



NEWS | For immediate release

Principal LED Welcomes New Sales Rep - Richard Clifton

PRESS RELEASE – February 17, 2021

SAN ANGELO, TX – Principal LED (P-LED) is pleased to announce the addition of Richard Clifton to the company as Territory Manager for Arkansas, Louisiana, Oklahoma, and Northeast Texas. Clifton got his start in the industry in 1997 with Faces Inc and rejoined the industry in 2015 with Eastern Metal Supply after being self-employed in the medical industry. At Eastern Metal, Clifton worked as an outside sales representative for four years before being promoted to Sales Manager in 2020.

“We are fortunate to add someone of Richard's caliber to our sales team,” Daryl Foreman, Executive VP of Sales, said. “Richard's history in our industry, his knowledge of our customers base, as well as the integrity and industry involvement he brings to us is hard to find in today's marketplace. We welcome Richard to our team.”

Clifton comes to P-LED with experience serving on the Mid-South Sign Association board of directors and having served as Scholarship Chair for MSSA as well.

Since 1996, Clifton has spent his off time working as a professional auctioneer. Clifton is married to his wife, Becca, and has one daughter, Ruby Ann.

Principal LED is a LED lighting manufacturing company located in San Angelo, Texas, serving the lighting industry via distributors across North America. Principal LED is the first in the sign industry to manufacture LED modules in the United States.

Promotional materials here.