



PRESS RELEASE

Interview with Martin Upperton – Sales Director

Rize Enterprises is a privately owned company based in Long Island, NY. Since their start in 2003, they have steadily grown into one of the leaders in the manufacture and distribution of cable joiners and accessory products. Martin Upperton, Director of Sales, has been heading up the sales of Rize Kwik Locs since the company's inception. He was appointed by the President of Rize Enterprises Randy Hinden.

Q: Please tell us about the company and its products.

A: Rize Enterprises offers an array of cable suspension systems that are ideal for the lighting, electrical, entertainment and retail industries, just to name a few. We have increased our offering over the years and we offer end fixings such as Toggles, Snap Hooks, Looped Cable, as well as cables for LED flat panels and three and four legged hangers. In addition we have the capability to custom build canopy kits to your specification. As always, our Kwik Loc cable locks incorporates our patented quick release mechanism. This provides the user with a product that is easy to tighten, release and reposition.

Q: Describe your company's current marketing plan.

A: The whole industry is taking off with the idea of cable hanging systems which has already saved contractors an enormous amount of time as compared to traditional methods such as chain and threaded rod. So we wanted to take that a step further, how else can we make it easier. We found that the addition of an array of end fixings, and pre-packaged kits, even custom kits was ideal for our end users. Since no installation project is the same, the versatility of our offering comes into play. With pre-packaged kits, including pre-cut wire rope lengths it has taken the tedious math out of the install. Hanging 25 Highbay lights? Order 25 Highbay kits! It is quick and easy to ship and also to carry on the project site. We will continue to market our products directly to the contractor and distributor so that they are available throughout the country on a local basis.

Q: Do you have any special plans for the show?

A: Yes, to again try to focus on the array of our offering we have split our booth into four sections this year: Toggles, Snap Hooks, Canopy Kits and LED Hangers. We have lights hanging in each section so that the attendees can visit the section that best works for their needs and focus on the products specific to that application.



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Q: What makes your company different from the competition?

A: The essence of the Rize experience is our range of products for the lighting industry. We have a solution for nearly every type of installation. From LED flat panels to linear fluorescents and everything in between. We are very proud of the way we work with all levels of the lighting market, from the lighting engineer to the contractor and distributor to get the end user the best solution for their particular project. All of our Kwik-Locs feature a Release pin so that adjustments can be made easily without the use of tools. They are also rated at a 5:1 safety factor ratio and internally and independently tested to the strictest standards. Also, As I mentioned earlier, the kits are a big feature for our customers. The ability to customize what they want into a kit is undoubtable a key feature for them.

Q: How do you handle sales and/or distribution?

A: Our regional sales managers work closely with our customers. We use both lighting and electrical distribution channels for all our sales, we have always worked this way, it allows us to partner with industry leaders across the country to ensure the best advice and timely supply of product.

Q: How can our readers find out more about your company?

A: For more information, visit www.rizellc.com , call 631-930-7532 or stop by The Rize Enterprises Booth #225 at Lightfair in Philadelphia. We look forward to seeing you there.