

# GENERATION BRANDS

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## **GENERATION BRANDS INTRODUCES NEW LED BI-PIN REPLACEMENT PENDANT MODULE** *Proprietary Design Delivers High Lumens, Exemplary Color Rendering Index*

**Skokie, Ill., January 14, 2015**—Generation Brands, one of the leading lighting companies in the industry, is introducing a proprietary, new LED bi-pin replacement pendant module in partnership with SORAA® which will be available under the Tech Lighting and LBL Lighting brands through lighting showrooms, electrical distributors and specifiers.

“We’re incredibly excited to introduce a truly game-changing, next generation LED pendant module,” said Tom Sargeant, Vice President of Product Development for Tech Lighting and LBL Lighting. “There’s nothing else like it on the market.”



The new LED bi-pin replacement module is backward compatible into standard G4, GU5.3 or GY6.35 base Halogen or Xenon incandescent bi-pin lamp sockets—making it a simple plug and play solution with virtually all existing Halogen and Xenon bi-pin pendants. Its proprietary custom lens produces both task and side output for uniform illumination.

The LED bi-pin replacement module is available in two versions, both consuming just 8 watts. “Each version offers a warm aesthetic and outstanding full spectrum color rendering,” said Sargeant. Both versions can be ordered separately as a relamping option:

- First, there’s the 3000K, 80 CRI lamp which produces 500 lumens with an excellent full spectrum color rendering; this will also ship with all Tech and LBL new-for-2015 and existing pendants when LED lamping is selected
- Second, the 2700K, 95 CRI lamp which produces 375 lumens with best-in-class color rendering

Other unique benefits of the new Generation Brands / Soraa LED bi-pin replacement pendant module include:

- Smooth dimming down to less than 10 percent with both magnetic and electronic transformers
- 35,000 hour life to L70
- Five year warranty

### ***About Generation Brands***

As the parent company to Feiss-Monte Carlo, LBL Lighting, Sea Gull Lighting and Tech 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.