



TECH LIGHTING®

ELEMENT 

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Tech Lighting Delivers Power of Choice with Cutting-Edge 2012 Products at LIGHTFAIR
“Game Changing” Recessed Lighting Suite, Directional LED Head and LED Undercabinet Unveiled

CHICAGO (April 24, 2012) – Tech Lighting again delivers thoughtful and powerful solutions for lighting design challenges faced by today’s designers, specifiers and architects with its new product line-up to be unveiled at LIGHTFAIR International 2012, May 9 – 11 in Las Vegas (**Booth #3808**). Tech Lighting today announced three of its new offerings for 2012: A suite of **4” ELEMENT LED downlights, adjustable downlights and wall washes**; the **Unilume LED Undercabinet System**, with its unprecedented even, glare-free wash of light along its entire length; and the **Veryon directional LED track head** that exceeds the illumination of a 50-watt halogen MR16.

“We’re excited to share our offerings at LIGHTFAIR than this year, as we feel these products – more than ever – put the power of choice and real solutions in the hands of our customers,” said Tech Lighting President Josh Weiss. “Tech Lighting engineers and designers set a goal of developing truly game-changing products for each of these categories, and we’re proud to launch all three of these offerings this year.”

Ease and Choice: New 4” ELEMENT Downlight Suite

With the introduction of its new **ELEMENT 4” LED recessed lights**, Tech Lighting is now a one-stop source for a complete range of small aperture high-end architectural downlighting. Following the introduction of the ELEMENT 3” LED downlight offerings last year, Tech has added a downlight, adjustable downlight and wall wash in the new 4” suite to address various lighting design challenges. Plus, this new suite accepts other LED choices for future replacements.

Tech Lighting has engineered a platform that is ideal for adjustable accent and general illumination applications. The 2012 solution utilizes a Citizen LED for the ultimate in light output and efficacy, with tighter beam control and field-changeable optics.



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Tech Lighting Delivers Power of Choice at LIGHTFAIR—Page Two

This platform delivers 1,750 lumens and 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.

Delivering Next-Generation Undercabinet Lighting: Tech's Unilume LED Undercabinet System in 13" and 19"



Offered in 13" and 19" lengths and with 30 blue pump LEDs per foot, a 98% reflective mixing chamber and a remote phosphor lens, the new-for-2012 Tech Lighting **Unilume LED Undercabinet System** achieves 51 and 61 lumens per watt (the 13" and 19", respectively), color consistency and incredibly even illumination while eliminating traditional negatives of LED undercabinet lighting such as hot spots and multi-shadows – all in a housing that is less than 3/4" deep.

An integrated driver makes installation easy and allows smooth dimming to 15% using a TRIAC or ELV dimmer. Perfect for any undercabinet or display 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—or on a custom-basis 80+ or 90+ CRI for the most discerning applications. *(Editor's Note: A more detailed news release on the Unilume is available on Tech Lighting's website or upon request).*

Exceeding the MR16 Gold Standard: Veryon Directional LED Track Head



The **Veryon** directional LED track head reinforces the theme of innovation for Tech Lighting this year, and according to Weiss, it exceeds what he calls the industry's "gold standard illumination" of a 50-watt halogen MR16. The Veryon is a 16-watt, 800+ lumen head with a machined aluminum housing and extruded aluminum heat sink. It uses the Philips Luxeon S LED and is easily field-replaceable and upgradeable due to a solderless connection. Its two-tone finish adds a modern industrial aesthetic. The head rotates 360 degrees and pivots 90 degrees, and it's dimmable to 10% with low-voltage electronic or magnetic dimmers.

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Tech Lighting Delivers Power of Choice at LIGHTFAIR—Page Three

All Tech Lighting products and its 2012 new product supplement can be viewed via links on the company's website at www.techlighting.com.

LIGHTFAIR International
Tech Lighting, **Booth #3808**
Las Vegas Convention Center
Las Vegas, NV

To set up an appointment in advance, please call the contact on this release.

About Tech Lighting

Tech Lighting offers a family of decorative accent lighting brands as well as full range of high-end architectural lighting solutions 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'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

As the parent company of Tech Lighting, Generation Brands is one of America's leading companies serving the lighting, electrical wholesale, home improvement, home décor and building industries. Generation Brands 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. Generation Brands continues to increase marketing investments and develop operating and product synergies that enhance its value to the many markets it serves.

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