



# LBL lighting

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## **LBL Lighting Premieres New Styles and Refreshed Branding for 2011 at Dallas International Lighting and Accessories Market**

### ***Bold, On-Trend Lighting Underscores Brand's Stronger Signature Style***

**DALLAS and CHICAGO (January 18, 2011)** – [LBL Lighting](#), a Chicago-based manufacturer of [creative, decorative lighting fixtures](#), is unveiling its 2011 line at its Dallas Market Center showroom (#3925-TM) during the International Lighting and Accessories Market, January 20 – 24. The company's renewed commitment to a stronger signature style is evident in the line's blend of attention-grabbing, on-trend statement [pendants](#), [chandeliers](#) and [lighting systems](#).

"Our customers will see the exciting shift underway at LBL -- a confident understanding of what this brand offers to those who seek [lighting solutions](#) with bold design statements that celebrate an environment," said Steven Sorensen, Vice President and General Manager of LBL Lighting. "With Dennis Beard as our Product Designer and Artistic Director, LBL is evolving as an artistic choice of lighting for designers and homeowners. Also due to the challenging global economy, we've worked with our sourcing partners to hit a sweet spot on price that makes these beautiful pieces all the more attractive."

### ***High-Style Textures and Palettes Raise Pendant Details to New Level***

LBL's new Rock Candy pendant line exemplifies the brand's emphasis on glass as well as its passion for texture. Each mini-round and mini-cylinder low-voltage pendant and [line voltage](#) cylinder pendant is mouth-blown transparent glass rolled in clear crystal frit, flash heated for a compelling pebbled texture. Five colors – clear, smoke, steel blue, amethyst and dark amber – allow the pieces to complement and transform any space.





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Similarly, the Olivia pendant in either low-voltage or line-voltage ceiling options takes a modern design aesthetic to the next level in lighting with multi-dimensional impact. Produced in Germany and made of 100% recyclable acrylic bands in black, clear or smoke that cascade around a hand-blown inner opal glass diffuser.



Finally, the Jasper pendant in a mini low-voltage version as well as a [line-voltage pendant](#) features an outer transparent glass globe that's hand-blown and hand-paddled for a unique and truly organic feel. The globe encloses an inner base of opal glass for a beautiful layered result. Jasper comes in brown, amber, clear and steel blue.

## ***Omni Indoor/Outdoor Wall Sconce Series Establishes Designer Touch in any Environment***

LBL's Omni [Wall Sconce](#) series responds to the growing need by designers, architects and homeowners for pieces that make any environment – indoor or outdoor – a fashionable living space. The curved Omni indoor version uses extruded aluminum housing and die-cast end caps, with the outdoor version also featuring a completely enclosed body. Options for the fixtures include: bubble glass in brown smoke, blue, opal, dark amber or green; carved glass in frost; metal; and for indoor only, fabric in linen or pewter. Indoor and [outdoor fixtures](#) are available in small -- in incandescent, compact fluorescent, and LED -- as well medium in two lamping options.

Dallas Market Center  
Showroom #3925 - TM  
2100 Stemmons Freeway  
Dallas, TX

## **About LBL Lighting and Encompass Lighting Group:**

Headquartered outside of Chicago, LBL Lighting has been designing and manufacturing the most novel and creative lighting in the industry for more than 40 years. The company's diverse portfolio of lighting products includes [decorative glass pendants](#) and chandeliers, modern European designs, ground breaking [LED products](#), [architectural heads](#), and indoor and outdoor wall fixtures. LBL Lighting is a part of the Encompass Lighting Group, a Generations Brands company. LBL Lighting's products can be found in lighting retailers and through sales representatives across North America. For more information and photographs of all 2011 product, visit [www.lblighting.com](http://www.lblighting.com).



# LBL lighting

## **About Generation Brands:**

Generation Brands is one of America's leading companies serving the lighting, electrical wholesale, home improvement, home décor, and building industries. The company has an outstanding portfolio of fashionable and functional lighting fixtures, ceiling fans, and decorative products that provide value and growth for our customers and end-users. Our success is derived from our ability to serve our customers and end-users with superior service, leading edge design, and outstanding quality. We continue to increase marketing investments and develop operating and product synergies that enhance our value to the many markets we serve. For more information, visit [www.Generation-Brands.com](http://www.Generation-Brands.com).