

Optec LED Lighting thrives since relocating, plans growth

Dec 28, 2022, 1:55pm CST

Optec LED Lighting Inc., which launched manufacturing in Brookfield in summer 2022 and has attracted name-brand clients, continues hiring employees to keep pace with growth and may add a second assembly line in 2023 for its outdoor LED lighting products.

The company is owned by Jerry Luan and is a subsidiary of Optec Displays Inc. in Ontario, California, which has about 100 employees and \$50 million annual revenue, he said.

Luan said he chose to relocate his lighting-operations headquarters to metro Milwaukee and incorporate in Wisconsin mainly because of the existing supplier ecosystem and talent base in the area for lighting manufacturers. The company has hired executives from longtime lighting manufacturers in southeast Wisconsin and northern Illinois.

Optec LED leases its offices and plant in 18,000 square feet at 13040 W. Lisbon Road. The company has about 30 employees, Luan said.

“I think that the Milwaukee area is really a prime location for us to grow our lighting business from the ground up,” he said.

Optec LED specializes in lighting for parking lots and parking structures at airports, hospitals, casinos, car dealerships and restaurants. The company’s lighting appears at restaurants including Olive Garden, Sonic Drive-In, LongHorn Steakhouse and Cheddar’s Scratch Kitchen.



OPTEC LED

Optec LED specializes in parking-lot lighting.

The company's revenue in 2022 will be about \$6.5 million, Luan said.

Luan said "there is a strong likelihood" the company will add a second production line in Brookfield during the first quarter of 2023.

"Our products have been very well-received by customers," Luan said. "Our production line is at full capacity."

Optec LED Lighting is sourcing the vast majority of its components from southeast Wisconsin, Luan said. The company runs assembly and support services at its Brookfield facility, and the local operations and sourcing enable quick turnarounds for new orders, said vice president Bob Tortorello.

The company's executives predict continued growth both through retrofitting existing outdoor lighting and through new-construction projects. The company is in the midst of a project at a large casino, which executives believe will lead to additional contracts at casinos.

"The way the world's going right now with security, everybody wants more light and they know that it can run more efficiently because of LED especially when you add control systems, which we do add," Tortorello said.

Rich Kirchen

Senior Reporter

Milwaukee Business Journal

