



For More News Media Information, Contact:

Sherry L. Bale  
Manager, Public Relations  
847-410-4432  
[sbale@generation-brands.com](mailto:sbale@generation-brands.com)

## **NEWS RELEASE**



### **TECH LIGHTING HIRES NEW EASTERN REGION SALES MANAGER**

**Skokie, Ill, April 13, 2016**—Tech Lighting, a global leader in sophisticated, contemporary design combined with the latest advancements in lighting technology, has hired Pablo Bonnin as its new Eastern Region Sales Manager.

“Pablo brings a combination of architectural, construction and lighting sales experience to Tech Lighting, which will greatly help our customers choose the right lighting solutions for their projects,” said Steve Hurley, Vice President of Sales for Tech Lighting and LBL Lighting, to whom Pablo Bonnin will report.

Pablo Bonnin’s territory encompasses part of the North American East coast region including Quebec, Newfoundland, Connecticut, Delaware, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, North Carolina, Pennsylvania, Rhode Island, South Carolina, Tennessee, Vermont, Virginia and West Virginia.

Prior to joining Tech Lighting, Pablo Bonnin was a specification sales representative with Lutron Electronics focused on the architectural community in New York City. Before that, he worked as a project engineer with Bulley & Andrews in Chicago.

Pablo holds a bachelor’s degree in Architecture from Miami University and an MBA and master’s degree in Architecture from the University of Illinois at Urbana-Champaign. Pablo Bonnin lives in New York City with his wife Stephanie.

#### ***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 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](http://www.techlighting.com), [www.element-lighting.com](http://www.element-lighting.com) or [www.techlighting.com/GATICA](http://www.techlighting.com/GATICA) and for news, product introductions and application ideas, go to [www.facebook.com/techlighting](http://www.facebook.com/techlighting), [www.pinterest.com/techlighting](http://www.pinterest.com/techlighting), [www.twitter.com/techlighting](http://www.twitter.com/techlighting) and [www.houzz.com/pro/techlighting](http://www.houzz.com/pro/techlighting).

**-more-**

***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.

###