright's proprietary Viritrue technology", according to Kai Clarke, the new Vice President of Sales and Marketing for Viribright.

"Viribright's patented, new, energy efficient, long-life, Energy Star Certified, super economy and contractor-sized multi-packs of high efficiency replacement LED light bulbs offer increased value and high brightness while lowering cost, by generating more lumens per watt with a higher Color Rendering Index (CRI) than similar LED light bulbs from GE, Sylvania, Philips, Cree, Feit and Osram." Kai Clarke continued.

Super economy and contractor-sized multi-packs of energy saving, long-life, Energy Star Certified, Viritrue® replacement LED light bulbs incorporating Viribright's newly patented technologies are available through Viribright® authorized retailers and distributors. For more information on purchasing super economy and contractor-sized multi-packs of Viribright® energy efficient, Energy Star Certified, long-life, high-bright LED light bulbs or how to become a distributor, please contact Viribright Lighting at: info@viribright.us or call 877-847-4276.

About Viribright Lighting®

Viribright Lighting is a subsidiary of Matrix Holdings Limited. Matrix Holdings Limited was established in 1979 and has been publicly traded on the Hong Kong Stock Exchange since 1994. Matrix Holdings Ltd. has world-class factories in China and Vietnam employing over 20,000 employees globally.

Viribright's new energy efficient, long-life, ultra-bright, Energy Star Certified LED light bulbs are the preferred replacement choice for GE, Sylvania, Philips, Cree, Feit and Osram led light bulbs. Viribright® is the leading brand of high value, ultra-bright, long-life, energy-saving, LED light bulbs which offer mercury free, energy-efficient, beautiful light, using patented Viritrue® advanced LED light bulb technology delivers higher Color Rendering Index (CRI) than similar LED light bulbs from GE, Sylvania, Philips, Cree, Feit and Osram. These new, long-life Viribright® LED light bulbs offer superior lumens per watt at a lower price than GE, Sylvania, Philips, Cree, Feit and Osram. Viribright's robust selection of high value, energy efficient, long-life LED lighting products are the next generation in new LED lighting technology. Please visit <http://www.viribright.com> for more information.

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