



NEWS RELEASE

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LBL LIGHTING BOOTH: #1458

LBL LIGHTING TO UNVEIL ARCHITECTURAL PRODUCTS AT LIGHTFAIR 2015
Brand Expands Its Presence at International Trade Show

Skokie, Ill., April 21, 2015—LBL Lighting will unveil its newest architectural products during LIGHTFAIR® International (LFI®) to be held at the Jacob K. Javits Convention Center in New York City, May 5-7.

LBL Lighting is expanding its presence at LIGHTFAIR, going from a 10 X 20’ to 10 X 30’ booth, moving from the Design Pavilion to the main aisle. “Last year we had a strong response to our product introductions from specifiers,” said Tom Sargeant, Vice President of Product Development for LBL Lighting. “And we have several new products this year—many of them customizable—which empower designers to address large scale spaces in new ways.”

Indoor/Outdoor LED Step Lights

LBL Lighting’s new **Indoor/Outdoor LED Step Lights**, which can also be used to accent pathways and corridors, blend the latest LED light guide technology with high quality craftsmanship and beautiful design. To optimize light output, vertical and horizontal housings feature purpose-built LED light guides to push 90 net lumens of light towards the floor for area illumination as close to the wall as possible.

Each fixture installs directly into a standard single gang switch box. They’re available in nine sleek designs and three durable finishes (Bronze, Satin Nickel and White). With 90 CRI and 3000K, the power consumption is only 2.5 watts. They’re also ETL and IP-65 wet listed, plus ADA compliant.

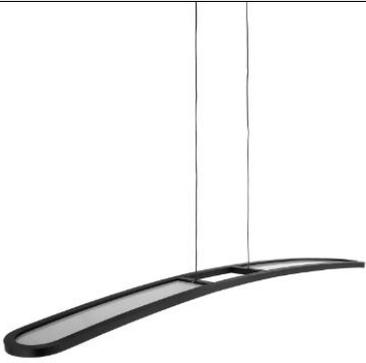


Extensive use of high quality die-cast metal and premium finishes on the LBL Lighting Indoor/Outdoor Step Lights ensure enduring aesthetic appeal while being backed by a five-year warranty.

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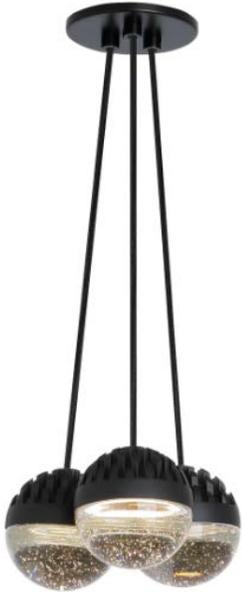
LBL Lighting Decorative Products for Commercial Spaces

LBL Lighting will also show the best of its new decorative products made for commercial spaces. Here's a sampling:

LBL LIGHTING IMAGE	PRODUCT DESCRIPTION
	<p>Stunning design, powerful performance and remarkable flexibility are the descriptors for the Xterna linear suspension by LBL Lighting. Inspired by metal elevator gates of the early 20th century, Xterna has upward and downward firing LEDs embedded within its unique structure which are gradually revealed as it extends to a fully and easily customizable length from 7" to 76" even after installation. Available in either a White or Satin Nickel finish (<i>shown</i>).</p>
	<p>(<i>Shown left</i>): The Xterna by LBL Lighting in the fully closed position.</p>
	<p>Inspired by modern architecture and clean lines, an open, flowing form defines the Arka linear suspension by LBL Lighting. Powered by LED light guide technology, Arka provides an even wash of light. With dimensions of 2.6" high and 48.5" long, the luminaire is shown here in a Rubberized Black finish; it's also available in a Polished Chrome.</p>

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LBL LIGHTING IMAGE	PRODUCT DESCRIPTION
	<p>Inspired by the increasingly thin profile of modern electronics, the futuristic yet grounded form of the Ortex linear suspension by LBL Lighting secretly conceals its LED light source. The luminaire features optimized LEDs shrouded within an extruded aluminum body which provide plenty of downward task light—with a touch of indirect uplight. Finish choices are Black (<i>shown</i>), Silver and White; Ortex’s dimensions are 6.125” high and 50” long.</p>
	<p>A characteristic ribbed metal shade and thick metal cage combine in this stylized and elevated interpretation of industrial high bay lighting to create the new large scale Loft Grande line-voltage pendant by LBL Lighting. Shown here is the Loft Grande pendant with a Brushed Aluminum shade and a Copper plated cage for a custom look. Other shade color choices are a Rubberized Black or Rubberized White; other cage choices are Black, White and Polished Nickel. The dimensions are 21.6” high and 17.3” in diameter. Available in LED. The Loft is also available in a smaller configuration (14.4” high and 11.6” diameter).</p>
	<p>(<i>Shown left</i>): LBL Lighting’s Loft Grande shown in a restaurant.</p>

LBL LIGHTING IMAGE	PRODUCT DESCRIPTION
	<p>Blending modern form with a Victorian vase motif in an unexpected scale yields the Malka Grande pendant from LBL Lighting, an impressively functional statement fixture. A one-piece acrylic diffuser creates beautiful light while rubberized paint creates a sleek matte finish. Rubberized Charcoal Gray (<i>shown</i>) includes black cloth cord; Rubberized White includes black/white cloth cord. Malka Grande's dimensions are 23" high and 21" in diameter. The Malka is also available in a smaller size of 15" high with a 13.2" diameter, and the Malka Bowl, available in LED, is 7" high and 30" in diameter.</p>
	<p>The utilitarian trouble-shooting light found in every auto repair shop in America just received a design upgrade with the Mekanic line-voltage pendant from LBL Lighting. Its over-sized scale and metallic finish combine with a downward-firing recessed LED light source give the impression of a lampless light fixture. Finished in either a Rubberized Black exterior and Copper interior (<i>shown</i>) or a Rubberized Black interior with a Satin Nickel interior, Mekanic's dimensions are 14.2" high and 5.2" in diameter.</p>
	<p>The Sphere line-voltage pendant from LBL Lighting features a unique crisscross patterned die cast aluminum heat sink and an optional warm color dimming LED module which gradually changes color from 3000K to 2200K as it dims to mimic halogen. For an elevated look, the Sphere can be clustered using one of LBL Lighting's three, seven or 11 multi-port canopies. (<i>Shown left is the three-light Sphere chandelier, made by using the three-port canopy</i>). The Rubberized Black pendant includes a Black cloth cord; Rubberized White includes a White cloth cord; and Satin Nickel includes a Clear cord. Includes three 14.5 watt, 1000 lumen 90 CRI 3000K or Warm Color Dimming 90 CRI 3000K-2200K LED modules. Dimmable with a low-voltage electronic dimmer. 120v.</p>

LBL LIGHTING IMAGE	PRODUCT DESCRIPTION
	<p>Modern technology meets architectural form in the sophisticated and versatile Vantra flushmount and wall sconce from LBL Lighting. Riffing on the concept of an elongated “V,” the sleek aluminum body also serves as the heat sink for the twin LED light guide panels. These visually floating light panels offer a choice of outputs including 100 percent forward or an equal direct/indirect light distribution. Available in either a Satin Nickel (<i>shown</i>) or Rubberized White finish, Vantra’s dimensions are 14” high, 7.5” wide and 2.6” deep. It can be hung vertically or horizontally; ADA compliant.</p>
	<p>(<i>Shown left</i>): Detail image of LBL Lighting’s Vantra</p>

About LBL Lighting

LBL Lighting has been designing and manufacturing some of the most beautiful and creative lighting in the industry for more than 40 years. The company’s diverse portfolio of lighting products includes a wide range of chandeliers, suspension pieces, flush mounts, wall sconces, decorative glass pendants, architectural heads and outdoor wall fixtures. LBL Lighting’s products can be found in lighting retailers and through sales representatives across North America. To view products, visit www.lblighting.com.

About Generation Brands

As 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 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 and growth to its customers and end-users with superior service, leading edge design and outstanding quality.

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