

FOR IMMEDIATE RELEASE

Caberra Systems Celebrates Headquarters Move to Greeley, Colorado

Caberra Advocates Virtual Business Model for Other Non-Retail Businesses

GREELEY, Colorado—January 4, 2014—Caberra Systems, Inc., a provider of efficiency-based lighting solutions, celebrated the company's move to Greeley, Colorado with an official ribbon cutting with the Greeley Chamber of Commerce on December 16, 2013. The Chamber's Board of Directors were on-hand for the cutting and to officially welcome Caberra as a Chamber member. Caberra Systems has been operating from Wiggins, Colorado since 2008 and transitioned headquarters to Greeley to support the local economy in which Caberra's executives currently reside.



"As a long-time resident of Greeley, and an alum of the University of Northern Colorado and Aims Community College, I'm happy to establish Greeley as my headquarters. Greeley has made substantial changes evidenced in the recent growth of business. I wanted to take a more active role in the town where I raise my children and that begins with moving headquarters here," stated Karla Gravert, President of Caberra Systems. Caberra still maintains their Wiggins location, the hometown where Gravert grew-up and family still farms. "I believe companies need to operate in locations that have emotional significance as that will be a motivator of morality and good doings."

Caberra Systems specializes in helping companies reduce their carbon footprint and is a premier distributor and expert for commercial-grade ActiveLED® lighting from Ringdale®. Caberra's territory is the United States and Canada and has a nationwide team of lighting resellers and electricians to support the growing demand for LED technology.

Caberra's customers will not notice a difference with the move. Caberra sells lighting to businesses large and small, municipalities, schools, hospitals, and even large land owners—an audience that requires Caberra staff on-site to assess their lighting needs. A proponent of the virtual business office, the lack of a physical office location does not present an issue for these clients. Caberra does not believe in staged show rooms preferring real-world installations, in Greeley people may refer to Spradley Barr Ford, The Wrench, or Big R. Big R was Caberra's first customer and now operates "under the grid" at the Farm Store. Maintaining a corporate-level virtual office requires a variety of business-class technologies and services to create a business that integrates the team, streamlines data share, and optimizes communications.

"In the beginning, Caberra intended to open a physical office," remarked Karla Gravert, President of Caberra. "I thought I needed an office to professionally present the company or to provide myself with the separation of home life. However, once I drafted the budget and thought about the resources required to operate an office for a few people, I soon realized it would double our carbon footprint. I was in the business of saving energy so the decision was clear. I looked into best practices for creating productive virtual offices and soon we had a happy and productive team throughout the US and Canada. I must admit one tell sign, we all love our pets so there's the occasional dog barking during a call."

About Caberra Systems:

Caberra Systems, Inc. was founded in 2008 and helps companies identify and implement efficiency-based lighting solutions that increase productivity and save money. Caberra can help companies reduce their carbon footprint whether it be via small steps or getting off the grid all together. Caberra Systems is a strategic partner to Ringdale

Technologies and is a premier channel developer for ActiveLED lighting. Caberra operates throughout the United States and Canada. Learn more about lighting that lasts—guaranteed—for 10-years and saves 80-90% in energy costs over conventional lighting, visit Caberra at www.caberrasytems.com or call 970-506-0525. See current installations, follow us on Facebook at www.facebook.com/caberrasytems.

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