



## **FOR IMMEDIATE RELEASE**

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### **NATIONAL ELECTRIC TAKING NEW GROUNDS IN SANTA FE**

SANTA FE, New Mexico (March 8, 2010) National Electric breaks ground on a new state-of-the-art facility serving Santa Fe and the northern New Mexico markets. The executive team, comprised of Rocklan Lawrence, Michael Loeppke, and Greg Dann, donned their shovels as they made the first mark at the company's new Santa Fe location. The facility is designed to showcase a variety of energy efficient products such as the NICOR Aluminator fluorescent lighting package installed with occupancy sensors. In addition, the building will feature a photovoltaic and wind turbine system which will allow National to take advantage of a renewable energy source. Customers will also have access to training and be able to observe all of these new technologies in operation.

"We have been expanding our efforts at National to meet the growing needs of our customers and the new demands in the marketplace," remarked Rocklan Lawrence, owner/CEO. "Our primary goal for this new facility was to provide a more central location with easy access for our customers so they can better serve their customers and project needs. With our expansion into the renewable energy products segment, our secondary goal was to provide a place where the industry can come learn and see these new technologies in action."

The new facility provides an 8,000 square foot high cubic capacity. This has allowed National to expand its depth and breadth of inventory. The building houses two loading docks and offers a specially coded door that leads to a dedicated inventory room that allows customers to pick up material after hours. National remarked how 24-hour availability is such an important service to its customers.

"Partnering with our customers to help them become more successful is our driving focus as we look to improve and expand our service capabilities. Sometimes customers just need access to material after hours. We felt this new facility provided an opportunity to for us incorporate that service in a new way," commented Lawrence.

National Electric is an independent distributor of lighting and electrical distribution products for the industrial, commercial, utility and residential market segments. Locally owned and operated in New Mexico, National has two locations in Albuquerque and Santa Fe. It maintains its inventories in over one million cubic feet of warehouse space. National's corporate headquarters are located at 2200 Midtown Place NE, Albuquerque, NM 87107.

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**PHOTO CAPTION:** Greg Dann, Rocklan Lawrence and Mike Loeppke break ground for National Electric's new facility in Santa Fe.