

(TB/2020/1)

ALL URBAN APPOINTS TWO NEW SENIOR LIGHTING PROFESSIONALS – SALES DIRECTOR & BUSINESS DEVELOPMENT MANAGER

All Urban welcome two new senior employees to the business, with ambition to steer the company into becoming the UK's leading specialist urban lighting supplier. Combined, they add 86 years of lighting industry experience to the team, investing a wealth of knowledge and expertise into the company.

New Sales Director, Gerry McGee moved into lighting in 1983, and has since gained a wealth of experience in both interior and exterior lighting projects. Throughout his career, he has worked with numerous high-quality lighting manufacturers, including Marlin lighting, DW Windsor, Woodhouse and Selux. Over the years, he has worked with museums, art galleries, schools, universities and offices, deciding to specialise in public realm and architectural lighting in 2006.

During his time at Woodhouse (a Marshalls specialist company), he gained valuable experience in public realm spaces and developed a deep understanding of how different elements and materials play a vital part within a landscape.

He comments, "My philosophy is that 'design makes a difference' and a well thought-out and original design, coupled with working alongside different members of the design-team delivers the best results. I value innovation and quality and find supporting good lighting solutions very rewarding. Customer service excellence and supporting the design-team and contractors on-site makes a big difference."

New Business Development Manager Brian Healy has joined as an external consultant, assisting with sales and marketing as well as supporting the company's operational supply chain development.

Brian's career holds 50 years within the lighting industry, 20 of which as a Light Source Specialist, working with leading brands such as Philips, GE and Iwasaki. Over the years, he has worked on multiple high-end retail roll outs in collaboration with many of the UK's leading lighting design houses. Key projects include Tower Bridge, Forth Road Bridge and supporting efforts to roll out tri-phosphor lamp technology into the NHS.

He adds, "Insight generated through-out my career has given me a unique perspective on the lighting industry. This feeds into my desire to improve the delivery of LED as a new source, particularly in exterior space. I am keen to see LED adoption continue throughout

the UK in a sustainable and responsible manner. During delivery, I would like to see the unwanted impacts minimised whilst improving the ambience of the space"

Both Gerry and Brian have been key strategic acquisitions for All Urban, who in 2020 will reposition themselves as the UK's leading urban light supplier for landscape architects. They are looking to broaden their overall lighting offer with additional specialist complimentary lighting products and provide expert lighting support to landscape architects through-out their landscape projects.

Paul Collings, Director of All Urban concludes, "We are delighted to welcome Gerry and Brian into our team and look forward to making specialist urban lighting a core focus for our business this year. As well as launching brand new lighting solutions, we are also visiting practices to deliver Brian's 'Lighting for Life' CPD, which explains how to sustainably integrate lighting schemes into landscapes, without damaging the environment and the eco-system. We welcome any interested landscape professionals to get in touch to book the CPD in for their practice."

Ends.

For further details, please contact Theresa Bruno, Marketing Executive, All Urban Ltd, on 0114 282 3095 or at theresabruno@allurban.co.uk .

Note to Editors

An accompanying high resolution image for print and digital media is attached. Caption: (right) Sales Director of All Urban, Gerry McGee, (left) Business Development Manager of All Urban, Brian Healy.

Based in Sheffield, [All Urban](#) is part of [Create Partnerships](#), a unique portfolio of high quality brands for the outdoor environment. All Urban supply the highest quality urban furniture, lighting and innovative products to the landscape industry. They work with landscape architects, lighting designers, architects and contractors as well as the education and leisure sectors, offering carefully sourced ranges for high quality developments around the UK.

They are the exclusive suppliers for [Christie](#), [Concrete Rudolph®](#), [FinBin](#), [Handspring Design](#), [Include](#), [LAB23](#), [Santa & Cole](#), and [Short Edition](#)