



GE Lighting Solutions
Steve West
Regional Sales Manager - Midwest
7422 Highwood Way
Hudson, OH 44236
USA

March 20, 2019

RE: ELUS Company

To whom it may concern:

This letter of recommendation and reference is for the ELUS Company and the benefits of a utility based manufacturing representative network. As an industry leader in the utility lighting market it has been imperative that GE utilize strong product representation for our legacy and new product offering. The right representative network will demonstrate a true selling advantage in a competitive market place.

In corporate America it is a frequent practice to outsource certain aspects of your business in order to reduce costs, achieve great efficiency and still be focused on your core competencies. When GELS decided to move to an independent representative network back in 2004, we were not certain of the end results. There were many compelling reasons from an economic stand point to make the move from factory representation and our commercial and industrial sales organization had experienced positive results in prior years. Looking back on the change, the economics behind the decision has been good but the sales growth with the rep organizations has been the most positive result. The manufacturer's representative firms provide professional engineering sales, share growth and extensive knowledge about their customers.

The ELUS Company has been my top-performing agency for 7 consecutive years and is my strongest new product sales performer. We endorse the ELUS Company because of their reputation, professionalism and experience as an electrical utility manufacturer's representative. Before we made this important decision we researched our available options in the Great Lakes territory. There was no other firm that compared to the expertise and strengths the ELUS Company offered. They truly are the best fit for our service needs. Our experience with ELUS has been excellent. The firm understands their market, listens to the voice of the customer, has a strong ability to gain product approvals and provides an all-around best in class service. Additionally, their sales team saves me time to focus on other areas of the country that need more assistance.

We would highly recommend the ELUS Company to any manufacturer looking for the professional path to sales growth in the Great Lakes territory. Their dedication to our company and the utility customers is second to none. If you have any additional questions about their organization or performance, please feel free to contact me.

Sincerely,

Stephen E. West

Steve West