

GENERATION BRANDS

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NEWS RELEASE

GENERATION BRANDS EXPANDS MERCHANDISING AND EVENTS TEAM

Mark Horning Promoted to Director

Skokie, Ill., December 17, 2015—Generation Brands, one of the leading lighting companies in the industry, has expanded its merchandising team to serve customers of all its brands—Feiss-Monte Carlo, LBL Lighting, Sea Gull Lighting and Tech Lighting—by promoting Mark Horning to Director and hiring Corbin Philhower as Merchandise Manager and Colter Menke as Merchandising Coordinator.



Horning

With his promotion to Director of Merchandising and Events, Horning will oversee the expanded merchandising and events team, which will manage all trade shows—such as the Dallas International Lighting Markets (now known as “Lightovation”) and Lightfair® International—for the entire Generation Brands portfolio. Horning will also lead the team in directing all merchandising programs and conducting product training for retail showroom, specifier and electrical distributor customers. Previously, since 2009, Horning was the National Showroom Manager for the Tech Lighting and LBL Lighting brands.

“Outstanding product merchandising is paramount to our customers’ success,” said Tiscia Eicher, Vice President of Generation Brands Marketing, to whom Horning reports. “Mark has consistently and successfully presented Tech Lighting and LBL Lighting in creative and innovative ways to help establish those brands in the industry, and we’re confident with the expanded merchandising team, we’ll be able to further amplify merchandising services and know-how to all our Generation Brands customers.”

In the newly created position of Merchandising Manager, Corbin Philhower will support merchandising efforts by providing valuable strategy and execution for customers in the field as well as visual design at trade shows. Before joining Generation Brands, Philhower was the Assistant Manager of Visual Merchandising at West Elm in Oak Brook, Ill. This, along with former positions at CB2 and Banana Republic, has provided him with a wealth of retail merchandising, visual design, and design software experience. Philhower has a Bachelor of Fine Arts degree in Interior Architecture from Columbia College Chicago.



Philhower

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Menke

In the incremental role of Merchandising Coordinator, Colter Menke will execute and track Generation Brands merchandising initiatives and the details required to successfully execute tradeshows, special events and local programs for customers. Previously, Menke was the company's Skokie warehouse Inbound Manager overseeing quality control and supply chain personnel. Menke currently serves in the U.S. Navy Reserves as a Lieutenant Commander and helicopter pilot, serving our country worldwide in multiple capacities since 2003. He holds an MBA with an emphasis in Marketing from the University of San Diego and a BA in English from the University of Idaho.

About Generation Brands

As 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 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 to its customers and end-users via superior service, leading edge design and outstanding quality.

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