

August 2023



Latest news and bulletin updates



Stand out with your stock

Have you ever noticed that the product offering from one electrical distributor to another is almost identical? If you are looking for a way for your stock to stand out and not be like everyone else, look no further.

Sunlite was started in 1980 and has since expanded to a product offering of over 13,000 different products.

With extremely competitive pricing and a well-rounded offering Sunlite is the perfect opportunity for you to stand out in an industry that is overwhelmed with the same products.

Sunlite offers a range of products from residential, commercial, and industrial lighting options.

If you are happy with your stocking partners right now, we understand. Then we can discuss project-based business as well. We have had great success with multifamily, residential, retail, office, light industrial, and other commercial projects.

If you want to offer a great product at a great price, let's have a chat. Contact your Rock River Lighting representative today to discuss how Sunlite may be right for you.



Innova Heaters offers a full range of infrared heaters at an incredible value and the best look in the market

Innova Heaters

A fantastic way to bring in additional revenue

As the kids head back to school the reality sets in that our warmer weather will not last forever. Though it may not feel like it right now, fall is approaching. Innova Heaters has a full offering of infrared heaters from 1500w to 6000w, along with décor plates, mounting options, and several control options.

Innova Heaters offers a fantastic stocking program that will give you additional discounting. Stocking Innova Heaters is a fantastic way to add profits to your company. If space is an issue Innova offers a smaller display that beautifully showcases their product, while taking up a very small footprint in your valuable retail display area.

With seven different décor face plate options and countless color options to match your project's needs, Innova is the best option for any job big or small. Fantastic for use in any outdoor space from residential to outdoor dining.

Innova has a painless option for electrical control boxes. They will custom configure a relay box for your project for 1 through 4 zones, and between 120V-480V. This will allow this product to be the perfect fit for any job.

If a simpler solution will fit your needs better, they also offer a full line of timers and wall controls.

Please reach out to your Rock River Lighting representative for more information.



Your full line control provider

If you missed the July issue go back and read it! IR-Tec has a full line lighting control catalog that is exactly what your stock inventory needs.



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Head over to LinkedIn and follow Rock River Lighting Agency for company updates, new products, and great job showcases for inspiration.

Next Month
RCA Commercial Electronics

We will discuss the many benefits of LLC through RCA and how their integrated controls are a fantastic option for offices, hospitalities, and healthcare.