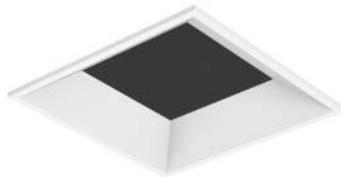


FOR IMMEDIATE RELEASE

ELEMENT by Tech Lighting® Introduces the Entra™ LED Adjustable Recessed Downlight *Custom Engineered to Meet Residential and Commercial Specs on Budget-Sensitive Projects*

Skokie, Ill., December 7, 2017--Tech Lighting, a leader in sophisticated, modern design combined with the latest advancements in lighting technology, is introducing the **Entra** LED adjustable recessed downlight as part of its **ELEMENT** architectural downlights line.

"The ELEMENT Entra 3-inch LED adjustable downlight offers a cost-effective solution for residential or commercial use without compromising quality," said Josh Weiss, General Manager of Tech Lighting Architectural Products. "For new construction or remodel applications, Entra's custom engineered for high performance and reliability. It's also easy to configure with a complete feature set that also offers flexibility."



Above is the square, beveled and flangeless trim in the field-paintable White finish.



The new ELEMENT Entra LED adjustable recessed downlight module by Tech Lighting.

Superior Quality

Now shipping, the new ELEMENT Entra features hot-aiming with a 0-30° tilt and 359° rotation. It's 90+ CRI, ENERGY STAR® and is registered for California Title 24 compliance.* Available in four color temperatures—2700K, 3000K, 3500K, or 4000K—it also accepts two optional trim-mounted lenses (purchased separately). It comes in either round or square apertures with flanged or flangeless die-cast metal trims (finished in either a silver or field-paintable white). All housings include a mudplate for flangeless installation. Importantly, the Entra recessed adjustable downlight has a durable powder coat matte black inner housing finish for a quiet ceiling.

Simple Ordering Process

Entra's ordering process has been made to simplify specification and purchasing. The adjustable model is priced as a fixed downlight would be, therefore eliminating the need for two separate housings and two different prices. The new construction version is offered in a single, compact Airtight IC-rated housing (12.3" long, 8.8" wide and 5.4" high), and all new construction housings ship with a universal 120-277V input driver compatible with Triac, ELV and 0-10V dimming. Entra new construction and remodel housings ship with 20°, 40° and 65° optics and a plaster plate for flangeless installations.



The ELEMENT Entra IC Airtight housing.

With white glove customer service support, Entra typically ships within 24 hours.

For more information about ELEMENT's Entra LED adjustable recessed downlight, visit www.element-lighting.com or to see a short video, go to <http://element-lighting.com/Downloads/Videos/ELEMENT-Entra-Downlights>

* Registered CEC Appliance Database. Can be used to comply with CEC 2016 Title 24 Part 6.

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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, wall sconces, ceiling fixtures, flush mounts, suspension pieces, bath bars, and LED under cabinet, display and cove lighting and architectural-grade outdoor lighting. Tech Lighting has been a premier choice of architects, specifiers, electrical distributors, 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 or www.element-lighting.com. For news, product introductions and design 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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