



For More News Media Information, Contact:

Sherry L. Bale
Manager, Public Relations
O: 847-410-4432

During Lightovation: 312-909-2499
sbale@generation-brands.com

LBL LIGHTING SHOWROOM: #4014-TM

LBL LIGHTING TO UNVEIL NEW PRODUCTS FOR 2017 AT DALLAS LIGHTOVATION *Offering Has a Fresh Take, Broader Appeal*

Skokie, Ill., January 16, 2017—LBL Lighting, a leader in contemporary decorative lighting for residential and commercial applications, will unveil its 2017 products at Dallas Lightovation, held January 18-22, at the Dallas Market Center’s Trade Mart, 2100 Stemmons Freeway, showroom 4014-TM.

“The LBL Lighting brand is contemporary, yet it’s timeless in its aesthetic,” said Dennis Beard, lead LBL product designer. “Our customers will also see a fresh take on styling with a broader appeal and a wider spectrum of price points.”

Below is an example of new LBL Lighting products to debut at Lightovation:

LBL Lighting Product Image	LBL Lighting Product Description
	<p>With an industrial design inspiration, this spun metal Allea line-voltage pendant by LBL Lighting boasts a clean, contemporary, tapered design. Multiple finish options, including a Black exterior with Gold interior (<i>shown</i>), a Fossil Gray exterior with Fossil Gray interior and a Matte White with Matte White interior, allow for the ability to create completely different looks—from subtle to bold. Allea’s dimensions are 14” high and 12.6” in diameter. If ordered with the LED bulb, Allea uses only 11 watts while delivering 324 lumens at 3000K, 80 CRI.</p>
	<p>Allea pendants by LBL Lighting in the Fossil Gray finish hang in this dining room.</p>

LBL Lighting Product Image	LBL Lighting Product Description
	<p>The Astora line-voltage pendant from LBL Lighting has a fluted profile which gives the classic cone silhouette a contemporary flair. Color coordinated cloth cords and canopies match each finish option: Satin Gold (<i>shown</i>), Gun Metal or Matte White. If ordered with the LED lamp, Astora uses 11 watts, while delivering 816 lumens at 3000K, 80 CRI. It's 10" high and 11.9" in diameter, and there's an Astora Grande that's 15" high and 17.6" in diameter.</p>
	<p>The Astora pendant from LBL Lighting is shown here, in the Gun Metal finish, in this bedroom.</p>
	<p>From LBL Lighting, this quintessential Photon 48 starburst silhouette is fun and playful while still being tailored and elegant. This modern interpretation of a chandelier has solid acrylic arms which are squarely faceted to ensure an even glow from its integrated LED light source shining from the core. Available in a Satin Nickel or Aged Brass (<i>shown</i>) finish, its dimensions are 31.8" high and 48" in diameter. The integrated LED uses 35.1 watts while delivering 2709 lumens at 3000K, 90 CRI, and is dimmable down to five percent with a compatible ELV dimmer. Photon can also be ordered in the 227-volt version for commercial use. There's also a smaller Photon 34.</p>
	<p>The smaller Photon 34 by LBL Lighting is shown here in Aged Brass in this café.</p>

LBL Lighting Product Image	LBL Lighting Product Description
	<p>Two rounded metal panels come together to create a symmetrical, contemporary shade around the central light source in this Lifo line-voltage pendant by LBL Lighting. The simple use of negative space adds visual interest to this clean profile. Offered in a Matte Gray finish with a Gray cloth cord (<i>shown</i>) or a Gloss White finish with a White cloth cord. If ordered with LED lamping, it uses 11 watts while delivering 128 lumens at 3000K, 80 CRI. Lifo is 13” high and 8” in diameter.</p>
	<p>The Lifo pendant by LBL Lighting is shown in this laundry room (<i>the Lifo flushmount is shown as well</i>). Both are in the Gloss White finish, and the pendant comes with a matching White cloth cord.</p>
	<p>Inspired by a waterfall, the Tallo 12 by LBL Lighting is a soft contemporary take on the traditional chandelier. Twelve gracefully curving arms flow downward, each finished with an acrylic tip illuminated by an embedded LED source to accent its central LED module shining down from the crown. Available in a Black (<i>shown</i>) or Satin Nickel finish. Its dimensions are 26” high and 26.6” in diameter. Tallo 12 has an integrated, warm-on-dim LED module that goes from a crisp white (at 3000K) to a warm glow (at 2200K) which mimics incandescent dimming; it uses 14.5 watts while delivering 497 lumens at 90 CRI. There’s also a smaller Tallo 6 chandelier (with six arms) that’s 20” high and 22.3” in diameter.</p>
	<p>Featured here in the Satin Nickel finish is the Tallo 12 by LBL Lighting.</p>

LBL Lighting Product Image	LBL Lighting Product Description
 <p>The image shows a chandelier with a rectangular canopy at the top. From the canopy, several thin rods of varying lengths extend downwards, each ending in a small, glowing bulb. The rods are arranged in a way that they appear to converge towards a central point, creating a dynamic, wave-like pattern.</p>	<p>A random pattern of asymmetric lengths converge to form the dramatic Line Wave 2 chandelier by LBL Lighting. Candelabra-based bulbs at each tip glow to highlight the structure and create a simple yet impactful statement, while a rectangular canopy complements the linear design. Offered in an Aged Brass (<i>shown</i>) or Satin Nickel finish (if ordered in LED, it uses 2 watts while delivering 160 lumens at 2200K, 80 CRI). Line Wave 2’s dimensions are 15.9” high, 48” long and 19.4” wide. There’s also a smaller Line Wave chandelier that’s 24” high, 23.7” long and 23.7 wide.</p>
 <p>The image shows a single, teardrop-shaped pendant light fixture. It has a smooth, metallic finish and a wide, flared base that tapers to a point at the top where it is suspended by a thin cord.</p>	<p>The elegant lines of the sophisticated Noema spun metal line-voltage pendant by LBL Lighting are energized with a contemporary color palette. The Matte Gold finish (<i>shown</i>) or the Black finish with Gold interior comes with a Black cord, and the Matte White finish comes with a White chord. This unique fixture can create dramatic contrast or aesthetic harmony in any given space with the downlight providing both task and accent lighting. If ordered with an LED lamp, Noema uses 11 watts while delivering 532 lumens at 3000K, 80 CRI. Noema is 14” high and 9.7” in diameter.</p>
 <p>The image shows a spherical pendant light fixture. It consists of several concentric, overlapping rings of metal that form a cage-like structure. In the center of the rings is a glowing white glass globe. The fixture is suspended by a thin cord.</p>	<p>A celestial inspiration is clearly evident in this contemporary Oreon low-voltage pendant from LBL Lighting. Concentric, satin nickel rings create a kinetic effect and reflect the light as they are illuminated by the glow emanating from the central White glass globe. Supplied with a replaceable SORAA® LED bi-pin lamp, Oreon uses 8 watts while delivering 387 lumens at 3000K, 80 CRI. Oreon is a perfect sphere, 11.8” in height and diameter.</p>
 <p>The image shows a cylindrical flushmount light fixture. It has a textured, metallic finish that resembles a honeycomb or mesh pattern. The fixture is shown from a slightly low angle, highlighting its rounded top and bottom.</p>	<p>To make the Lania flushmount by LBL Lighting, clear glass is hand-blown into a custom mold lined with brass wire in a honeycomb pattern and later textured to create a unique, layered effect. There’s a rustic yet refined quality about this design that will accent a whole host of interior décor. It’s 6” high and 13” in diameter, and if ordered with the LED bulb, it uses 6.5 watts while delivering 422 lumens at 2300K, 80 CRI. There are also three varying sized pendants and a wall sconce in the Lania collection.</p>

LBL Lighting Product Image	LBL Lighting Product Description
	<p>From LBL Lighting, the Jarvas 36 linear bath vanity fixture has glass shades which are silk screened to create a linen weave texture through which the LED light softly glows. The artisan glass treatment is a subtle design element that gives this clean, contemporary profile a tailored look. Available in a Satin Nickel (<i>shown</i>) or Polished Chrome finish, the Jarvas 36 is 5” high, 36.3” long with a 4” extension, making it ADA compliant. Using only 6.5 watts, Jarvas 36 delivers 1996 lumens at 2700K, 90 CRI, and it’s dimmable down to five percent with a compatible ELV dimmer. There’s a Jarvas 24 linear bath fixture and a Jarvas wall sconce as well.</p>
	<p>Inspired by the profile of modern door hardware, this sleek Nate 17 outdoor sconce by LBL Lighting reflects LED light off of the wall to create a perfect grazing effect on architectural wall surfaces indoor or outside. Available in either a Graphite (<i>shown</i>) or Bronze finish, its dimensions are 17” high, 5.5” wide with an extension of 4.5”, making it ADA compliant. The integrated LED uses 11 watts while delivering 136 lumens at 3000K, 90 CRI—and it’s dimmable down to five percent with a compatible ELV dimmer. There’s also a smaller Nate 09 outdoor sconce.</p>
	<p>The Nate 17 outdoor sconce by LBL Lighting is shown flanking the front door of this home.</p>

About LBL Lighting

Headquartered just outside of Chicago in Skokie, Ill., LBL Lighting has been designing and manufacturing some of the most beautiful and creative contemporary lighting in the industry for more than 40 years. The company’s diverse portfolio of lighting products includes a wide range of chandeliers, linear suspension pieces, flush mounts, wall sconces, bathroom vanity lights, decorative pendants, low voltage rail systems, 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 the parent company to LBL 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 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.