



NEWS RELEASE

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LBL LIGHTING WINS TWO LIGHTING FOR TOMORROW AWARDS
For Xterna LED Linear Suspension and Auri LED Head

Skokie, Ill, October 5, 2015—LBL Lighting, which has been designing and manufacturing some of the most beautiful and creative lighting in the industry for more than 40 years, has won two 2015 Lighting for Tomorrow Awards with its Xterna linear suspension and Auri head. The Awards were announced during the American Lighting Association (ALA) Annual Conference in Huntington Beach, California, on October 3.

Xterna Linear Suspension



As a Winner in the Lighting for Tomorrow’s Decorative Category, the Xterna linear suspension from LBL Lighting is the embodiment of stunning design, powerful performance and remarkable flexibility. 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—even after installation—to a fully and easily customizable length from 7” to 76”. It’s available in either a White or Satin Nickel finish (*shown above*).

Auri Head



The ultra-modern **Auri** head by LBL Lighting, a Winner in the Directional Category, is inspired by consumer electronic ear buds. This fixture features a powerful proprietary oval-shaped LED light source optimized through use of an internal reflector. It rotates 360°, pivots 350° and includes an 8 watt, 350 lumen, 80 CRI 3000K LED module. Auri is available in a Satin Nickel finish with a Satin Nickel stem (*shown here*) or in a Rubberized White finish with a Satin Nickel stem.

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Both winning LBL Lighting fixtures were designed by the company's lead product designer, Dennis Beard.

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.

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

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