



LBL lighting

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New Directions for LBL Lighting Shine Through at Dallas International Lighting and Accessories Market

New Team's Early Impact Centers Company for 2011 and Beyond

DALLAS and CHICAGO (January 18, 2011) – Changes underway at creative-decorative lighting manufacturer [LBL Lighting](#) will be viewed by many for the first time at LBL's Dallas Market showroom (#3925-TM) at the International Lighting and Accessories Market. With Vice President and General Manager Steve Sorensen on board since August 2010, followed by the October hiring of Dennis Beard to the newly created role of Product Designer and Artistic Director, the company has moved quickly to strengthen its presence for 2011 and beyond.

Starting with its core elements, LBL has refreshed its company logo in a consistent warm gray and leaner typeface for a more refined, design-oriented first impression. Updated styling echoes from the corporate showroom to the trade show floor, with LBL Lighting environments building on the brand's focus of showing the company's bold, creative decorative lighting to their greatest advantage.

"We have a renewed, laser-sharp focus on statement pieces that can be seen and understood instantly by customers," says Mr.-Sorensen. "We've eliminated anything redundant and at the same time expanded our portfolio in terms of product and category, all solidly on trend with the designer community and at attractive price points given our products' high quality and style."





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“Going forward, LBL Lighting will stand even more clearly for its unique blend of creative, designer lighting solutions, quality craftsmanship and superior customer service,” continued Mr. Beard. “We will continue to create twists for impact and take advantage of trends such as organic textures and sought-after palette selections such as the color smoke that is featured in our 2011 product line.”

Key products and lines being introduced for outdoor as well as indoor use feature more artistic glass, with fresh finishes and materials. Elements such as color palettes are mindful of what designers and homeowners require as they create and update approachable, high-style environments.

For more information on LBL Lighting’s 2011 offerings, please see the accompanying release on product announcements being made at the Dallas show, or visit our Web site at <http://www.lblighting.com> to view our 2011 catalog.

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.

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.

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