



Diversified Joins Forces with Essential Lighting in North Jersey!

Diversified, the largest lighting representative of Eastern PA, DE, and South Jersey, and **Essential Lighting** Associates of North Jersey have joined forces to provide local specifiers, contractors, distributors, and building owners with best-in-class design for their lighting and control needs. The newly combined agency will be known as the Diversified Group with separate regional entities of Diversified PHL and Diversified NJ, in respect of differences in line card and local personnel.

Michael Buchwald and Kenneth Noll will continue as principals of Diversified NJ driving day-to-day quotations and project business with Distributors and Contractors. Lance Hollner, who leads the Specification, Controls and Marketing Teams at Diversified Group and Brian Connors, who directly leads the Specification efforts, will add additional leadership to this newly combined agency. In addition, hiring has already commenced with at least four new specification and controls personnel coming onboard immediately.

“Our merger with Essential Lighting fulfills a long held goal of expansion so that we can better serve our customers doing business across all of New Jersey. It also enables us to preserve specifications coming out of Philadelphia and other surrounding territories”, explains Bruce King, CEO of Diversified Group.

Buchwald added “The joining of our agency with Diversified provided us immediate access to significant resources and capabilities, allowing Ken and I to greatly accelerate our efforts towards being the premier agency in North Jersey”.

In addition to joining the agencies and quickly growing the local team, Diversified NJ plans to add several new factories to their line card in the very near future. “Lighting Manufacturers appreciate our track record of success,” Hollner stated. “Further, most manufacturers agree the market will benefit from new representation options and are excited about our detailed expansion plans. We look forward to several upcoming announcements of factories joining Diversified NJ as well as other details yet to come.”

About Diversified & Essential

Diversified is a leading representative of high-quality lighting and controls. Counting all of Hubbell, Legrand, and Leviton’s lighting lines amongst their wide variety of solutions, their 80+ associates and four resource centers have been serving their customers for over 50 years.

Essential Lighting Associates acquired the territory from Electric Lighting Agencies in 2017, where they continued to represent ~ 70 lines, including Hubbell, Color Kinetics, Pinnacle, Ledra Brands, and Digital Lumens. With a new office and a resource center in Fairfield, this dynamic and growing team is better equipped than ever to provide complete lighting & control solutions to the North Jersey market.

For additional information, please contact Mike Buchwald or Ken Noll at 973-439-1524 or visit our current websites at <https://diversified-phl.com> and <http://www.essential-ltg.com>.