

For More News Media Information, Contact:

Sherry L. Bale
 Manager, Public Relations
 847-410-4432
sbale@generation-brands.com

TECH LIGHTING SHOWROOM: #TM-4705

TECH LIGHTING CONTINUES TO REVOLUTIONIZE MONORAIL AND CABLE SYSTEMS WITH LATEST TECHNOLOGY

Skokie, Ill., January 13, 2014—Tech Lighting, one of the pioneers of low-voltage lighting systems, is again revolutionizing monorail and cable technology with new, low-voltage heads to be launched at the Dallas International Lighting Market, January 15-19, at the Dallas Market Center, Showroom #TM-4705.

Two linear heads, the **Rae** (for the brand’s MonoRail systems) and the **K-Rae** (for the brand’s Kable Lite systems) are among the new low-voltage heads Tech Lighting will introduce this month. According to company officials, the Rae and K-Rae are like no other heads on the market, as they provide direct and indirect general illumination with their innovative design and advanced remote phosphor LED technology. This is the same technology Tech Lighting uses in its award-winning Unilume LED Lighting Systems which also delivers amazingly consistent illumination and high efficacy within the smallest profiles possible.

“These new linear and ultra-slim Rae and K-Rae heads have broadened the range of low-voltage lighting systems by integrating the uncompromising quality of remote phosphor LED technology with the versatility of MonoRail or Kable Lite. They provide color consistent, even illumination with absolutely no hot spots,” said Josh Weiss, president of Tech Lighting. “Both pivot and have multiple mounting options to provide 360 degrees of direct and indirect general illumination, wall grazing or display lighting. The Rae and K-Rae are products which have to be seen in person because pictures simply don’t do them justice.” Additional pendants and heads can be added on the MonoRail and Kable Lite systems to add more layers of light.

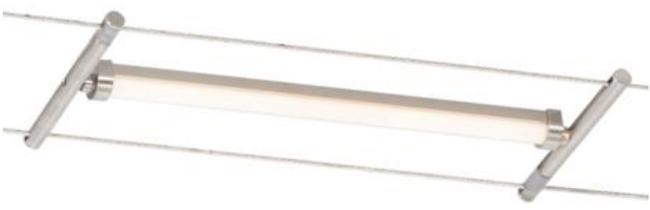
Rae and K-Rae

Within its unique linear format, the **Rae low-voltage head** by **Tech Lighting** integrates the uncompromising light quality of remote phosphor LED technology with the versatility of MonoRail. Available in 24” and 12” lengths at only 1.8” tall, each head pivots 180° and can be mounted up or down—making it ideal for general illumination, wall grazing and display applications. The Rae has an output of 600 net lumens per foot, using only 7.8 watts, and it can be combined with other heads to incorporate additional layers of light. It’s available in either an Antique Bronze or Satin Nickel finish. *(Shown right: The 24”, up)*

Tech Lighting’s Rae 12” low-voltage head, down.



Rae and K-Rae, continued

<p>Close-up of Tech Lighting’s Rae head, mounted up while maintaining pivot, making it ideal for indirect light or illuminating vaulted ceilings. It’s shown here at a 45° upward tilt.</p>	
<p>Close-up of Tech Lighting’s Rae head, mounted down while maintaining pivot, making it ideal for general illumination, display and wall grazing. It’s shown here at a 45° downward tilt.</p>	
<p>The K-Rae low-voltage head is Tech Lighting’s Kable Lite version of the Rae. Also using remote phosphor LED technology first introduced in the company’s award-winning Unilume LED systems, each head pivots 360° and can be mounted down for general illumination, display and wall wash applications or up for indirect light or to illuminate vaulted ceilings. With a depth of .8”, available lengths are 5.5” to mount perpendicular across the cable and in 12” and 24” to mount parallel with the cable. Finished in Satin Nickel. Kable Lite is particularly ideal for atrium spaces. <i>(Shown right: The 12”, down and parallel).</i></p>	
<p>Tech Lighting’s K-Rae 5.5” low-voltage head, down and perpendicular.</p>	
<p>Close-up of Tech Lighting’s K-Rae, rotated down, tilted away.</p>	
<p>Close-up of Tech Lighting’s K-Rae, rotated up.</p>	

Other New Tech Lighting Heads

Inspired by the latest in automotive LED headlamp technology and with a focus on high performance, **Tech Lighting's LED K-Corum low-voltage head** for Kable Lite is defined by its open center, thin metal frame and exposed geometrical heat sink. The head rotates 360°, which is perfect for direct or indirect illumination. Finished in Satin Nickel, K-Corum's dimensions are 4.8" high and 6.3" in diameter. Also available as a low-voltage pendant.



Inspired by advanced aerodynamics, this new, sleek LED **Stealth low-voltage head** by **Tech Lighting** features a die-cast aluminum tail which also serves as its heat sink. The head rotates 360°, pivots 210° and is available in two beam spreads, 25° or 40°. It includes a field-replaceable 10 watt, 550 net lumen, 3000K LED module and removable eggcrate louver (*not shown*). Finished in Satin Nickel, the Stealth head's dimensions are 7.4" long and 1.5" in diameter.



About Tech Lighting

Tech Lighting offers a family of decorative and architectural lighting brands including Tech Lighting, ELEMENT and T~TRAK. 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 low-voltage and line-voltage pendants, wall sconces, ceiling fixtures, flush mounts, suspension pieces, bath bars, specification-grade recessed lighting and LED undercabinet lighting. Tech Lighting has been a premier choice of architects, 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, and for news and decorating ideas, go to www.facebook.com/techlighting.

About Generation Brands

As the parent company to Tech Lighting, Generation Brands is one of America's leading companies serving lighting retailers plus the electrical wholesale, home improvement and building industries. The company has an outstanding portfolio of residential and commercial lighting fixtures, ceiling fans and decorative products which 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.