



TECH LIGHTING®

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Tech Lighting Emphasizes Innovation and Sophisticated Design for 2012 With Product Unveiled at Dallas International Lighting Market

*Continued Evolution of Tech Lighting Portfolio Reinforces Modern Style Blended with
Latest Technologies, Updated Materials and Expanded Categories*

CHICAGO (January 5, 2012) –[Tech Lighting](#) continues to reinforce its position as a leading manufacturer of [sophisticated lighting](#) products, as evidenced by its 2012 offerings to be unveiled during the Dallas International Lighting Market, January 19 – 23 (Showroom #4705-TM). The 2012 collection showcases Tech Lighting’s expansion in the [linear suspension lighting](#) category, as well as its ever-growing and innovative use of materials and silhouettes, while demonstrating its continuing leadership in [energy-efficient lighting](#) with even more [LED](#) offerings. (Editors’ note: As detailed in a separate news release, the company is introducing its [Unilume LED Undercabinet](#) System, setting a new industry standard for its low-profile and consistent wash of light via remote phosphor technology.)

Tech Lighting is previewing all of its [2012 offerings](#) online in advance of their launch at the show, at <http://www.techlighting.com>. The company will also hold brief seminars in its Dallas showroom on topics such as LED, glass techniques and merchandising. Details are available on the site under Events.

“Each year we strive to exceed customer expectations by offering original, innovative, and stunning new products that don’t look or act like anything else in the market,” said Tech Lighting General Manager Josh Weiss. “I am so excited to showcase our new product Supplement of fixtures that break ground both aesthetically and technologically. It is the perfect complement to our full-line Catalog which will remain active through 2012.”

Broader Offerings: Introducing Revel Linear Suspension

As part of Tech Lighting’s expansion in the linear suspension category, the **Revel Linear Suspension** (right)





establishes a sense of drama by capturing light in motion. The sleek metal surface is laser-cut with horizontal slots that allow light to shine through from the inner white diffuser. Optional wood end caps complement the design with a touch of warmth in an unexpected way. A bottom glass diffuser provides a glare-free wash of light. The piece uses two 54-watt T5 linear fluorescent lamps, spans 50.5" across and is 5.5" tall.

New Synergies in Materials: Manchon, Topo Suspension

Tech Lighting combines materials to create fresh textures and update classic silhouettes for the modern room. The **Manchon** (right) is one of two new pieces using glass combined with delicate Le Labo® chain maille from Paris. At 3.3" in diameter and 7.3" tall, this pendant is a cut crystal cylinder surrounding a hand-blown inner glass diffuser, then draped with the chain maille for a unique effect. Halogen lamping ensures energy-efficiency.



Meanwhile, the **Topo Suspension** (left) brings the classic [drum pendant](#) to a



richer, warmer dimension. Available in heather gray or white linen, with walnut or maple bottom trim, the wooden bands are spline-joined around the circumference, a delicate feat of quality craftsmanship. The Topo Suspension line-voltage pendant is 8" high and 20" in diameter, with rigid suspension rods in 24", 36" or 48"

lengths. Lamping options are 120-volt incandescent, or 120- or 277-volt CFL.

Modern Designs in Classic Crystal: Bangle Pendant



Of its new modern crystal pieces, the **Bangle** (left) [low-voltage pendant](#) is composed of five faceted, inch-deep crystal bangles threaded onto an inner glass diffuser. Each bangle features hundreds of precise, hand-cut facets to create the elegant detail that sets this design apart. The Bangle is perfect as a single light source or clustered as a group for dazzling effect. Approximately 6.25" in height, the Bangle is offered in amber, clear and smoke, with a choice of three finishes (antique bronze, chrome or satin nickel), and with halogen or LED lamping.



Global Large-Scale Silhouettes and Eye-Catching Lamping: Capsian Grande



Tech Lighting has several new glass pieces in global and organic silhouettes and patterns, including new large-scale pieces, exemplified here by the **Capsian Grande** (left). The line-voltage pendant is approximately 20" in height, with Classic Edison or compact fluorescent Plumen® lamping to make a true signature statement. This piece and the low-voltage **Capsian** pendant (left) are available in either smoke or steel blue glass. The smaller Capsian is 6.5" in height and uses an Edison style lamp for added visual interest.

Updated Techniques: Glass in Motion in the Fluid Square Large



The **Fluid Square Large** (left) offers a captured motion effect in glass, in this [flush ceiling installation](#). For the impression of flowing water frozen in time, poured glass is molded at approximately 9" square by 3.25" in depth, then fire-polished to a glossy finish. Finish choices are antique bronze, chrome or satin nickel, and lamping options are halogen, compact fluorescent or LED. The elegant look of the piece changes at every angle based on light through the "waves." A smaller square version, as well as both large and small round versions, will also be offered.

Minimal Profile, Easy-To-Install 300-Watt Surface –Mounted Transformers

Finally, in discussions with potential MonoRail customers, Tech Lighting found the three most-cited reasons for shying away from [surface-mounted transformers](#) (SRTs) were the size of the canopy, the minimum drop height of the MonoRail, and fears about complexity of installation.

With that in mind, Tech Lighting announces the Pass-Through, Low-Profile and the Mini 300-watt SRTs. The **Pass-Through** combines a sleek new design with the ability to use 1" standoffs and ease of installation. First, the installer mounts and wires the upper canopy in much the same way a standard



line-voltage pendant would be mounted. Second, the installer attaches the rail connector to the rail. Finally, the installer snaps the lower canopy into the upper canopy without the need for tools. The electrical connections are made automatically due to the mating components. It's that easy.

The **Low-Profile** works in almost the exact same manner, but the rail drops below the canopy where a longer drop is preferred. The Low-Profile mounts to a standard 4" ceiling junction box and accommodates 4" or greater standoffs.

The **Mini** (right), in turn, is unveiled as the industry's smallest 300-watt SRT, for customers who seek the smallest possible profile as well as Tech Lighting's superior quality. The housing is constructed of die-cast aluminum and is only 1.4" deep and 5.25" in diameter. The Mini installs similarly to existing Tech Lighting 300-watt transformers and practically disappears on the MonoRail system.



Dallas Market Center
Showroom #4705-TM
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To set up an appointment in advance, please call the contacts on this release.

About Tech Lighting:

Tech Lighting offers a family of decorative accent lighting brands including Tech Lighting, Wilmette Lighting, T~TRAK, ELEMENT, and tiella. Known for its sophisticated, modern designs combined with the latest advancements in lighting technology and expert craftsmanship, the company has been a premier choice of architects, lighting designers, interior designers and homeowners since 1988. Tech Lighting is a Generation Brands company. 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, and for news and decorating ideas, go to www.facebook.com/techlighting.

About Generation Brands:

Generation Brands is one of America's leading companies serving the lighting, electrical wholesale, home improvement, home décor, and building industries. The company has an outstanding portfolio of fashionable and functional lighting fixtures, ceiling fans, and decorative products that provide value and growth to its customers and end-users. The company's success is derived from its ability to serve its customers and end-users with superior service, leading edge design, and outstanding quality.

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