



**MaxLite Launches MaxLiteHome™, Its Reinvented Residential Product Line**  
*Company expands beyond lighting with new smart residential consumer products*

**PINE BROOK, N.J. – March X, 2024** – MaxLite, a leading innovator in the LED lighting industry, is pleased to announce that it has launched MaxLiteHome™, an expanded line of residential consumer products that offer an array of electrical products beyond lighting.

Under the MaxLiteHome brand and tagline “Reinventing Residential,” the company now offers multiple energy efficient consumer products alongside its existing lamps and lighting fixtures. The new ENERGY STAR certified line features wi-fi enabled A19 bulbs, smart power strips and plugs. These products can be controlled through voice commands, remotely through an app or integrated seamlessly with consumers’ smart home systems, like Amazon’s Alexa or Google Assistant. Consumers will enjoy the convenience, affordability, safety and ease of installation of these devices. Whether it's turning off forgotten appliances remotely or scheduling lights to turn on before arriving home, these devices make managing home electronics easier and more efficient. Another featured product is MaxLiteHome’s PurAirMax HEPA filter air purifier, which will filter out 99.7% of home air particulates. MaxLiteHome will be launching a new smart generation of ENERGY STAR certified PurAirMax HEPA filter air purifiers later this year to complement its new smart line of products.

Leading the charge for MaxLiteHome is Stan Mertz, Vice President of Utility and Residential Programs at MaxLite. Mertz and his team are continuing to develop new products to create a wider selection of essential home products and fixtures for the everyday consumer.

“I’m excited to see us branch out into other products ‘beyond the bulb,’” said Mertz. “MaxLiteHome gives us a truly residential-focused brand that brings our quality products directly to the consumer. Many of the new MaxLiteHome products also feature wi-fi connectivity and control, which meet the more sophisticated needs of today’s consumer. We look forward to driving our expansion in the residential marketplace and giving consumers an expanding selection of high-quality products as we move forward.”

Consumers can monitor the energy usage of connected MaxLiteHome devices in real-time using Tuya, the accompanying mobile app. This feature helps users identify energy-hungry devices and adjust their usage patterns to save energy and reduce electricity bills. The MaxLiteHome product line is being introduced through a multi-channel effort with online and brick and mortar retailers.

## **About MaxLite**

MaxLite has been committed to providing energy-efficient lighting products since 1993. One of the first movers into LED technology in the industry, MaxLite offers a complete portfolio of quality certified LED lamps, indoor and outdoor LED luminaires, and a full line of its patented cMax Lighting Controls. As part of its commitment to providing sustainable eco-friendly solutions, the company will soon launch EVMax+, a comprehensive lineup of EVSE solutions for electric cars. A five-time recipient of the ENERGY STAR Partner of the Year Award for its industry leadership, MaxLite continues to be at the forefront of energy-efficient technologies through the innovative research and development capabilities of its teams and facilities in New Jersey, Indiana, California, and globally. MaxLite is a nationally certified Minority Business Enterprise (MBE) by the National Minority Supplier Diversity Council. For more information, email [info@maxlite.com](mailto:info@maxlite.com), or follow us on [LinkedIn](#), [Facebook](#), [X](#) and [Instagram](#).

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