TECH LIGHTING®

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NEWS RELEASE

TECH LIGHTING WINS THE IIDA/HOSPITALITY DESIGN MAGAZINE PRODUCT DESIGN COMPETITION'S 2015 AWARD OF EXCELLENCE

Las Vegas, May 13, 2015—The International Interior Design Association (IIDA), in partnership with Hospitality Design magazine, announced the winners of the 19th Annual IIDA/HD Product Design Competition, and **Tech Lighting**'s **Alva pendant** won the "Individual Lamps or Lighting Devices" category. The Awards were announced this week at HD Expo, a premier trade show and hospitality conference which runs through May 15.

"We're deeply honored that the elite judging panel appreciated the unique and intricate design of our Alva pendant," said Tom Sargeant, Tech Lighting Vice President of New Product Development. "We're also very excited."

Alva Pendant by Tech Lighting
The classic Edison-style squirrel cage lamp is reincarnated in the Alva pendant as a modern socket and cord-style LED pendant. It features a powerful downward-firing LED that is smartly hidden within the "socket" then combined with a solid "bulb" of pure optic crystal. Intricately detailed "filaments" are laser-etched into the crystal for a visually intriguing light fixture. It includes a 14.5 watt, 1000 net lumen, 3000K, 2200K or Warm Color Dimming 3000K-2200K LED module. Available in a Black (*shown*) or Satin Nickel finish, there are a variety of color cords from which to choose. Alva is dimmable with a low-voltage electronic dimmer and is provided with up to 24 feet of field-cuttable cloth cord.

About the IIDA/HD Product Design Competition
Each year during the *Hospitality Design* Exposition and Conference (HD Expo), the Product Design Competition honors innovation, functionality, and aesthetic advancements in products debuting on the show floor. Judges, all IIDA members, are selected each year to assess entries based on design innovation, technical advancements, cost and value, environmental responsibility, aesthetics, need, and usage within hospitality applications. Performance, comfort, safety, suitability for intended use, durability, accessibility, and client/user benefits are also evaluated.

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About Tech Lighting
Tech Lighting offers decorative and architectural lighting brands including Tech Lighting and ELEMENT. Known for its sophisticated, modern designs combined with the latest advancements in lighting technology and expert craftsmanship, the company 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 undercabinet, display and cove lighting with its Unilume line. 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/GATICA.com*, and for decorating ideas, go to *www.facebook.com/techlighting*, *www.pinterest.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 and growth to its customers and end-users with superior service, leading edge design and outstanding quality.

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