Pro-Lite Boosts In-House Sales & Marketing

Andy Kaoh, Pro-Lite’s President and CEO, continually evaluates his ability to provide quality product and safeguard a customer focused approach. To this end, in 2009, he installed former Polaroid executive, Tom Yerke as VP Sales, to help him oversee his growing electronic display business.

Tom and Andy began to review Pro-Lite’s 12 plus years of service to the lottery industry. They soon realized that many lotteries using Pro-Lite LED jackpot signs were unaware of the product’s origin. The two then decided to boost direct sales by heightening brand awareness.

Following delivery to 30+ lotteries in North America, directly and through distributors, Pro-Lite has fortified its sales efforts. In January, Linda Turner, an industry veteran with 19 years of experience joined Pro-Lite to head lottery division sales. Linda comes from the drawing machine sector.

Supported by Austin Liao, a Project Manager, who has been with Pro-Lite for eight years, Linda is working to get the word out regarding the brand’s history and Pro-Lite’s capability.

Austin works with distributors and directly with lotteries to ensure that Pro-Lite product meets the client’s expectations.

Linda Turner
Sales Manager

Austin Liao
Project Manager
The Easel Jackpot Sign
Big Impact in a Small Space

Drawing Attention to the Jackpot in California, Kentucky, Oklahoma and Washington

✦ Oval backlit illuminated border in any of 6 LED colors. Versatile placement with telescope or easel stand.

✦ 6” x 10” display area

✦ Extends from 3” to 12” with telescope stand

✦ 3-year warranty

✦ Optional animation effects: standard flash, Vegas flash, chasing and color changing modes
Over 100,000 Pro-Lite lottery signs delivered throughout North America since 2000

CANADA
Atlantic Lottery Corporation
Ontario Lottery Group

USA
AdMart*
Arizona Lottery
California Lottery
Connecticut Lottery
Delaware Lottery
Georgia Lottery Corp.
Hoosier Lottery
Kentucky Lottery Corp.
Maryland Lottery
Missouri Lottery
Nebraska Lottery
New Mexico Lottery
New York Lottery
North Carolina Education Lottery
Ohio Lottery
Oregon Lottery
Rhode Island Lottery
South Dakota Lottery
Texas Lottery Commission
Washington’s Lottery
Wisconsin Lottery

CARIBBEAN
Puerto Rico
Trinidad
U.S. Virgin Islands

* Distributor
Delivering Bright Ideas for More than 30 Years

Jackpot Display + Public Messaging + Information Display + Advertising Technology

More than 400 Pro-Lite workers, in eight cities around the globe, provide custom solutions to the gaming, transportation, traffic control, fast food, manufacturing, and P.O.P industries, the United States Postal Service and more. In retail, Pro-Lite serves top names such as Walmart and Costco.

Pro-Lite has been serving the lottery industry since 2000, and has provided over 100,000 LED signs to lotteries in North America and the Caribbean.

Pro-Lite Lottery (Division of Pro-Lite, Inc.)
3505 Cadillac Ave., Bldg. D
Costa Mesa, CA 92626