



TECH LIGHTING®

ELEMENT

TECH LIGHTING SHOWROOM: #4705-TM

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**Tech Lighting Showcases Sophisticated Design Enhanced
With Flexibility and Choice at the June Dallas International Lighting Market**

CHICAGO (June 7, 2012)—With a creative new pendant offering, a new suite of 4” ELEMENT recessed lights and two new flush mounts, Tech Lighting will demonstrate its sophisticated design aesthetic and strong ability to put forth a wide range of customizable lighting solutions at the June Dallas International Lighting Market, June 21-24 (**Showroom #4705-TM**).

Lamps Without Limits: New Tech SoCo

Celebrating the lamp in its simplest form, Tech Lighting will introduce its new **SoCo** system of sockets and cords which deliver extreme flexibility and the power of custom design.



SoCo (shown left) offers seven different color cord options (Red, Orange, Gray, Blue, Black, Brown, Black & White), three standard lengths (8’, 16’ and 24’), two socket alternatives (vintage or modern) and four metal finishes (White, Black, Satin Nickel or Antique Bronze) in order to mix, match, drape and cluster to create unique light sculptures or individual accents. SoCo accommodates a wide variety of lamps (sold separately) to create custom looks.

“There are endless possibilities with the SoCo,” said Tech Lighting president Josh Weiss. “Many commercial and residential lighting designers are looking to build their own solutions for bare lamp installations, and we’re meeting those needs in an innovative, meaningful way.”

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Ease and Choice: New 4" ELEMENT Downlight Suite

With the introduction of its new **ELEMENT 4" LED recessed lights**—hot off last year's introduction of the ELEMENT 3" LED downlight suite—Tech Lighting is now a one-stop source for a complete range of small aperture high-end architectural downlighting. Tech has produced a downlight, adjustable downlight and wall wash in the new 4" suite, each with a choice of two lamping options to deliver the right solution for a variety of lighting design challenges. Plus, these new products are designed to adapt to other LED choices for future replacements.



In the ELEMENT 4", Tech Lighting has engineered a platform that accepts multiple LED sources, ideal for adjustable accent and general illumination applications. The two 2012 solutions offered are:

- *Integrated* lamping, using the award-winning Molex Helieon module (pictured above) with an integrated driver that makes lamp replacement incredibly easy with a simple twist and lock assembly; it allows for the removal of the LED and driver simultaneously while the socket remains in the housing. No tools required.
- *High output* lamping, utilizing a Citizen LED for the ultimate in light output and efficacy, with tighter beam control and field-changeable optics.

All platforms deliver 1,500 to 1,750 lumens and incorporate 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.

Two New Flush Mounts Nod To Modern Chic

Launched during this year's January Dallas International Lighting Market with a tailored fabric shade in varying colors, Tech Lighting's popular **Baxter** round flush mount (bottom left) and Tech's **Province** square flush mount (bottom right) will be introduced at June Dallas Market in versatile and sleek metal versions. Two metal clips add a sophisticated detail to each, and a glass diffuser provides a glare-free wash of light. The incandescent versions are dimmable.



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About Tech Lighting:

Tech Lighting offers a family of decorative and architectural lighting brands 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 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.

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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