

Chicago-based Connexion Earns Recognition as Best Overall Distributor from tED Magazine

Connexion's community outreach program Science Connexion, which helps enable STEM education in Chicago area schools, their T12 Phase Out brand awareness and Green Scene digital communication programs took top honors at tED Magazine's annual "Best of the Best" competition.

Buffalo Grove, IL ([PRWEB](#)) September 02, 2012 -- [Connexion](#) was recently recognized by tED Magazine in a special ceremony during the [NAED's 2012 AdVenture Marketing Conference](#) held on August 21st at the Blackstone Hotel in Chicago, IL.

The conference brings together distributor and manufacturer sales and marketing professionals to share best practices and participate in a peer to peer "Best of the Best" marketing competition. Presenting the NAED's marketing awards were Katrina Olson and Shad Thomas. The 3 entries that took top honors for Connexion were entered under these categories:

Brand Awareness: "Incandescent & T12 Lamp Phase Out"

Connexion jumped out ahead of the lamp phase out issue and managed to strengthen their brand and position in the market by providing [a wealth of unbiased information](#) on the phase out. With all the misinformation and new product hype being propagated in the marketplace, Connexion worked towards delivering the resources and answers their customers needed to make educated decisions for their facilities.

PR/Community Outreach: "Science Connexion"

[Science Connexion](#) is Connexion's community outreach program that endeavors to fulfill a critical need within their communities; enabling STEM curriculums within our public schools. There are a countless number of schools in and around the Chicago area that do not have the resources to equip the most basic of science labs or effectively teach their students in any of the science disciplines. The Science Connexion program approaches this issue in a very unique but simple and effective way; it bridges the funding gap by repurposing outgoing science equipment to more budget-challenged schools.

Digital/Social Media: "The Green Scene and Contractor News Connexion"

Connexion's newsletter campaigns are an integral part of their communication and branding strategy. Providing [two distinct newsletter offerings](#); The Green Scene addresses the issues of a rapidly evolving energy market (and its impact on local businesses), the latest in lighting technology, where the next cluster of EV chargers will be installed and much more. What's happening with copper pricing, who's building in the Midwest, where will the next construction jobs come from? These questions are addressed in their Contractor News Connexion.

In addition to their 3 winning entries, Connexion won the "Best Overall Distributor" award. Winning the "Best Overall Supplier" award was Southwire Company. "The Connexion team is honored to be recognized in the same company as our industry leading partners and other [2012 Best of the Best winners](#): Southwire, Lutron Electronics, Eaton, Philips Lighting, GE Energy Industrial Solutions, and RAB Lighting." said Daniel Dobski Connexion's director of marketing.

For 43 years, tED magazine has recognized the electrical industry's top marketing initiatives with its Best of the Best competition. Connexion was one of 38 electrical distributors and suppliers honored this year in 14



categories for campaigns launching in 2011.

About Connexion:

Connexion, headquartered in Buffalo Grove, IL is a privately held, independent provider of electrical and energy business solutions. Connexion provides a highly customized portfolio of products and services unique to the needs of the clients and communities they serve. Their diverse portfolio enables a strong return on investment through the implementation of energy efficient technologies. For more information, visit www.connexionES.com



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Online Web 2.0 Version

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