

Tech Dallas Showroom: 4705-TM

TECH LIGHTING TO DEBUT NEW-FOR-2013 PRODUCTS AT DALLAS MARKET
New Luminaires Demonstrate Clear Focus on Innovative, Original Design

CHICAGO (January 3, 2012)—Tech Lighting, an industry leader in offering a full complement of modern and innovative decorative fixtures, will roll out 35 new-for-2013 products at the Dallas International Lighting Market, January 17-21, 2013, at the Dallas Market Center, 2100 North Stemmons Freeway, showroom #4705-TM.

“For 2013, we focused on innovative, original design with strong architectural elements and patterns,” said Josh Weiss, Tech Lighting President. “Our new offerings reflect our passion for design details balanced with our goal to make our fixtures transform a space.”

Also according to Weiss, Tech Lighting is quickly becoming one of the leaders in integrating LEDs into decorative residential and commercial luminaires. “Seventy-five percent of the new products are LED or have an LED option. Many of them use LEDs as an integral part of their aesthetic—whereas the lamping is a central design feature.”

Examples of Tech’s New LED-Centric Designs



Named after the Japanese word for “sword,” the **Katana wall sconce** by Tech Lighting features a thin, front blade which encases a sleek, 6-watt LED package directing light toward the back plate with its matte, rubberized surface to diffuse the dimmable light. At 12” high, 4.25” wide and 3.5” deep, this sconce features an LED-centric design, which would be impossible to duplicate with traditional lamping. Continuing the Japanese influence of minimalistic ornamentation and clean lines, the silhouette adds unique drama to any space. Offered in Satin Nickel or Gloss White finishes with either matte Black or matte White inserts. ADA compliant. (Pictured left: Satin Nickel finish with matte Black insert).

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The new **Pull Large wall sconce** by Tech Lighting is a fun fixture with clean lines and limitless uses. The fixture is made of a sleek (no seams), metal shade (with either Black or White rubberized paint) which measures 9" high, 4.25" wide and 3.75" deep, with a fabric cord accent (available in Black, Gray or Orange) hanging below which serves as the "pull" to turn the LED lamping on and off. Also available in a smaller size, the **Pull Small wall sconce** stands 5.25" high, while having the same 4.25" width, 3.75" depth and dimmable LED lamping. The pop of color against the monochromatic shades and overall scale of the fixtures are inspired by mid-century modern design. Whether bedside, accenting a hallway or warming the mood of a wide-open living space, these sconces will catch the eye of those who pass by. ADA compliant. (Pictured left: White Shade with Black Cord and Black Shade with Orange Cord).

Tech Lighting Continues Expansion in Suspension Category

"While at one time we were primarily known for our pendants and being a pioneer in track lighting, we've clearly expanded well beyond our roots. Today our portfolio transcends a wide variety of categories for residential and commercial applications," said Weiss. "We're continuing to expand our suspension category—and our designers and engineers helped us rethink the possibilities of what a suspension fixture could be."

The new **Crossroads suspension** (right) by Tech Lighting is inspired by the sheen of big city streets and intersections illuminated at night. Made of sheets of raw steel protected with a clear lacquer coat and accented by brass spot-welding at the joints, all of the new Crossroads fixtures have a purposefully imperfect, rugged and industrial design. The suspension stretches 46" long and stands 6" high and 4.5" deep. Lamping options include halogen and LED (120V and 277V). Its ADA compliant, companion Crossroads wall sconce is 13" high and 3" deep and is offered in halogen and LED (120V and 277V).

There's also a Crossroads low-voltage, cylindrical pendant which stands 10.5" high with a 3.5" diameter, and its lamping options include halogen (12V and 24V) and LED (12V).



Tech Lighting's new-for-2013 **Unison** (above left and detailed image, right) has soft lines of a figure 8-shaped acrylic diffuser and die-cast metal end-caps, which contribute to an unexpected and playful modern interpretation of a suspension fixture. The bold lines of the heat sink extrusion speak to the design's functionality as 40 watts of high powered LEDs make the fixture a workhorse that's equally suitable for residential and commercial applications. Unison's dimensions are 47.2" long and 5.2" high, and it includes two, 20-watt, 3000K field replaceable LED strips or one 54-watt T5HO linear fluorescent lamp.



Tech's new **Biza suspension** (above detailed image left and product, right) demonstrates how geometries can converge to make the seemingly complex simply beautiful. The bottom diffuser of this piece is composed of clear injection molded plastic inserts which add remarkable depth and illusion when viewed from below. Additional molded plastic inserts in either silver or black sit atop the fixture reinforcing its thoughtful shape. Horizontal and vertical lines intersect throughout, adding additional visual interest. Inside sit 40 watts of LED making this fixture applicable to many different residential and commercial environments. Biza's dimensions are 46.3" long by 3.2" high, and it includes two, 20-watt, 3000K linear strips.

New Sophisticated Pendants Transform Spaces

Inspired by rays of light articulating from a central light source, Tech Lighting's new-for-2013 **Mini-Artic low-voltage pendant** features two unique design elements. First, there's the partially exposed, metal frame (in Satin Nickel) whose arms elegantly represent the path the light is taking. Second, the highly reflective inner surface (either Silver or Gold) within its modern, high-gloss, semi-translucent shade (in either Black or White) allows the light to playfully bounce around the fixture, enabling just a hint of the lamp itself to shine through. All together, the effect is unique and dramatic. Its dimensions are 8.2" high and 8.3" in diameter, and its lamping options include 12v and 24v halogen or 12v LED. (Pictured right: Black Gloss shade with Gold interior and White Gloss shade with Silver interior). The Mini-Artic has two larger companions in the same color combinations with the mid-sized **Artic** and the dramatically large **Artic Grande** line-voltage pendants.



The **Marshall line-voltage pendant** by Tech Lighting has an elegant, tailored herringbone fabric shade made truly spectacular with the addition of two bold and classic solid metal finials. The fabric cord plays beautifully with the other design details making this piece fashionable, handsome and timeless. The fixture is 27.9" high and 19" in diameter.



With a modern take on vintage French perfume bottles, the silhouette of Tech Lighting's new-for-2013 **Parfum Grande line-voltage pendant** is sleek and clean while still warm and elegant, at a statuesque 28.5" high with a diameter of 8.5." This distinctive fixture features separate top and bottom hand-blown glass pieces joined together by a sleek band in the center. The color selection for the tops and bottoms can be mixed and matched to create an individualized look. The top pieces come in White, Transparent Smoke or Clear glass, and the bottom pieces, which all feature a beautiful clear draw at the rounded bottom, come in White, Smoke, Transparent Smoke or Clear. To add further design detail, when the Transparent Smoke or Clear bottom glass is selected—which exposes the fixture's lamping—lamp options of either incandescent Squirrel Cage Edison or Baby Plumen compact fluorescent are offered. Hardware finishes are Satin Nickel or Antique Bronze. Pictured here: Transparent Smoke Top/Smoke Bottom in Satin Nickel (illuminated). The smaller **Parfum low-voltage pendant** is a more delicate 11" high with a diameter of 4" and offers all the same options for color combinations. It includes a dimmable 12V halogen bi-pin lamp.

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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