



# LBL lighting

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## **LBL LIGHTING SHOWS SIGNATURE ELEGANCE AT 2011 HOSPITALITY DESIGN EXPO WITH NATURE-INSPIRED AND HAND-CRAFTED PIECES**

### ***LBL's Attention to Detail in On-Trend Themes Ideal for Enhancing Hospitality Spaces***

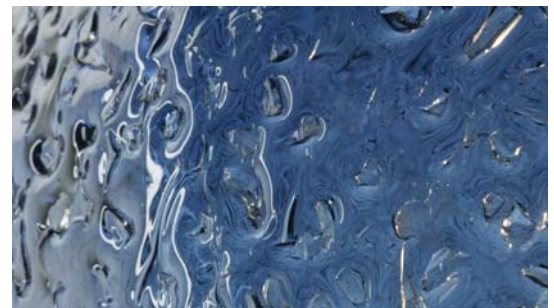
LAS VEGAS and CHICAGO, May 18, 2011—[LBL Lighting](#), a Chicago-based manufacturer of creative [decorative lighting](#) fixtures preferred by architects, interior designers and specifiers, is showcasing its 2011 line's ability to enhance any space with elegance and on-trend statements at the 2011 Hospitality Design (HD) Expo in Las Vegas, May 18 – 20. The company is located in booth #3254.

The changes underway at LBL Lighting are reflected increasingly in the company's offerings, both for indoor and outdoor spaces, since hiring General Manager Steve Sorensen and Product Designer and Artistic Director Dennis Beard.

"LBL Lighting's Portfolio is unique, yet instantly understood by design professionals, corporate customers and in turn, the general public," says Mr. Sorensen. "Our 2011 collection celebrates key organic textures and sought-after palette selections like smoke and soft blues that are on trend and at attractive price points given our products' high quality and style. We're looking forward to sharing with HD Expo attendees our capability to customize for national accounts as well as our broad offering of energy-efficient products including LED that offer style as well as performance."

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

LBL's new **Mini Rock Candy pendant** line exemplifies the brand's emphasis on glass as well as its passion for texture. The Mini Rock Candy cylinder and round low-voltage pendants as well as the full-size [line-voltage Rock Candy](#) pendant are 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 – complement and transform any space, especially when combined into unique, modular chandeliers by using LBL's wooden multiport canopies.



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The **Briolette** low-voltage pendant, to the left, features a transparent glass teardrop enhanced by hand-etchings for a soft diffusion of light. Available with either a 50-watt low-voltage Xenon or a 6-watt replaceable LED module, the piece is offered in amber, brown, frost or smoke.

Reminiscent of the sea and sky when in blue, the organic bell shape of the low-voltage **Chill**, to the right, is transparent glass with an ice-fractured texture and frosted scavo finish to help diffuse the light. Chill is also available in stunning clear or earth-toned amber versions to complement any interior.



The massive **Addison** line-voltage pendant, below left, makes a statement in an entryway or over a conference table. Made of hand-blown glass with opal or brown accents, the piece is 38"/965mm in length, with bronze or satin nickel finishes.



The **Mini Jasper** pendant, to the right, and the full-size **Jasper line-voltage pendant** feature 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***



The key elements this year of more artistic glass and fresh finishes extend outdoors as well with LBL's **Omni Wall Sconce** series, including the blue bubble glass version, left. Omni responds to a need to make any environment – indoor or outdoor – a fashionable living space. The body of Omni is constructed with a specifier-grade extruded aluminum housing and die-cast end caps for durability and elegance. Cover options include: bubble glass in brown smoke, blue, opal, dark amber or green; carved glass in frost or metal. Indoor versions are also available in fabrics of linen or pewter and are all ADA-compliant. Omni wall sconces are

available in small and medium sizes with a variety of lamping options including incandescent, compact fluorescent and LED. The **Omni Medium Outdoor** sconce, show to the right, is also ADA-compliant.



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**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. Please visit us at [www.lblighting.com](http://www.lblighting.com).

**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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