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**LBL LIGHTING SHOWROOM: #TM-3925**

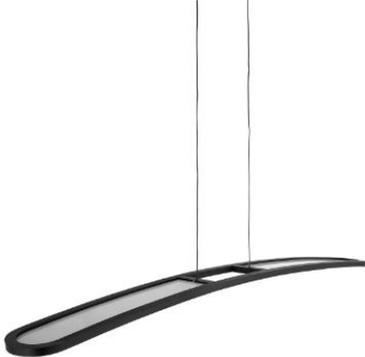
**LBL LIGHTING UNVEILS 2015 NEW PRODUCTS AT DALLAS INTERNATIONAL LIGHTING MARKET**  
***Lead Designer Dennis Beard Presents a Contemporary, Tailored Take on Industrial Looks***

**Skokie, Ill., January 14, 2015**—LBL Lighting, known for delivering design-infused contemporary lighting, will introduce its new-for-2015 products this month at the Dallas International Lighting Market, January 14-18, at the Dallas Market Center, 2100 North Stemmons Freeway; LBL’s showroom is #3925-TM.

“Our goal is to produce inspired designs with aesthetic longevity to elevate a residential or commercial space,” said LBL Lighting Director of Product Design Dennis Beard. “And, this year, our customers will see an overarching theme of contemporary, tailored takes on industrial looks.”

Here’s a sampling of LBL Lighting’s new 2015 designs:

***Suspension***

IMAGE	PRODUCT DESCRIPTION
	<p>Stunning design, powerful performance and remarkable flexibility are the descriptors for the <b>Xterna</b> linear suspension by <b>LBL Lighting</b>. Inspired by metal elevator gates of the early 20<sup>th</sup> 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>Inspired by modern architecture and clean lines, an open, flowing form defines the <b>Arka</b> linear suspension by <b>LBL Lighting</b>. 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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IMAGE	PRODUCT DESCRIPTION
	<p>Inspired by the increasingly thin profile of modern electronics, the futuristic yet grounded form of the <b>Ortex</b> linear suspension by <b>LBL Lighting</b> secretly conceals its LED light source to instill a sense of wonder. 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>

**Line-Voltage Pendants**

	<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 <b>Loft Grande</b> line-voltage pendant by <b>LBL Lighting</b>. 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; the smaller Loft line-voltage pendant is 14.6” high and 11.6” in diameter. Both are available in LED.</p>
	<p>The utilitarian trouble-shooting light found in every auto repair shop in America just received a design upgrade with the <b>Mekanic</b> line-voltage pendant light from <b>LBL Lighting</b>. Its large 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>

IMAGE	PRODUCT DESCRIPTION
	<p>Mid-century modern design influenced the asymmetry of hundreds of stamped-out holes in the metal shade of the <b>Spindrift</b> line-voltage pendant by <b>LBL Lighting</b>. The acrylic dome gently diffuses a powerful LED light source and features a decorative finial. Finished in three choices: A Rubberized Black exterior with a Gold Mist interior (<i>shown</i>), a Brushed Aluminum exterior with a Rubberized White interior or a Rubberized White exterior with a Rubberized White interior. Spindrift's dimensions are 7" high and 23" in diameter.</p>
	<p>Fashion follows function in the <b>Erlen</b> hand-blown glass line-voltage pendant by <b>LBL Lighting</b>. Named for the German chemist who inadvertently created the iconic flask shape for its benefits in laboratory testing, it features a reflective solid metal appearance when off, and the Mercury-colored shade becomes partially translucent when illuminated. With the hardware finished in Black, Erlen comes with a squirrel cage lamp.</p>

**Low-Voltage Pendants**

	<p>New for 2015, the unique <b>Adara</b> low-voltage pendant by <b>LBL Lighting</b> has hints of inspiration from African folk art which can be seen in its hypnotic texture and slender shape. A ribbed surface is created by hand-molding the glass, and a frosted texture gently diffuses the light. Shown here in Smoke, its dimensions are 23.5" high and 4.1" in diameter. Other glass colors are Frost and Steel Blue, and its dimensions are 23.5" high and 4.1" in diameter. Available in LED.</p>
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IMAGE	PRODUCT DESCRIPTION
	<p>Echoes of large white glass globes common in 1950s décor are reflected in this modern and miniature LED <b>Sphere</b> low-voltage pendant by <b>LBL Lighting</b>. It features a unique crisscross patterned, die cast aluminum heat sink with a choice of globe including Frost, Cast Smoke or Cast Clear (<i>shown</i>). Body color choices are Satin Nickel, Rubberized Black and Rubberized White (<i>shown</i>). Its dimensions are 4" high and 4" in diameter. A Sphere line-voltage pendant (4" high and 4.5" in diameter) and three-, seven- and eleven-light Sphere chandeliers are also new this year.</p>
	<p>Inspired by vintage automobile styling of the 1940s, the simple <b>Mini-Signal</b> low-voltage pendant from <b>LBL Lighting</b> utilizes spun metal shades with rubberized paint to create a flawlessly smooth look; it also has an unexpected metallic texture and color when viewed from below. Available in eight finish/color combinations such as a Rubberized Gray exterior with a Copper interior (<i>shown</i>). With dimensions of 8" high and 4.1" in diameter, larger Signal and Signal Grande line-voltage pendants are new as well.</p>

**Wall**

	<p>Modern technology meets architectural form in the sophisticated and versatile <b>Vantra</b> wall sconce—which can also be mounted as a flush mount—from <b>LBL Lighting</b>. 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>
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**Flush mounts**

	<p>Providing both direct and indirect light, the <b>Zahra</b> flush mount from <b>LBL Lighting</b> features a beautiful LED light guide intentionally interrupted by negative space to create an ultra-modern fixture. Available in 10", 17" (<i>shown</i>), and 22" diameters (all 2.2" thick), finish choices are in either a Satin Nickel (<i>shown</i>) or Rubberized White.</p>
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**Outdoor**

IMAGE	PRODUCT DESCRIPTION
	<p>This sleek die cast metal body of the <b>Avela</b> outdoor wall sconce by <b>LBL Lighting</b> is adorned with a solid cube of laser-etched optic crystal which houses dual upward and downward firing LED light sources. The silhouette of a candle's flame is captured in the crystal. This fixture is wet-listed, ADA complaint and suitable for outdoor use; it can be used indoor as well. Avela's finish choices are either Black (<i>shown</i>) or Silver, and its dimensions are 13.5" high, 4.5" wide and 3.3" deep.</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 lighting in the industry for more than 40 years. The company's diverse portfolio of high design-infused 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](http://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.

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