

NEWS RELEASE

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**TECH LIGHTING'S ELEMENT® MERGE RECESSED LINEAR SYSTEM WINS
LFI® AWARD FOR "BEST COMMERCIAL INDOOR" CATEGORY**

NEW YORK CITY, May 5, 2015—Tech Lighting, a leader in sophisticated, modern design combined with the latest advancements in lighting technology, has won the prestigious LIGHTFAIR® Innovation (LFI) Award for its **ELEMENT® Merge Recessed Linear System** in the "Best Commercial Indoor" Category.

Creating a continuous, uninterrupted line of beautiful glare-free LED indirect light, the ELEMENT Merge Recessed Linear System inconspicuously places light where it's needed without drawing attention to the fixture itself. In addition, via the Merge FreeJack, more than 80 Tech Lighting pendants and more than 25 Tech Lighting spot heads can be added directly into the channel at any point along its concealed low-voltage bus system for simultaneous accent or task illumination.



Whether being used to highlight architectural elements or deliver well-controlled general illumination, the ELEMENT Merge puts the focus on the room. Static white (2700K, 3000K or 3500K), programmable white (2700K to 4000K), or RGB lines of uniform LED light can be designed to make same-plane 90° turns or perpendicular transitions from ceiling to wall for enhanced design interest.

The main linear channel is static white with multiple CRI and color temperature options. Two styles of spot heads—Gimbal (*top left*) or Drop-down (*bottom left*)—for accent and task lighting can be integrated directly into the system and are available in multiple CRI, color temperature and beam spread options, each producing 830 delivered lumens while consuming just 9 watts. The Gimbal heads do not require the Merge Freejack as they're mounted within the Merge channel.

According to Josh Weiss, CEO of Tech Lighting parent company Generation Brands, "Merge completely rethinks linear recessed lighting and recessed track lighting while combining the functionality of both in an independently controllable, configurable and architecturally beautiful system. It's remarkably flexible to add multiple layers of light."

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Below: The ELEMENT LED Merge with Tech Lighting's Iso heads.



Below: The ELEMENT LED Merge with Tech Lighting Henrik pendants and Gimbal spot heads.



The LFI Innovation Awards highlighted the industry's most innovative products and designs introduced during the last 12 months. The Awards had 286 entries spanning 14 categories, with each submission judged by an independent panel of lighting professionals.

LIGHTFAIR International is the world's largest architectural and commercial tradeshow and conference.

About Tech Lighting

Tech Lighting offers decorative and architectural lighting brands including Tech Lighting and ELEMENT by Tech Lighting. 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 general illumination with its GATICA line, 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 or www.element-lighting.com.

About Generation Brands

As parent company to Feiss-Monte Carlo, LBL Lighting, Sea Gull Lighting and 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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