

NEWS RELEASE

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TECH LIGHTING BOOTH #1456

TECH LIGHTING INTRODUCES NEW ELEMENT DOWNLIGHT SYSTEMS AT LIGHTFAIR 2015 ***CEO Says Each Delivers “Never-Before-Seen Possibilities” in Recessed Lighting***

Skokie, Ill., April 21, 2015—Tech Lighting, a leader in sophisticated, modern design combined with the latest advancements in lighting technology, will roll out two unique architectural products at LIGHTFAIR® International (LFI®), scheduled for May 5-7 at the Jacob K. Javits Convention Center in New York City.

According to Josh Weiss, CEO of Tech Lighting parent company Generation Brands, “Tech Lighting continues to push the boundaries of architectural lighting through continual innovation and by creating tools which empower designers to achieve both artistic vision and light performance. At this year’s Lightfair, we’re introducing two new ELEMENT LED systems, each delivering never-before-seen possibilities in recessed lighting.”

ELEMENT LED Build-Your-Own Multiples

The uniquely modular **ELEMENT LED Build-Your-Own Multiples** place ultimate flexibility in the hands of lighting designers by utilizing a highly configurable and expandable grid frame system. From simple “L” shapes to “steps” or more complicated “X” arrays, Build-Your-Own Multiples LED spot modules are placed into the recessed grid structure to create the desired lighting configuration and effect. Metal plaster plates and frame blanks allow the entire system to be mudded in for a completely seamless appearance.

Below the ceiling, optional flangeless trims are available in White, Black or Satin Nickel—and square or round apertures. The trimless (open) option has an uncommonly attractive, sleek look below the ceiling without the use of additional trims. Both trimmed and open housings are available in White or Black.

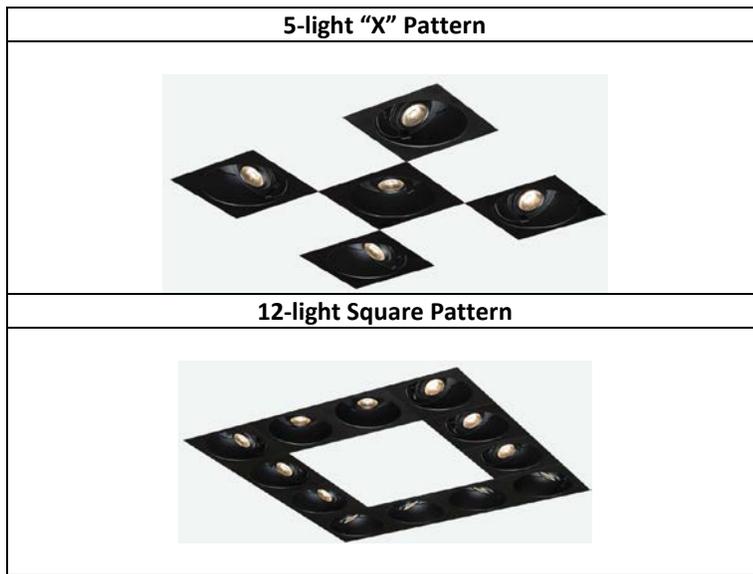
“The ELEMENT LED Build-Your-Own Multiples usher in a new era in their category,” said Weiss.

The ELEMENT Build-Your-Own Multiples utilize the same patent-pending spot module as the award-winning ELEMENT Multiples LED product line with tool-free 35° tilt and 360° rotation spot aiming and locking systems which maintain full center beam candle power at all tilt angles.

According to Weiss, “The system offers the design community a completely new tool—the practicality of multiples while completely rethinking geometry. Because the spot modules can be configured in tight patterns, the ELEMENT Build-Your-Own Multiples are capable of generating very high levels of illumination for a small, focused area—such as corners—while being ideal for tall ceiling installations requiring high light capacity.” Each LED spot module is available in multiple color temperatures, CRI and beam spreads and produces 1050 lumens while consuming just 12.5 watts.

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ELEMENT LED Build-Your-Own Multiples, Sample Configurations:



ELEMENT LED Merge Recessed Linear System

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.

“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,” said Weiss. “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.



Other ELEMENT LED Merge performance and design features:

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| <ul style="list-style-type: none">• Glare-free, continuous 3-inch channel of LED indirect illumination produces 700 delivered lumens per linear foot.• Optimized for use in 2" X 6" construction.• 2 feet, 4 feet and 8 feet gangable linear lengths with optional "L" and wall-to-ceiling connectors. | <ul style="list-style-type: none">• Available flanged or flangeless for drywall installation and lay-in (T-grid) installation.• Beveled linear aperture integrates seamlessly with surrounding architecture for sleek ceiling to fixture transition. |
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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.