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## MEDIA ADVISORY

### **Optronics Receives Outstanding Performance Award from Nation's Largest Trailer and Truck Bed Manufacturer, ATW**

*Optronics was voted best among all suppliers by ATW's eight business units.*

Richardson, Texas, USA (Sept. 25, 2018) — [Optronics International](#), a leading manufacturer and supplier of heavy-duty LED vehicle lighting, was presented with the ATW Outstanding Performance Award. The coveted award was presented by Tim Ford, ATW's CEO, during the company's annual supplier conference.

The award recognizes superior performance among all suppliers to [ATW](#), and executives from each of the organization's eight business units voted in the competition. ATW management rated supplier performance in each of five categories, including delivery, quality, service, design and price/value.

"Optronics is one of our most distinguished supplier partners," Kishore Paluri, chief procurement officer of ATW, said. "Optronics exemplifies the performance we seek from every supplier, and our business units have independently taken notice and have recognized them for it."

Optronics began doing business with what are now ATW business units more than 15 years ago. As ATW coalesced, Optronics steadily expanded its relationship with the company and its multiple divisions, ultimately becoming the organization's primary lighting supplier.

"I see this as a very significant achievement for our entire team in customer service, shipping/ops, supply chain, sales, NPD and marketing," Brett Johnson, president and CEO of Optronics International, said. "But what makes me so proud is that each business unit voted on supplier performance and that we were recognized as the best in four of the five categories scored. I might add, we were up against some of the most elite suppliers in the industry."

Optronics serves all ATW business units with a complex, blended program. Optronics' program includes the advantages of low-cost drop-ship containers, with in-country customer support. Optronics also provides product development and product streamlining services.

Optronics has also focused on achieving efficiencies in customer service, shipping and the processing of warranty claims. Additionally, Optronics provides marketing support for participating dealers of ATW-branded products.

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“This is something for everyone involved to feel good about,” Marcus Hester, vice president of sales/marketing for Optronics International, said. “When you collectively set your sights high and then achieve your goal through teamwork, it makes you realize that you’re working with some great folks and for a great company.”

Optronics products are available in the U.S. and Canada through the company’s extensive [distribution network](#) of more than 12,000 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 a high-resolution image of the presentation of the ATW Outstanding Performance Award, please visit:

<http://www.optronicsinc.com/RESOURCES/ImageGalleries/outstanding.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>.

### **About ATW**

ATW is driven to reinvent the trailer industry. From humble beginnings in the Lone Star State, the company has grown to become the nation’s largest collection of trailer and truck bed manufacturers. ATW provides business management consulting with relation to strategy, financing, marketing, personnel and sales matters for manufacturers and distributors of trailers. The company specifically furnishes support to providers of logistics and other services related to trailers and to manufacturers and distributors of parts and components for trailers, especially regarding dump trailers, cargo trailers, tilt trailers, utility trailers, car hauler trailers, equipment trailers and deck-over trailers. Learn more at <http://www.atw.com>.