



Diversified Expands Controls & Service Capabilities with Acquisition of Ron Fogel & Associates

To provide the Design and Construction community of New Jersey, Eastern PA and Delaware with unified representation of Electronic Theater Controls (ETC) and a broader set of localized field services, Diversified proudly announces the acquisition of Ron Fogel & Associates (RFnA). Continuing forward as *Ron Fogel & Associates – A Diversified Company*, the RFnA sales team will work directly with the Diversified NJ specification team, and the broader Diversified Controls & Services team to deliver unparalleled design and integration solutions for Performance Architectural and Theatrical projects.

Ron Fogel offered the following thoughts, “I couldn’t be more excited to join the Diversified family. As lighting fixtures and controls continue to become increasingly integrated, I thought joining Diversified – a full-service lighting representative with considerable resource and reach – would best position the company and our partners for continued success. We are just getting started, but already earning some immediate wins!”

Mike Buchwald and Ken Noll, Principals for Diversified NJ, explained “We have partnered with Ron Fogel & Associates for many years, so this was a natural move to formalize our relationship in order to meet the considerable growth and importance of lighting controls in North Jersey. We are excited to partner with a powerhouse like ETC, and pair it with our other performance lines to create best-in-class solutions for our customers. In addition, when you combine this move with the multiple sales hires from last fall, we have now doubled the size of our team and are clearly positioned to be a top agency in North Jersey.”

Lance Hollner, Executive Vice President for Diversified, added “This move is a key part of our overall investment strategy for Diversified, and our continuous effort to represent the best manufacturers and provide complete solutions for our customers. Since last August, we have added 25 new lines to the Diversified NJ portfolio, and the addition of Ron Fogel & Associates unifies our performance controls offering and enables us serve customers in both territories with streamlined project support and industry leading design and field service options.”

Ron Fogel & Associates will continue to operate from their current office in Pompton Plains for the immediate future and can be contacted directly at 973-571-0300 or found at www.rfna.com. Diversified NJ, with their office and resource center located in nearby Fairfield, NJ, can be reached at 973-439-1524 and found at www.diversified-nj.com. Contact information for the other Diversified offices and line card for Eastern PA, DE, and South/Central NJ Territory can be found at www.diversified-phl.com.

About Diversified

Diversified has been a leading representative of high-quality lighting and controls for over 50 years. With regional resource centers in Philadelphia, Warminster, Fairfield, Allentown, Lancaster and Wilmington, Diversified has over 100 sales, design, and service professionals serving Eastern PA, DE and all of NJ. In 2019, Diversified was #1 in North American sales for both Hubbell and Kenall.