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For Immediate Release

**Tech Lighting Booth at LIGHTFAIR: #2535**

## **TECH LIGHTING TO INTRODUCE INNOVATIVE, HIGH TECHNOLOGY PRODUCTS AT LIGHTFAIR**

**CHICAGO** (April 18, 2013)—Tech Lighting will debut a wide variety of new, high technology products and product extensions from two of its award winning architectural lighting lines—its **Unilume LED Lighting Systems** platform and its **ELEMENT** specification-grade, recessed lighting brand—at this month’s LIGHTFAIR® International (LFI®) in Philadelphia, April 23 through 25 at the Pennsylvania Convention Center, Booth #2535.

According to Tech Lighting president Josh Weiss, “Our LIGHTFAIR introductions demonstrate our mission to create products with a perfect balance of performance and design—which we’ve proven are not mutually exclusive—through our brand mandate of innovative thoughtful design, a deep appreciation for light performance, uncompromising quality, plus a robust passion for detail.”

### ***New Unilume LED Products***

Tech Lighting’s Unilume LED Lighting Systems are designed specifically to address the shortcomings of many LED undercabinet, cove and other task and accent lighting products. By utilizing tightly clustered blue LEDs, optimized mixing chambers and remote phosphor lenses, the result is incredibly consistent illumination and high efficacy within the smallest profiles possible.

“After the amazingly positive response we received from last year’s Unilume LED Undercabinet introduction, we’re excited to expand the family which will help empower lighting designers and home owners alike to place high quality light exactly where they need it,” said Weiss. “Unilume LED Lighting Systems are designed to melt into architecture, leaving only consistent, beautiful white light behind. They can provide solutions for countless applications from residential and retail to hospitality, health care, education and more.”

Tech Lighting will add three new products to its award-winning Unilume LED platform with the **Unilume LED Micro Channel** (24V), **Unilume LED Light Bar** (24V) and **Unilume LED Direct Wire** (120V).

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### ***Unilume LED Micro Channel***



With a width of only 1.0", depth of only .80" and offered in 12", 24" and 48" lengths, the **Unilume LED Micro Channel** (shown left) is engineered for applications where custom length, end-to-end illumination is crucial. It has ultra-slim housing with tightly clustered blue LEDs in a dome-shaped co-extruded remote phosphor channel, creating an uninterrupted source of beautiful, consistent white light which Weiss says "will revolutionize existing task and application lighting." The Unilume Micro Channel is field-cutttable every 3" at the end of a run and remains white in the off-state.

The 300 lumens per foot option is perfect for cove accent, display or close-up task light, and the 600 lumens per foot option is for more powerful task light, wall grazing and more. The easy-to-install Unilume LED Micro Channel has an estimated system efficacy of 100 lumens per watt; a color rendering index of 80+; and all lengths are offered in 2400k, 3500k and 4000k. A myriad of mounting options make the Micro Channel extremely adaptable to almost any application.

### ***Unilume LED Light Bar***

For undercabinet, task and cove applications where space is limited but performance is crucial, the **Unilume LED Light Bar** (shown right) utilizes a remote driver setup to allow for an ultra slim housing design just 0.68" deep and 1.13" wide. Its unique end-to-end connectors allow for 40 feet of uninterrupted, uniform light without the use of jumper wires. With efficacy of 65 lumens per watt; three convenient lengths (7", 13" and 19"); two available color temperatures for each length (2700k, 3000k); and two CRI choices (80+, 90+), the Unilume LED Light Bar offers a variety of lighting solutions for one-of-a-kind applications.



### ***Unilume LED Direct Wire***



For undercabinet and a wide range of task applications where direct wiring is preferred, the **Unilume LED Direct Wire** (shown left) provides a commercial grade combination of performance and versatility. With four lengths—7", 13", 19" and 30"—it has the ability to power up to 70 linked units from one power connection. With a system efficacy of 51 to 61 lumens per watt (depending on which length chosen), it also has an optional occupancy sensor and is available in 2700k and 3000k as well as 80+ or 90+ CRI.

### ***Unilume Line Extensions***

In addition, Tech Lighting is adding new 7" and 30" (shown right) options to its original 13" and 19" **Unilume LED Slimline** versions. With 30 blue LEDs per foot, a 98% mixing chamber and a remote phosphor lens, the renamed Unilume LED Slimline products (previously called the Unilume LED Undercabinet System) achieve high color consistency and incredibly even illumination in a housing less than .75" deep. Perfect for a wide range of applications requiring energy-efficiency, superior quality of light and sleek design, Unilume's jumper connectors make it easy to link units. The product is available in 2700K or 3000K and 80+ or 90+ CRI—and it has a system efficacy of 54 to 61 lumens per watt, depending on the length chosen.



Below is a guide to each Unilume LED Lighting System product’s optimal applications:

* = Good	** = Better	*** = Best	Unilume LED Slimline	Unilume LED Direct Wire	Unilume LED Light Bar	Unilume LED Micro Channel
			***	***	**	**
			**	***	**	**
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**NEW ELEMENT Modules To Debut at LIGHTFAIR**



Tech Lighting will also feature its expanding ELEMENT specification-grade lighting brand by adding five new LED modules (in addition to the original Citizen Hi-Output module introduced last year) to its 4” Adjustable Downlights (shown left). “The innovative designs of the platform and heat sink can continually be adapted to new LED technologies as they’re developed, maintaining an LED agnostic platform. This empowers the design community to select LED solutions that best fit their design criteria and performance preferences,” said Weiss. The 4” Adjustable Downlight’s patent-pending, high-low lamp positioning allows the LED to be positioned closer to the aperture for maximum light output and efficiency or higher to minimize glare and flash on the trim. Additional adjustability enables tool-free hot aiming, including 0°-40° tilt and 361° rotation for no dead spots. All aiming functions are lockable.

Below is a table containing detailed information regarding the new ELEMENT 4” Adjustable Downlight LED modules with their light output, capabilities and features:

	CITIZEN HI-OUTPUT	XICATO / ARTIST SERIES	LUMENETIX WARM COLOR DIMMING	LUMENETIX PROGRAMMABLE WHITE	LED ENGIN WARM COLOR DIMMING
Output (Gross Lumens)	2200	1750 / 1150	950	950	1050
Output (Fixture Performance)	1728	1300 / 950	750	750	840
Color Temperature	2700K 3000K 3500K	2700K 3000K 3500K	3000K-1800K Warm Dim	1600K-4000K	3000K-1800K Warm Dim
CRI	85 Typical	80+ / 95+	90+	90+	85+
Dimming	Down to 5%	Down to 5%	Down to 15%	Down to 15%	Down to 2%
Dimming Type	3 wire	3 Wire	0-10V	0-10V, 2 sets	0-10V
Beam Spreads	18°, 25°, 40°	21°, 43°, 60°	21°, 43°, 60°	21°, 43°, 60°	24°, 32°, 45°
Power Supply	Constant Current Driver	Constant Current Driver	24V DC Constant Voltage	24V DC Constant Voltage	24V DC Constant Voltage
Wattage	32 watts	27 watts	24 watts	27 watts	18 watts
Title 24	Yes				

***New ELEMENT 3" Halogen Low Profile Adjustable Downlight***



The new ELEMENT 3" Low Profile Adjustable Downlight was specifically engineered to meet customer demands for a product to uniquely address shallow ceiling plenum applications where light aiming is crucial. Adjustability allows for lockable hot aiming, including 0°-35° tilt and 361° rotation, which eliminates deadspots. Designed with a shallow 4" housing while utilizing the same trims as the rest of the ELEMENT 3" series, the presence of the Low Profile version is completely undetectable from below the ceiling—even if alongside other full-depth ELEMENT 3" downlights. (The image here, in a cutaway, demonstrates the product's adjustability and tilt within its 4" shallow housing).

All of Tech Lighting's LED products carry a 5-year warranty.

***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](http://www.techlighting.com) or [www.element-lighting.com](http://www.element-lighting.com), and for news and decorating ideas, go to [www.facebook.com/techlighting](http://www.facebook.com/techlighting).

***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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