

## **Enerlites Unveils a Bold New Logo, Introduces Fresh Tagline, and Its Website Relaunch**

August 17, 2023 (Irvine, CA) – Enerlites, is proud to announce a significant brand evolution, heralding a new era for the company and its clientele. Today, Enerlites is introducing its modernized logo, an invigorating tagline - "Control, Charge, Connect", and a revamped website, ensuring an enhanced user experience for all its visitors.

The newly designed logo signifies a seamless blend of innovation and tradition. While it pays homage to Enerlites' rich legacy, it also embraces the company's forward-thinking approach. Modern, sleek, and memorable, the logo represents Enerlites' commitment to delivering top-tier, cutting-edge products and services to its global clientele. The distinctive purple color will help Enerlites to stand out from its competitors and make it memorable. The upward slant of its letters symbolize the upward growth Enerlites is experiencing. This modern and sleek logo represents Enerlites' commitment to delivering innovative, forward-thinking products.

The new tagline, "Control, Charge, Connect", succinctly captures the essence of what Enerlites offers. Enerlites empowers its clients to take control of their electrical solutions, provides them with the resources to charge their devices efficiently, and ensures they stay connected in this fast-paced digital era.

Enerlites' CEO Angel Zheng remarked on the unveiling, "The essence of a brand can often be distilled into a single phrase. 'Control, Charge, Connect' not only echoes our offerings but our commitment to setting industry standards. It represents the triad of our core capabilities, and underlines our dedication to staying at the forefront of technological advancements."

With user experience at its heart, the relaunched Enerlites website offers streamlined navigation, enriched content, and a mobile-responsive design. Visitors can expect quicker access to product information, easy-to-find resources, and an aesthetically pleasing interface that resonates with the new brand identity.

"Our digital presence is more crucial than ever. This website overhaul ensures our users have the best possible online journey when they engage with us," remarks Keilani Holton, marketing manager.

### **About Enerlites**

Established in 2007, Enerlites has consistently pioneered innovative electrical solutions, catering to a diverse clientele across various sectors. From advanced lighting controls to state-of-the-art charging solutions, Enerlites stands as a testament to quality, innovation, and reliability in the electrical industry.