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TECH LIGHTING HONORED BY ARCHITECTURAL SSL MAGAZINE WITH TWO 2013 PRODUCT INNOVATION AWARDS

CHICAGO, March 21, 2013—Tech Lighting, an industry leader in offering a full complement of modern and innovative fixtures, has been honored by *Architectural SSL* (Solid State Lighting) with two of its prestigious 2013 Product Innovation Awards (PIA).

The *Architectural SSL* Product Innovation Awards determine and honor the most innovative LED/solid-state luminaires and fixtures on the market, while also recognizing the companies behind the components that make up these light sources.

In the “Downlight” category, the PIA judges chose Tech Lighting’s **ELEMENT 4” Adjustable Downlight**—which is a recent addition to the company’s growing suite of ELEMENT downlight products—plus its much-lauded **Unilume LED Undercabinet System** in the PIA’s “Specialty Lighting” category.

“Today LED products should be, and are, held to a very high standard,” said Tech Lighting president Josh Weiss. “We’re honored to be recognized by a publication that truly understands and appreciates solid state lighting and helps end-users differentiate between average LED fixtures and great LED fixtures. LED has come a long way in a short amount of time, and today there are many fantastic LED products in the market. It means a lot to us to be selected in both of these categories.”

With judging of products and systems from a distinguished panel of 24 designers and lighting specialists skilled in product evaluation, the *Architectural SSL* PIA program awards manufacturers based on attributes, qualities, functionality and/or performance beyond industry standards. “Being integrally woven into this process, I have one of the best views in the house as to what’s going on with SSL product development,” said *Architectural SSL* editorial director Jim Crockett. “A curiosity I’ve always felt in seeing any new product hit the market is the lag between creation and adoption. This year, I’m seeing proof of LED in the pudding, in that I’ve never seen more project applications than we had this year—not only in quantity, but quality.”

ELEMENT 4” LED Adjustable Downlight

The ELEMENT 4” Adjustable Downlight delivers the right solution for a variety of lighting design challenges, and it adapts to other LED choices for future technology. Utilizing a Citizen LED for the ultimate in light output and efficacy, the 4” ELEMENT downlight suite has tight beam control and field-changeable optics.



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The adjustable downlight generates 54 lumens per watt and is Title 24 certified. It also incorporates the company's patent-pending, high-low lamp positioning, an innovative design that allows the LED to be positioned closer to the aperture for maximum light output and efficiency or higher in order to minimize glare and flash on the trim.

According to Crockett, judges chose ELEMENT as "a top pick because of the module's high-low positioning and Title 24 energy efficiency," and they also "liked the look of the trimless, square recessed bevel."

Weiss said Tech Lighting plans on introducing several new LED modules for the 4" ELEMENT Adjustable Downlights at LIGHTFAIR. "Given the rapid pace of change, we are continually innovating, and we think customers will be thrilled when they see what we're revealing at this year's show."

Unilume LED Undercabinet System

The Tech Lighting Unilume LED Undercabinet System is designed to utilize remote phosphor LED technology to improve and enhance traditional LED undercabinet lighting. Unilume uses 30 LEDs per foot, a 98 percent reflective mixing chamber and a remote phosphor element, which illuminates as an even, glare-free wash of light along its entire length. This is both attractive as well as easier on the eyes when seen from beneath and eliminates the "multi-shadow" effect making it more desirable in a task application. Jumper connectors make it easy to link one unit to another. An integrated LED driver eliminates the need for an external power supply.



The Unilume system offers minimalist yet rugged design, with heavy-gauge aluminum housing and die-cast steel end-caps, all sitting less than 3/4" deep. Unilume was introduced last year in 13" and 19" lengths—and Tech Lighting will debut several new line extensions at LIGHTFAIR including 7" and 30" versions of the original design.

According to Crockett, the PIA judges said Unilume's remote phosphor lens helped address several challenges of traditional LED undercabinet lighting.

A complete list of Product Innovation Award winners will be available in the March online edition of *Architectural SSL* at www.architecturalssl.com. Winners will receive their trophies at LIGHTFAIR during a Tuesday, April 23, 10 to 10:30 am news conference at the Architectural SSL booth, #4514-F. Tech Lighting's booth at LIGHTFAIR is #2535.

About Construction Business Media

Construction Business Media, headquartered in Chicago, Ill. is publisher of *Architectural Products*, *Illuminate* and *Architectural SSL* magazines. The company also operates the ArchLED Conference, markets and partners in TheContinuingArchitect.com educational platform and maintains websites and electronic extensions of its print publications.

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 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.

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About Generation Brands

As the parent company to Tech Lighting, 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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