

FOR IMMEDIATE RELEASE

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Wisconsin Lighting Lab, Inc. to Attend EV Charging Summit & Expo in Las Vegas*Wisconsin-based manufacturer to showcase EV charging pedestal solutions + more at booth 1406*

FOND DU LAC, Wis. – [Wisconsin Lighting Lab, Inc. \(WILL\)](#), a company specializing in lighting and technology infrastructure, will exhibit at the EV Charging Summit & Expo, March 20-22, 2024, in Las Vegas. WILL plans to highlight its [WiLLev™ product line](#), including the latest in charging pedestal innovations, at Booth 1406 at The Mirage Events Center.

“The electric vehicle market has taken advantage of our light pole expertise in the form of our aluminum pole structures for nearly a decade,” said Chad Dolphin, Vice President of Enterprise Development/Chief Project Engineer for WILL. “The team at WILL is excited to introduce our dedicated line of WiLLev™ products specially engineered to meet the needs of electric vehicle infrastructure, and we can’t wait to showcase this technology in Las Vegas.”

Featuring WILL’s proven aluminum structures and flexible charger mounting design, WiLLev™ L2 charging pedestals provide a variety of added features and benefits including proprietary cable management systems, ratcheting options and task lighting – all of which will be on display at the upcoming EV Charging Summit & Expo. WILL EVSE charging infrastructure products also offer made-to-order finishing options with hundreds of architectural paint colors and custom graphics available.

Additionally, WILL’s [NAFCO® NTX](#) will be on display featuring both WiLLev™ charging integration and integrated networking technology. A pre-wired pole assembly comprised of the NAFCO® SLX LED area light fixture and a square, straight aluminum light pole, the NTX not only provides clean and consistent light levels but also a simplified three-step installation process, saving customers time and money in the field.

Since 2017, WILL has been a leader and innovator in this market with thousands of pedestals produced and installed across North America. To learn more about WiLLev™, Wisconsin Lighting Lab, its complete product catalog and its team, visit Booth 1406, [WILLBrands.com](#) or [WILLBrands.com/EVSE](#).

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About Wisconsin Lighting Lab, Inc.

[Wisconsin Lighting Lab, Inc.](#) (WILL) and its expert team design, engineer, manufacture, distribute and sell high-output LED lighting and professional-grade light poles for a wide range of applications including commercial, industrial, municipal, sports, architectural and high-end residential. Through its growing catalog of brands and solutions, WILL aims to make high-output easy by offering a complete made-in-the-USA product catalog, superior customer service and engineering support. The company is based in Fond du Lac, Wisconsin, and its NAFCO brand has been in operation since 1973. Learn more at [WILLBrands.com](#).

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