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SEA GULL LIGHTING TO SHOW NEW 2017 PRODUCTS AT DALLAS LIGHTOVATION

Skokie, Ill., January 16, 2017—Sea Gull Lighting, a leading manufacturer and supplier of smart, energy-efficient decorative and functional lighting for residential and commercial applications, will show its new 2017 products at the Dallas Lightovation tradeshow, running from January 18-22, at the Dallas Market Center’s Trade Mart, 2100 Stemmons Freeway, showroom 4010-TM.





“Sea Gull Lighting continues to focus on well-made, trend-right home designs,” said Brian Lintner, Brand Director and Lead Designer. “Some still might think we’re primarily a builder and remodeler lighting manufacturer. While that market is indeed important to us, we’ve shattered that narrow perception and grown our business significantly by working with our showroom partners to successfully sell Sea Gull Lighting to consumers as a fashion brand at an accessible price.”





Lintner said there were three design trends to watch for 2017. “Gold tones have been around, but this year, they’ll be a huge trend. We’ll also see a lot of ribbed glass which has been growing in popularity through the antique look. Third, now that filament style, Edison bulbs are available in LED, we’ll see a rise in products that leverage that look to further traditional and transitional designs.”





Below is just a sampling of new Sea Gull Lighting fixtures to be shown at Lightovation:





Sea Gull Lighting Product Image	Sea Gull Lighting Product Description
	The Towner Collection by Sea Gull Lighting brings mid-century, retro style to the traditional circular silhouette. The Black, conical “pharmacy” shades deliver a fun design statement along with the textured cloth cords, which are adjustable for leveling. Available in either Satin Bronze (<i>shown</i>) or a Brushed Nickel finish, the collection is ENERGY STAR®-qualified. Shown here is the seven-light chandelier, and its dimensions are 27.5” high and 35” in diameter.





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Sea Gull Lighting Product Image	Sea Gull Lighting Product Description
	<p>Shown left is Sea Gull Lighting's seven-light Towner chandelier in this dining room.</p>
	<p>The Storey Collection by Sea Gull Lighting delivers refined, uptown industrial style. The unique slumped, clear, ribbed glass shades are ideal for use with antique Edison light bulbs. Available in a Brushed Nickel finish. Shown is the six-light chandelier, which is 20-5/8" high and 26-1/4" in diameter.</p>
	<p>Shown left is the Storey six-light chandelier by Sea Gull Lighting.</p>
	<p>ENERGY STAR®-qualified, the Morill lighting collection by Sea Gull Lighting combines retro and industrial trends to make an impactful rustic chic design statement. The warm, textured Blacksmith finish contrasts dramatically with the goblet-shaped, Clear Seeded glass shades which are especially dramatic when used with antique style Edison light bulbs. The five-light chandelier is shown here, and it's 20.5" high and 26-3/8" in diameter.</p>

Sea Gull Lighting Product Image	Sea Gull Lighting Product Description
	<p>The subtle detail of the Bannock Collection by Sea Gull Lighting allows this traditional design to easily fit into any décor. The sleek, sweeping arms and Satin-Etched glass shades add touches of elegance to its streamlined profile. Available in two finishes, Brushed Nickel (<i>shown</i>) and Heirloom Bronze, Bannock is ENERGY STAR®-qualified. This five-light chandelier is 15-5/8” high and 21-7/8” in diameter.</p>
	<p>The Bannock five-light chandelier by Sea Gull Lighting is shown in this dining room.</p>
	<p>The mid-century inspired Nance Collection by Sea Gull Lighting is so versatile, it fits any traditional or contemporary setting. The subtly tapered, off-white, faux silk shades add warmth and sophistication while complementing the Satin Etched Opal glass diffusers which soften the downlight. ENERGY STAR®-qualified, the collection comes in either Brushed Nickel (<i>shown</i>) or Heirloom Bronze. This nine-light chandelier is 26.2” high and 31.5” in diameter.</p>
	<p>The Nance nine-light chandelier by Sea Gull Lighting is shown here in this contemporary dining room.</p>

Sea Gull Lighting Product Image	Sea Gull Lighting Product Description
	<p>The Chautauqua Collection by Sea Gull Lighting exudes a retro, industrial style via its striking beveled edges inspired by raw, steel girders finished with functioning corner-connection details. In contrast, the cylindrical, White glass shades add a modern touch. Available finishes are either Stardust (shown) or Antique Bronze. All fixtures are available as ENERGY STAR®-qualified. Shown here is the four-light island chandelier, which is 12.5" high, 36" long and 8" wide.</p>
	<p>This chic, contemporary Dawes three-light pendant by Sea Gull Lighting will gracefully take center stage in any kitchen, foyer or dining room. Light shines through a Clear Seeded glass shade, making the Dawes an airy, unobtrusive but definitive style statement. Available in LED, Dawes comes in a choice of either a Brushed Nickel (<i>shown</i>) or Burnt Sienna finish. Dimensions are 23-1/2" high by 15-3/4 in diameter.</p>
	<p>Left is the Dawes three-light pendant by Sea Gull Lighting in a foyer.</p>
	<p>The two-light Gooding pendant by Sea Gull Lighting features an oversized, mid-century modern interpretation of the timeless schoolhouse-style fixture. Available in two finishes (Heirloom Bronze or Brushed Nickel, shown), this two-light fixture is 22-1/2" in diameter and 8-1/2" high. ENERGY STAR®-qualified, a smaller, one-light Gooding pendant is available.</p>

Sea Gull Lighting Product Image	Sea Gull Lighting Product Description
	<p>With its contrasting faux wood finish and steel form, the Lonoke Collection of pendants by Sea Gull Lighting is a scene stealing addition to any foyer, kitchen or dining room. The cylindrical profile features historically inspired strapping detail which is updated by the use of the open, airy frame. It's especially striking when used in pairs or multiples. Shown is a four-light Lonoke pendant, which is 29.2" high and 19" in diameter. Available in an ENERGY-STAR®-qualified version.</p>
	<p>Shown left is the Lonoke four-light pendant by Sea Gull Lighting in this kitchen.</p>
	<p>The Aspermont bath Collection by Sea Gull Lighting features four sizes of a sleek, minimalist profile which has energy efficient LED light shining through linear acrylic diffusers. This essential fixture with clean lines is versatile enough to be used in any type of modern setting. Aspermont sconces can be mounted horizontally or vertically for ultimate design versatility. The collection offers small (19"), medium (25"), large (37") and extra-large (49") linear bath bars, which are all 4.5" wide and in a Brushed Nickel finish. A 4" extension makes them ADA compliant. Damp-rated.</p>
	<p>The 25" high Aspermont bath sconce by Sea Gull Lighting is shown here in this bathroom.</p>

Sea Gull Lighting Product Image	Sea Gull Lighting Product Description
	<p>The Ormsby large LED outdoor wall lantern by Sea Gull Lighting brings modern technology to a traditional style. Low profile, energy efficient LED-driven light shines downward along its open decorative cage, and optional opaque glass panels (<i>shown</i>) are included for a closed design aesthetic. Available in either a Black (<i>shown</i>) or Antique Bronze finish, this fixture’s dimensions are 12.25” high, 7.25” wide, and it extends 7.5”. There’s also a smaller outdoor wall lantern and a matching outdoor pendant.</p>
	<p>Sea Gull Lighting’s Ormsby large LED outdoor wall lantern in the Antique Bronze finish is shown here outside this home’s front door.</p>
	<p>The Crittenden outdoor wall sconce by Sea Gull Lighting is inspired by the simple lines of mid-century modern design and boasts durable, all-aluminum construction. It will make a bold minimalist statement whether used indoors or as an outdoor light. The fixture purposefully directs light downward, limiting any light leak out of the sides to meet Dark Sky guidelines. Available in either a Black or Satin Aluminum (<i>shown</i>) finish, its dimensions are 8.5” high, 10” wide, and it extends 11.3”. A choice of an ENERGY STAR®-qualified, LED version is offered as well.</p>
	<p>The Crittenden outdoor wall sconce by Sea Gull Lighting is featured on this exterior wall.</p>

About Sea Gull Lighting

Sea Gull Lighting Products, LLC is a leading manufacturer and supplier of decorative and functional lighting for residential, commercial and architectural applications. The company provides more than 3,500 product designs spanning 15 categories to a multi-national network of lighting showrooms, electrical distributors and various niche markets. A two-time recipient of ENERGY STAR® Partner of the Year honors and a three-time winner of the ENERGY STAR® Sustained Excellence Award, the company offers the industry's most expansive line of energy efficient products, which includes more than 800 ENERGY STAR®-qualified lighting fixtures (comprising of fluorescent and LED) and ceiling fans. To view products, visit www.SeaGullLighting.com.

About Generation Brands

As parent company to Sea Gull Lighting, Generation Brands is one of America's leading companies serving lighting retailers and the electrical wholesale, home improvement and building industries. The company has an outstanding portfolio of residential and commercial lighting fixtures and ceiling fans which provide value and growth to its customers and end-users with superior service, leading edge design and outstanding quality.

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