

GENERATION BRANDS

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NEWS RELEASE

GENERATION BRANDS' LED BI-PIN REPLACEMENT PENDANT MODULE WINS LIGHTING FOR TOMORROW "SPECIAL AWARD" FOR INNOVATION *Proprietary Design Delivers High Output, Exemplary Color Rendering Index*

Skokie, Ill., October 5, 2015—The annual Lighting for Tomorrow competition has given Generation Brands, one of the leading lighting companies in the industry, a "Special Award" for Innovation for its proprietary LED Bi-Pin Replacement Pendant Module. The Awards were announced on October 3 during the American Lighting Association (ALA) Annual Conference in Huntington Beach, California.



Made in partnership with SORAA®, the LED Bi-Pin Replacement Pendant Module is backward compatible into standard G4, GU5.3 or GY6.35 base Halogen or Xenon incandescent bi-pin lamp sockets—making it a simple plug and play solution with virtually all Halogen and Xenon bi-pin pendants. Its proprietary custom lens produces both task and side output for uniform illumination.

Also, the LED Bi-Pin Replacement Pendant Module is available in two versions, both consuming just 8 watts. Each version offers a warm aesthetic and full spectrum color rendering. Both versions can be ordered separately as a relamping option:

- First, there's the 3000K, 80 CRI lamp which produces 500 lumens with an excellent full spectrum color rendering; this will also ship with all Tech and LBL new-for-2015 and existing pendants when LED lamping is selected
- Second, the 2700K, 95 CRI lamp which produces 375 lumens with best-in-class color rendering

The Module is available under the Tech Lighting and LBL Lighting brands through lighting showrooms, electrical distributors and specifiers. For more about the Generation Brands' LED Bi-Pin Replacement Pendant Module, go to <http://www.techlighting.com/Bi-Pin>

About Lighting for Tomorrow and the 2015 Competition

By recognizing exceptional new products, Lighting for Tomorrow is a competition which challenges manufacturers to develop residential lighting products that successfully incorporate advances in both design and energy efficiency. The 2015 judging panel, which met at Underwriters Laboratories (UL) University in North Carolina, reviewed a total of 120 products including 60 LED indoor fixtures, 4 LED outdoor fixtures, 2 OLED fixtures, 7 LED retrofit kits, 42 LED replacement lamps, and 5 lighting control devices.

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About Generation Brands

As the parent company to Feiss-Monte Carlo, LBL Lighting, Sea Gull Lighting and 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 to its customers and end-users. The company's success is derived from its ability to serve its customers and end-users via superior service, leading edge design and outstanding quality.

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