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TECH LIGHTING INTRODUCES ELEMENT LED MULTIPLES *Patent-Pending Design Elevates Aesthetics in Multiples Category*

Skokie, Ill., October 9, 2014—**Tech Lighting** is entering the multiples recessed lighting market with what company officials say will elevate the category. The new **ELEMENT LED Multiples** feature a unique, patent-pending dome assembly which provides a sleek, below-the-ceiling look while allowing full 35° tilt and 361° rotation at an infinite number of lockable intervals, always maintaining full center beam candle power. Available in 1X1, 1X2, 1X3, 1X4 and 2X2 configurations, the ELEMENT LED Multiples further extend the brand's family of award-winning ELEMENT LED 3" and 4" recessed downlights.

"We waited to enter the multiples category until we could deliver new innovations to fill key gaps we saw in the marketplace," according to Tech Lighting Vice President of New Product Development Tom Sargeant. "While other multiples may be bulky and have visible hardware and electrical components, our new ELEMENT LED Multiples spot modules present an incredibly beautiful and uncommonly smooth appearance. Our design also minimizes both flashing on the housing and light cut-off no matter the selected lamp position—another benefit we believe is distinct." Additionally, by using the press-release tabs on the spot modules, they can be easily released, aimed and locked without the use of tools.



At left: By using the press-release tabs on the sides of the spot modules, the ELEMENT LED Multiples by Tech Lighting can be easily released, aimed and locked without the use of tools.

Tech Lighting's "Open" and "Trimmed" Versions Mean More Options for the Specifier

Every ELEMENT LED Multiple configuration is available in an Open or Trimmed format, and all of those are offered in either a Flangeless or Flanged ceiling appearance. To accommodate a wide range of aesthetics, there are two housing finishes (either Black or White) plus three trim finishes (Black, White or Satin Nickel) from which to choose. Trims are ordered separately. Although constructed of heavy gauge cold rolled steel, the ELEMENT LED Multiples have a shallow housing, optimized for standard 2" x 6" construction, which is also airtight and available in IC, Non-IC or Chicago Plenum.

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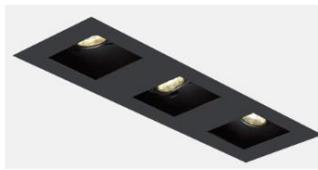
**Shown: Open/Flangeless
Black housing**

Open housing design where individual module seams are barely visible with a sleek flangeless (mud-in) appearance that is flush with the ceiling.



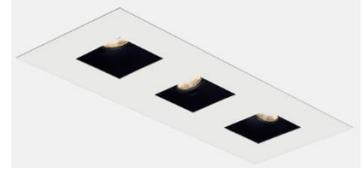
**Shown: Open/Flanged
White housing**

Open housing design where individual module seams are barely visible with a finished, yet flanged appearance that sits just below the ceiling.



**Shown: Trimmed/Flangeless,
Black housing with Square
Black trim**

A handsome one-piece metal trim covers all module seams with a flangeless (mud-in) appearance that is flush with the ceiling. Trimmed apertures are 30% smaller than Open apertures and offer round and square opening options.



**Shown: Trimmed/Flanged,
Black housing with Square
White trim**

A handsome one-piece metal trim covers all module seams with a finished, yet flanged appearance that sits just below the ceiling. Trimmed apertures are 30% smaller than Open apertures and offer round or square opening options.

These Options Offer Further Flexibility

To enable lighting designers to achieve virtually any effect in residential or commercial applications, the following options offer further flexibility:

- LED module outputs:
 - The High Output LED module is 1300 lumens/18 watts = 72 lumens per watt (Can be used in the Non-IC or Chicago Plenum housings)
 - The Low Output LED module is 1050 lumens/12.5 watts = 84 lumens per watt (Can be used in all three housings, the IC, Non-IC or Chicago Plenum)
- Field-changeable optic beam spreads: 20°, 30° or 40°
- CCT: 2700K, 3000K or 3500K
- CRI: 80+ or 90+
- Voltage: 120v, 240v or 277v
- Dimming: ELV or 0-10v

For more specifications, go to www.element-lighting.com.

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 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 and ceiling fans which provide value and growth to its customers and end-users. The company's success is derived from providing superior service, leading edge design and outstanding quality.