

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’S NEW-FOR-2014 PRODUCTS MERGE ELEVATED DESIGN  
 WITH LATEST TECHNOLOGIES**

*Fixtures Demonstrate Lighting Performance with Purpose*

**Skokie, Ill.**, January 13, 2014—Tech Lighting, an industry leader in offering a full complement of modern and innovative fixtures for residential and commercial spaces, will introduce its new-for-2014 products at the Dallas International Lighting Market, January 15-19, at the Dallas Market Center, 2100 North Stemmons Freeway, Showroom #TM-4705.

“It’s a remarkable time to be in lighting,” according to Tech Lighting president Josh Weiss. “Technology allows us to explore it in a completely fresh way. While the objective of lighting has not changed, it has certainly taken an elevated role in the design collective. The rapid pace of change can be challenging, but it’s also incredibly fun. This shows throughout our new launch.”

Overall, Weiss added this year’s new products demonstrate Tech Lighting’s dedication to LED and approach towards break-through originality. Most fixtures are either LED-only or have an LED option. “It’s never about technology for technology sake. Technology must always serve a purpose and mesh well to create beautiful objects,” he said.

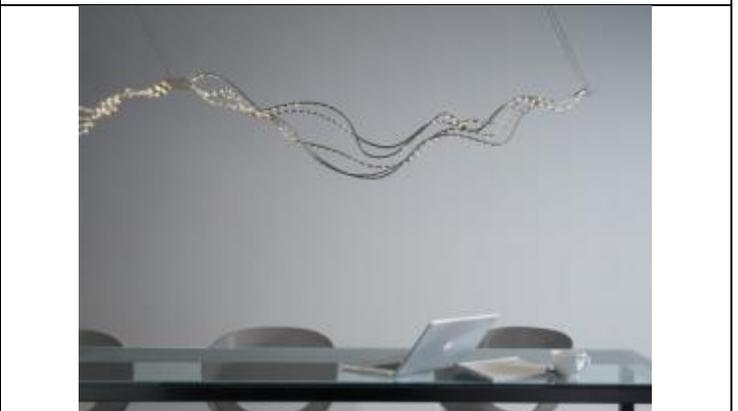
**Below is a sampling of this year’s new products:**

***Linear Suspension***

The graceful force of ocean waves is captured in the **Surge linear suspension** by Tech Lighting. Gently undulating bands of downward and upward firing LED strips join to form a striking fixture capable of creating layers of illumination. Fixtures can be linked together end-to-end to create longer, continuous runs using an optional mechanical connector. Available finishes are either Satin Nickel or a matte Rubberized White (*shown*), and its dimensions are 54” long, 16” high and 6” wide.



The **Surge linear suspension** by Tech Lighting can be linked together end-to-end to create longer, continuous runs using the optional mechanical connector.



Jagged lines, an asymmetrical shape and exposed Edison-style lamping combine to create **Tech Lighting's Akimbo linear suspension** which is inspired by the beauty of leafless winter tree branches. Akimbo is 48" long, and its factory-supplied stems are offered in two different lengths—either 36" or 48". Finish choices are Antique Bronze (*shown*) or Black.



The **Akimbo linear suspension** by **Tech Lighting** over a table.



Inspired by a circuit board, the equal parts minimalistic and futuristic aesthetic of the new **Parallax linear suspension** by **Tech Lighting** is created by the ultra-thin profile of its aluminum and acrylic body which houses 30, asymmetrically-placed high-powered LEDs. The Parallax's dimensions are 54" long and 3.8" wide, and it comes in either a Black (*top, at right*) or White finish.



The **Parallax linear suspension** by **Tech Lighting** over a table.



**Line-Voltage Pendants**

Elegantly simple yet visually complex, the scale and silhouette of the new-for-2014 **Ryker line-voltage pendant** by **Tech Lighting** combine to give a fresh take on large, warehouse-inspired design. The spun metal shade's crisp inflections are softened by a matte, rubberized finish—available in Black (*shown*), White or Gray—to complete the modern industrial aesthetic. Available in LED. Ryker's dimensions are 20" high and 18" in diameter.



**Tech Lighting's** new **Ryker line-voltage pendants** in a group. Left to right, in a matte, rubberized finish: Gray, White and Black.



Serious scale and sophistication are the foundations of the **Masque Grande line-voltage pendant** by **Tech Lighting**. It has an impressively large one-piece, blown glass shade in a mid-century modern silhouette with a meticulously painted crown. Its gently curving diffuser evenly distributes the output of the LED light source, and the fixture is provided with a rigid stem to match the finish. Colors are bottom/top: Clear/White, Smoke/Black and Smoke/Gray (*shown*). Masque Grande's dimensions are 6.1" high and 18" in diameter.



The modern **Xander line-voltage pendant** by **Tech Lighting** has a combination of smooth lines and architectural elements, defined by an angular acrylic shade and purposely exposed LED heat sink. With a Satin Nickel finish, Xander's dimensions are 13.2" in diameter and 3.3" high.



The ultimate marriage of industrial design and modern elegance of **Tech Lighting's** new **Stratton line-voltage pendant** starts with a large-scale, hand-blown Italian glass shade and is capped off with a decorative metal housing topped by a riveted canvas detail. An eggcrate louver helps minimize glare. Available in LED. With a choice of either Smoke or Clear (*shown*) glass and a Gray or Black (*shown*) finish, the large Stratton's dimensions are 22.4" in diameter and 17.6" high. The small Stratton line-voltage pendant is 10.6" in diameter and 9.2" high.



A detail shot of the **Stratton line-voltage pendant** by **Tech Lighting**.



**Low-Voltage Pendants**

The **Folium low-voltage pendant** by **Tech Lighting** is inspired by nature with a leaf-like silhouette which gives way to an ultra-modern aesthetic created by its inward firing LED light source and asymmetrical hollow center. Available in a White or Satin Nickel finish (*shown*). Folium's dimensions are 8.3" high and 3.9" wide.



A group shot of the new **Tech Lighting Folium low-voltage pendants**. Available in a White or Satin Nickel finish—both shown here.



The new **Corum low-voltage pendant** by **Tech Lighting** has an intriguing design with a focus on high performance. This unique LED fixture is defined by its hollow center, thin metal frame and exposed geometrical heat sink. The Corum pendant is 6" high and 4.8" in diameter.



A detail shot of the **Corum low-voltage pendant** by **Tech Lighting**.



### **Wall**

The new **Voto wall** by **Tech Lighting** is simple elegance defined. A handsome die-cast metal body is echoed by symmetrical reveals, cut from a solid piece of optically pure crystal. Illuminating LED light pours from the top and bottom of the thick-cut crystal. Available in an Antique Bronze or Satin Nickel finish (*shown*), Voto may be mounted horizontally or vertically. Its dimensions are 5" high, 4.3" wide and 3.9" deep, making it ADA compliant.



Most **Tech Lighting** line-voltage pendants can be turned into wall sconces with the brand's new-for-2014 **Clifton wall canopy**. Its integrated telescoping arm features a structural crossbar to support these larger pendants up to 20 pounds and 20" in diameter. Finished in either an Antique Bronze (*shown*) or Satin Nickel, Clifton's dimensions are 10.5" high and 4.4" wide; the arm extension starts at 7.6" and can be protracted up to 11.9".



### **Flush Mount**

The sleek glass shade of the large **Manette flush mount** by **Tech Lighting** is suspended from a handsome die-cast metal band just below the ceiling which hides the LED light source. The shade illuminates with an even glow, free of hot spots found with traditional light sources. With the shade available in White Gloss or Transparent Smoke (*shown*) and finished in Satin Nickel, this LED fixture is 7.9" high and 11" in diameter. The small Manette flush mount, also new this year, is 6.3" tall and 5" in diameter.



**Bath**

Parabola-shaped glass gives the new **Versa bath** by **Tech Lighting** a modern, fresh silhouette. While Versa can be ordered alone for a sleek look, it can also be ordered with a set of fashion-inspired bands to add personal style: The eight band designs range from a smooth Solid Metal Chrome and Solid Metal Bronze to rich Black or Brown Leather, and they're held in place with high-powered magnets for easy removal. (Versa is shown right with Black Leather/Satin Nickel straps). The fixture is available in LED, and its dimensions are 24" long, 4.3" high and 4" deep.



The **Rae mirror kit** by **Tech Lighting** consists of a special co-extruded remote phosphor LED channel which hugs a high-quality mirror in three mirror configurations. The LED channel provides an amazingly slim profile—less than 1" deep with flawless, even illumination and superior color reproduction. The Rae mirror kit comes complete with 3.9 watts per foot of LEDs to create 300 lumens per foot of white light. Available in four CCT options and two CRI options.



**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](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 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.

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