

# GENERATION BRANDS

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## GENERATION BRANDS WINS TWO LIGHTING FOR TOMORROW AWARDS

**Skokie, Ill, September 12, 2016**—Two Generation Brands products—the Torque 27 by LBL Lighting and the Lucarne LED Niche Light by Ambiance Lighting Systems—have been chosen as winners in the annual *Lighting for Tomorrow* awards. The awards were announced today during a webinar hosted by the American Lighting Association.

### ***Lucarne LED Niche Light***

The Lucarne LED Niche Light by Ambiance Lighting Systems was as one of five winners in the “Functional Lighting” category. The low-voltage, adjustable downlight uses advanced LED technology to provide superior quality light in a compact size. IC-rated for use in ceilings without a separate housing, it produces 300 lumens at a CRI of 90 in 2700K, 3000K or 4000K and in a selection of 12 or 24 volts. For maximum flexibility, the Lucarne ships with both a 30° and 65° lens that allow for easy adjustment of the beam spread even after installation. The judges remarked, “This great little light takes advantage of the LED form factor with its compact size and provides pleasing light, value and efficiency.”



### ***Torque 27***

The judges selected the Torque 27 by LBL Lighting as an “Honorable Mention” from the “Decorative Lighting” submissions. This luminaire gives the traditional five-arm chandelier an ultra-modern revamp, as the typical three-dimensional silhouette is simplified to its most elemental level—a single, ultra-sleek plane of beautifully diffused LED downlight. According to the judges, “This fixture is very task oriented and would work great in a home office, laundry or exercise room, or even in loft spaces. It boasts a neat design along with great efficacy and CRI.”

### ***Judging***

The 2016 judging panel met in June at the UL University facility in North Carolina and reviewed over 90 products, which included 72 LED indoor fixtures, 8 LED outdoor fixtures, 1 LED retrofit kit, 14 LED replacement lamps, and 5 lighting control devices.

### ***About Lighting for Tomorrow***

Lighting for Tomorrow is a competition that challenges manufacturers to develop residential lighting products that successfully incorporate advances in both design and energy efficiency. By recognizing exceptional new products, Lighting for Tomorrow seeks to meet consumer expectations and leap over market barriers that inhibit the adoption and use of energy efficient residential lighting products.

### ***About Generation Brands***

As parent company to Ambiance Lighting Systems, Feiss, LBL Lighting, Monte Carlo Fans, Sea Gull Lighting and Tech Lighting, Generation Brands is one of America’s leading companies serving lighting retailers and the electrical wholesale, home improvement and building industries. The company has an outstanding portfolio of residential and commercial lighting fixtures and ceiling fans which provide value to its customers and end-users with superior service, leading edge design and outstanding quality.

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