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**SEA GULL LIGHTING DALLAS SHOWROOM: #TM-4826**

**SEA GULL LIGHTING’S NEW DECORATIVE LUMINAIRES ARE ON-TREND FOR CONSUMERS**  
*Brand Retrofits Much of Its Existing Line to Offer LED Choices*

**Skokie, Ill., January 14, 2015**—Sea Gull Lighting, one of the leading manufacturers and suppliers of decorative and functional lighting for residential, commercial and architectural applications, will debut more than 19 new-for-2015 decorative collections—including full indoor, pendant, wall/bath, ceiling and outdoor—during the International Lighting Market, January 14-18, at the Dallas Market Center, 2100 North Stemmons Freeway, Showroom #TM-4826.

The brand is integrating LED into a significant number of existing and new products, according to Sea Gull Lighting Director of Product Design Brian Lintner. “Many of our fixtures—and we’re growing the number—have an incorporated warm-on-dim LED module with an outstanding 90+ CRI. Because we’re using driverless AC technology, the cost is extremely competitive.”

***Below is a sampling of Sea Gull Lighting’s new decorative fixtures for 2015:***

NEW PRODUCT IMAGE	PRODUCT DESCRIPTION
	<p>Simple, yet bold, the <b>Hudson Street</b> pendant by <b>Sea Gull Lighting</b> complements a wide array of décor from shabby chic to country farmhouse to sleek contemporary. As if salvaged directly from a turn of the 19<sup>th</sup> century factory, this “industrial artifact” will add a rich ambience to any 21<sup>st</sup> century setting. Available in Burnt Sienna, Stardust (<i>shown</i>) and Satin Aluminum finishes, the deep dome pendant light offers a choice of integrated LED with warm-on-dim technology (the color temperature goes from 2700K down to 2200K as the light is dimmed), incandescent or ENERGY STAR-qualified fluorescent lamping. Its dimensions are 15” high and 15.75” in diameter.</p>

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NEW PRODUCT IMAGE	PRODUCT DESCRIPTION
	<p>Uber-sleek and modern, the <b>Vandeventer</b> bath collection by <b>Sea Gull Lighting</b> has clean lines and a contemporary rectilinear profile. Featuring fully dimmable, warm white LED light, the fixtures can be installed horizontally or vertically for ultimate design flexibility. Offered in the Brushed Nickel finish with a white acrylic diffuser, the bath lighting collection includes a 23.25" long, 4.25" high and 5" deep linear vanity fixture (<i>shown</i>, consuming only 18 watts of power), a 36" linear vanity fixture (consuming only 29 watts of power), plus a wall sconce (consuming only 8 watts power) which is 8" high, 4.5" wide, 4" deep and ADA compliant. All two, larger linear pieces can be mounted vertically or horizontally; the wall sconce can be mounted up or down.</p>
	<p>The <b>Valverde</b> bath collection by <b>Sea Gull Lighting</b> is a contemporary cylindrical linear vanity fixture series which can be mounted vertically or horizontally. Valverde has the advantage of fully dimmable, warm white LED lighting. Offered in a Satin Aluminum finish with a white acrylic diffuser, the bath lighting collection offers a 11.5" high, 5.5" wide and 4.25" deep wall sconce (<i>shown</i>, consuming only 8 watts of power), a 25.5" linear vanity fixture (consuming only 18 watts of power) and a 37.25" linear vanity fixture (consuming only 29 watts of power).</p>
	<p>The <b>Dunning Collection</b> by <b>Sea Gull Lighting</b> has a bold design inspired by farmhouse influences seen in the rustic rope detail highlighting the open, square frame which surrounds medium based lamps covered with Crème Parchment glass shades. The Dunning Collection features a unique two-tone finish of Stardust on the overall metal structure, with the open frame in Cerused Oak finish which is created when a subtle white pigment is hand-rubbed into the surface to bring out the natural variations and contours. Shown here is the three-light chandelier, which is 21-3/4" tall by 16-1/2" square; it can easily be converted to LED with optional replacement lamps. Both incandescent lamping and ENERGY STAR-qualified fluorescent lamping are available.</p>
	<p>The geometric, architectural lines of the <b>Harambee Collection</b> by <b>Sea Gull Lighting</b> bring visual interest to any modern interior, along with soft, glowing light through the triangular glass panes. Inspired by east African design motifs, Harambee is offered in an Heirloom Bronze finish with Mercury glass (<i>shown</i>) or an Antique Brushed Nickel with Seeded Water glass. Both incandescent lamping and ENERGY STAR-qualified fluorescent lamping are available.</p>

NEW PRODUCT IMAGE	PRODUCT DESCRIPTION
	<p>Offered in both round and rectangular silhouettes, <b>Ravenwood Manor</b> by <b>Sea Gull Lighting</b> brings an industrial, chic vibe to any interior and effortlessly replaces traditional chandeliers or linear suspension pieces with a much more unique, minimalist approach. The overall focal point is a series of bare lamps in sleek sockets which are set off by a spherical detail on the bobeches. Choose antique Edison-style or bullet shaped medium based lamps to create two, distinct looks. Offered in the Stardust finish, this eight-light rectangular chandelier shown here is 34" long, 12" wide and 8" high.</p>
	<p>The Neo-classical silhouettes of the <b>Trempealeau</b> Collection by <b>Sea Gull Lighting</b> feature a beautiful, forged metal "twist" detail, which when coupled with the warm hues of the glass shades, delivers a pastoral design. Offered in a Roman Bronze finish with Champagne Seeded glass this six-light Trempealeau chandelier is 26-1/2" high and 25-3/4" in diameter.</p>
	<p>The authentic details of the <b>Stone Street</b> pendant by <b>Sea Gull Lighting</b> gives this oversized pendant an industrial look contrasted nicely by the soft, flared curves of the overall silhouette. Offered in a Brushed Nickel (<i>shown</i>) or Burnt Sienna finish, the pendant light collection includes three sizes: A 13" diameter by 12" tall (with one light), a 17" diameter by 15-3/8" tall (with two lights), and a 21-1/2" diameter by 19-1/4" tall (with three lights). All feature a bottom Satin Etched glass diffuser to soften the light's glow. Both incandescent lamping and ENERGY STAR-qualified fluorescent lamping are available.</p>
	<p>Two worlds come together in this urban chic <b>Kelvyn Park</b> five-light pendant by <b>Sea Gull Lighting</b>. The classic Empire style silhouette is updated by draping industrial-inspired, metal chain to create the familiar profile. Offered in a Stardust finish, the full collection includes six-light and five-light large pendants (perfect for a foyer or two of them over a kitchen island) and a one-light mini pendant, two-light flush mount and three-light semi-flush mount. This five-light pendant is 30" high and 18" in diameter.</p>

NEW PRODUCT IMAGE	PRODUCT DESCRIPTION
	<p>The Colonial-inspired <b>Lakeview</b> Collection by <b>Sea Gull Lighting</b> is the brand's first full Aluminum outdoor line to offer integrated LED lighting (all of which consume less than 10 watts of power). Available in either an Antique Bronze or Black (<i>shown</i>) finish with Etched Seeded or Clear Seeded glass (<i>also shown</i>), this cylindrical-patterned outdoor Lakeview one-light pendant features a crisscross detail centered on each pane of glass. The dimensions are 15.25" high and 8.5" wide. Three pieces in the Lakeview outdoor collection offer a choice of integrated LED with warm-on-dim (the color temperature goes from 2700K down to 2200K as the light is dimmed), technology.</p>
	<p>With an Arts and Crafts influence, the <b>Hamilton Heights</b> Outdoor Collection by <b>Sea Gull Lighting</b> has a transitional design which elevates any residential architecture. Offered in an Oxford Bronze finish with Smoky Parchment glass, the full seven piece outdoor line includes this extra Large, one-Light wall lantern—and its dimensions are 14.5" high, 11" in diameter and 13" deep. Wet-rated.</p>

**Below is a sampling of Sea Gull Lighting existing products with new LED warm-on-dim technology:**

EXISTING PRODUCT IMAGE	PRODUCT DESCRIPTION
	<p>The classic look of Americana provides warmth and familiarity in <b>Sea Gull Lighting's</b> popular <b>Academy</b> series. Now with new, integrated LED technology with the warm-on-dim feature (the color temperature goes from 2700K down to 2200K as the light is dimmed). Shown is the large, LED semi-flush in a Brushed Nickel finish with Satin White glass. Both incandescent lamping and ENERGY STAR-qualified fluorescent lamping are also available.</p>
	<p>The on-trend, industrial and nautically inspired <b>Sebring</b> Collection by <b>Sea Gull Lighting</b> coordinates perfectly with a wide range of home decor. A favorite since its introduction years ago, the collection's pendants; mini-pendants; small and large outdoor wall lanterns; outdoor ceiling flush mount; and outdoor post lanterns are now available in integrated LED with warm-on-dim technology (the color temperature goes from 2700K down to 2200K as the light is dimmed). Shown is the Sebring pendant with a Weathered Copper finish and Clear Seeded glass. Both incandescent lamping and ENERGY STAR-qualified fluorescent lamping are also available. Rated for indoor and outdoor use.</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 electrical distributors, lighting showrooms 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](http://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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