



Allied Manufacturers of Motorized Products

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Allied Manufactures of Motorized Products Announces Lutron® Electronics Co., Inc. As New Founding Member

*Lutron®, Manufacturer of Lighting Controls and Automated Window Treatments, Joins
AMMP in its Efforts to Connect Motorization to Automation*

FORT COLLINS, Colo.– Allied Manufacturers of Motorized Products (AMMP), a newly formed consortium of leaders and manufacturers of interior and exterior window coverings and shading, projection screens and media concealment products, announced today that Lutron® Electronics Co., Inc. has signed on as a new founding member of the alliance to join AMMP in its efforts to connect motorization to automation.

Lutron is a leading designer and manufacturer of lighting controls and automated window treatments worldwide for residences and commercial applications. Lutron product offerings include residential and commercial lighting solutions, shading solutions and mixed-use space systems.

“AMMP is extremely pleased to have Lutron join our alliance as the newest founding member,” said Robin Reining, spokesperson for AMMP. “With the addition of such a major player in the motorization industry, we’re looking forward to gaining more exposure and growth of both the AMMP alliance and the entire motorization category within the automation industry. Lutron is a great fit for AMMP and we’re grateful to have yet another visionary leader join us in our quest to spread the word about the benefits of motorization.”

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The Alliance brings together the most prestigious manufacturers of interior and exterior window coverings and shading, projection screens and media concealment products as founding members, including BTX Window Automation, Inc., Electronic Solutions, Inc. (ESI), Hunter Douglas, Inc., Lutron Electronics Co., Inc., Media Decor, The Right Track, Skyco Shading Systems, Inc., Stewart Filmscreen and Window Modes, LTD. AMMP is also currently seeking to add as founding members other visionary companies willing to invest in building the home control and automation industry.

The AMMP Alliance is a marketing and promotional resource designed to increase sales of motorization products, boost awareness of motorization products within the home automation and commercial marketplace, educate current and potential customers about available technologies, promote motorization to end users and build relationships between automation dealers and motorization manufacturer dealers. In addition, the alliance will create a strong synergy dedicated to making motorization products standard within the building industry.

About Lutron® Electronics Co., Inc. (www.lutron.com)

[Lutron® Electronics Co., Inc.](http://www.lutron.com), headquartered in Coopersburg, Pennsylvania, designs and manufactures lighting controls and automated window treatments for residential and commercial applications. Lutron products save energy and make light bulbs last longer, making them an eco-friendly addition to the home and office. For more information about Lutron visit www.lutron.com.

About Allied Manufacturers of Motorized Products (www.ammpp.com)

Formed in November 2007, [Allied Manufacturers of Motorized Products \(AMMP\)](http://www.ammpp.com), is a consortium of leaders and manufacturers of interior and exterior window shadings, projection screens and media concealment products. AMMP is committed to generating awareness of motorization products, meeting business goals of alliance members, offering a marketing initiative to help communicate the benefits of the home control and automation products, as well as making motorization products the gold standard in the home automation category. Founding members of AMMP include: BTX Window Automation, Inc., Electronic Solutions, Inc. (ESI), Hunter Douglas, Inc., Lutron Electronics Co., Inc., Media Decor, The Right Track, Skyco Shading Systems, Inc., Stewart Filmscreen and Window Modes, LTD. For more information about AMMP or for AMMP Alliance membership questions, contact Robin Reining at (970) 663.9344 or visit www.ammpp.info.