TECH LIGHTING®

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<u>**SHOWROOM: 4705-TM**</u>

TECH LIGHTING TO DEBUT NEARLY 50 NEW DESIGN PROFILES AT LIGHTOVATION

Skokie, Ill., January 16, 2017—Tech Lighting, a leader in sophisticated, modern style combined with the latest advancements in lighting technology, will debut nearly 50 new design profiles during Dallas Lightovation, held January 18-22, at the Dallas Market Center's Trade Mart, 2100 Stemmons Freeway, showroom 4705-TM.

"Tech Lighting continues to introduce new designs backed by performance-minded engineering," said Steve Hurley, Vice President of Sales. "Due to a tremendous upswing in demand for modern décor, we've greatly expanded our chandelier category—which has tripled in size from last year. We're also introducing many products with a gold tone, Aged Brass finish option, which will be big in 2017.

"It's also important to note that throughout the line, our designers created several families of coordinating light fixtures for discerning consumers who desire a more harmonized, trend-leading look throughout their home," said Hurley.

Below is an example of new Tech Lighting products to debut at Lightovation:

Tech Lighting Product Image	Product Description
	The **Spur Grande** by **Tech Lighting** is a modern interpretation of the crystal chandelier with nine arms—each featuring a cluster of five glass spurs dramatically extending in opposing directions. Each spur is illuminated by a compact, diffused LED light source. Available in an Aged Brass (*shown*) or Satin Nickel finish. Perfect for commercial applications as well as residential, the 45 individual LED modules consume 117 watts total and deliver a bright 4114 total lumens at 2700K, 90 CRI. Spur Grande is 55.6" high and 41.1" in diameter and includes 60" of variable rigid stems for customized installations. There's also a five-arm version of this chandelier and a coordinating low-voltage mini-chandelier/pendant for use on Tech Lighting MonoRail.

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Tech Lighting Product Image	Product Description
	Tech Lighting's **Spur chandelier** with five arms, in the Satin Nickel finish, is shown in this living room. Using 2.6 watts per each bulb (25) for a total of 65 watts while delivering a total of 2285 total lumens at 2700K, 90 CRI, this Spur chandelier is 20.1" high and 37.4" in diameter.
	The **Syrma Grande** line-voltage pendant by **Tech Lighting** has dozens of metal rods fastened at perfectly spaced intervals to form a multidimensional shade. At its core, light emanates from its smoothly diffused LED source to illuminate this significant piece inspired by mid-century modern design. Available in either a Satin Gold (*shown*) or Black finish, its dimensions are 38" high and 35.6" in diameter. Using only 17 watts, Syrma Grande delivers 881 lumens at 3000K, 90 CRI. There's also a Syrma pendant.
	The **Syrma Grande** pendant by **Tech Lighting** is shown in the Satin Gold finish in a living room.
	The **Mara Grande** chandelier by **Tech Lighting** has a rare cohesion of warm, sophisticated styling and dramatic flair. Thoughtfully arranged clusters composed of 45 frosted glass globes softly diffuse the LED light for an unmistakably high-end modern chandelier. Available in an Aged Brass (*shown*) or a Satin Nickel finish, Mara Grande comes with 60" of variable rigid stems to accommodate high ceilings. With 45 LED modules, Mara Grande uses 117 watts and delivers a bright 3015 lumens at 2700K, 90 CRI. Its dimensions are 51" high and 32.6" in diameter. There's also a smaller, 25-globe Mara chandelier and a pendant in this collection.

Tech Lighting Product Image	Product Description
	The **Mara Grande** chandelier by **Tech Lighting** is shown in this living room in the Aged Brass finish.
	Artisan molded glass treated with a special mirror-like coating creates two stunning visual effects from this **Matan Grande** line-voltage pendant by **Tech Lighting**. When illuminated, the partially opaque shade provides a glimpse of the retro-inspired LED light source within. When turned off, the metallic glass shade resembles solid chrome-plated metal. With a Satin Nickel finish, Matan Grande uses only 3.5 watts while delivering 250 lumens, and it comes in a choice of 2200K or 2700K, both 90 CRI. Its dimensions are 24" high by 6" in diameter. There's also a smaller Matan line-voltage pendant, a wall sconce and a flushmount.
	The smaller **Matan** line-voltage pendants by **Tech Lighting** hang over this breakfast bar. The Matan pendants are 14" high and 3" in diameter. It uses only 2 watts while delivering 155 lumens and comes in a choice of 2200K or 2700K, both 90 CRI.
	The **Paravo** by **Tech Lighting** has clear industrial design elements combined with high-end materials to form a beautiful contemporary line-voltage pendant. It's offered in five dramatic colors including vivid Tangerine, invigorating Mint, deep ocean Blue (*shown*) arctic White and gloss Black. If ordered in LED, it uses 19 watts and delivers 1680 lumens at 2700K, 90 CRI (the other lamping option is incandescent). Paravo's dimensions are 15.2" high and 15.1" in diameter.

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Tech Lighting Product Image	Product Description
	The **Paravo** pendant by **Tech Lighting** is shown here in this home office, in the invigorating Mint finish.
	An instant classic, the significantly scaled **Fett** line-voltage pendant by **Tech Lighting** blends its characteristic dome, deep Weathered Zinc finish and sand casting texture to create a modern, monolithic presence. If ordered with the LED lamp (the other choice is incandescent lighting), it uses 15 watts with 900 delivered lumens at 3000K, 90 CRI. The oversized Fett is 18.3" high and 17.7" in diameter, and there's also a complementary wall sconce and flushmount.
	The **Fett** pendant by **Tech Lighting** is shown here in this kitchen.
	The classic contemporary metal cylinder gets an art deco inspired upgrade with **Tech Lighting's Blok** low-voltage pendant. Each hexagonal shade is offered in five on-trend finishes—Satin Nickel (*shown*), Aged Brass, Antique Bronze, Black or White—and features a removable lower accessory that translates the six-sided aperture to a circular diffuser. If ordered with the replaceable SORAA® LED MR16 replaceable lamp, it uses six watts while delivering 435 lumens at 3000K, 90 CRI. Shown is the larger Blok at 22.5" high and 3.2" in diameter; there's a smaller Blok pendant that's 12.5" high.

Tech Lighting Product Image	Product Description
	The **Gambit Triple Wall Sconce** by **Tech Lighting** has undeniable beauty and warm contemporary style in this broadly appealing design in which contrasting elements converge. Hard lines and soft curves, with modern and retro influences, create a distinctive look. Choice of 2200K or 2700K LED lamping, both 90 CRI. The Gambit Triple sconce is 17.5" high, 5.5" wide with an extension of 8.3". There's also a coordinating Gambit multi-port chandelier, chandelier and a single-lamped Gambit sconce.
	This sleek **Sage** bath wall sconce by **Tech Lighting** is purposefully built to provide a beautifully diffused wash of illumination perfect for vanity applications. Pairing its ultra-slim, full-length backplate with its uninterrupted linear diffuser creates a sophisticated modern aesthetic. Pictured is the Sage in the 25" long, 4.3" high and 3" extension size, using 35 watts while projecting 2210 delivered lumens. A choice of 2700K or 3000K, both 90 CRI. Available in a Satin Nickel (*shown*) or Chrome finish, Sage also comes in 13" or 37" long versions. All are ADA compliant and may be mounted horizontally or vertically.

About Tech Lighting
Known for its sophisticated, modern designs combined with the latest advancements in lighting technology and expert craftsmanship, Tech Lighting offers a wide variety of product categories such as specification-grade downlights, low-voltage and line-voltage heads and pendants, architectural-grade outdoor lighting, wall sconces, ceiling fixtures, flush mounts, suspension pieces, bath bars, and LED undercabinet, display and cove lighting. Tech Lighting has been a premier choice of architects, specifiers, lighting designers, interior designers and homeowners since 1988. Tech Lighting's products can be found in lighting retailers and through sales representatives across North America. For detailed product information, visit *www.techlighting.com*, *www.element-lighting.com* or *www.techlighting.com/GATICA* and for news, product introductions and application ideas, go to *www.facebook.com/techlighting*, *www.pinterest.com/techlighting*, *www.twitter.com/techlighting* and *www.houzz.com/pro/techlighting.*

About Generation Brands
As parent company to Tech Lighting, Generation Brands is one of America's leading companies serving lighting retailers and the electrical wholesale, home improvement and building industries. The company has an outstanding portfolio of residential and commercial lighting fixtures and ceiling fans which provide value to its customers and end-users with superior service, leading edge design and outstanding quality.

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