Optronics Unveils New Website and Issues New 2019 Vehicle Lighting Catalog

Optronics’ new website and catalog have been designed to enhance user experience and to make products easier to identify, specify and order.

TULSA, Okla. (PRWEB) January 24, 2019 -- Optronics International, a leading manufacturer and supplier of heavy-duty LED vehicle lighting, today went live with the company’s new website featuring its newly-released 2019 Vehicle Lighting Catalog. Both the website and catalog will make it easier for users to select and obtain information on over 3,000 of the industry’s most advanced LED and traditional lighting products offered by Optronics.

The user interface developed for the new website is designed to maximize product search and drilldown capabilities, while minimizing the number of clicks needed. Advanced search tools enable users to quickly access item level product listings, and to quickly sort and filter by product features and brands.

Once products are located, users can use the print- and download-friendly content format to gather product-listing information. Product images can also be viewed, examined and rotated in high-resolution, three-dimensional detail.

“Our new website provides users with a powerful new tool that will allow them to locate exactly the product they are looking for,” Brett Johnson, president and CEO of Optronics International, said. “And that’s no small feat, when you consider that with more than 3,000 SKUs, Optronics has one of the largest inventories of vehicle lighting in the industry.”

Product listings on the website are updated in real time, providing the most timely and accurate information available. The website complements Optronics’ traditional 2019 Vehicle Lighting Catalog, which is also available on the website, in the form of a downloadable, searchable PDF.

Optronics’ catalog has been expanded from 308 pages to 388 pages in the new edition, and includes more than 500 new items. The new catalog will be shown for the first time at Heavy Duty Aftermarket Week (HDAW) 2019 in Las Vegas.

“Because of their convenience, portability and ruggedness, traditional print catalogs continue to be a favorite among dealers, distributors and many fleets,” Johnson said. “And even in technology-driven aftermarket business, the catalog rack remains an industry fixture.”

Among the new offerings featured on the website and in the catalog are a variety of innovative LED products. Optronics continues to be among the most prolific suppliers of new lighting technology to the commercial vehicle marketplace.

Recently introduced products include eight new LightGuide SKUs. Optronics’ patented Light Guide technology transmits LED light from one location in the lamp to another using optical principles similar to those used in fiber-optic technology.

Optronics’ Fusion LED combination lamp line was also expanded to eight standard items, with numerous lens and connector options. The patented Fusion LED combination stop, tail, turn and backup lamps use an optical
bridge that helps project LED light from one area of the lens to others during certain functions.

The catalog and website also feature 11 new LED warning lights that are being introduced at HDAW 2019. Optronics’ new warning lights feature multiple flash patterns and meet applicable SAE J595 and J845 Class 1 standards. All the lamps incorporate SMD technology and continue to set new industry standards for durability.

In addition, more than 20 unique new white LED lighting products are presented, including innovative entries in the LED headlight, light bar, off-road light and utility light categories. The website and catalog also feature many new interior vehicle lighting options. All LED products from Optronics come with no-hassle, one-diode lifetime warranty protection that will replace the lamp if even one diode fails.

The new website is live now and the catalog is available there now, and is scheduled to begin shipping in mid-February 2019.

Optronics products are available in the U.S. and Canada through the company’s extensive distribution network of more than 15,000 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 visit the website and explore the new online catalog, please visit: http://www.optronicsinc.com

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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.

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Online Web 2.0 Version
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