SEA GULL LIGHTING TO UNVEIL 250+ NEW DECORATIVE PRODUCTS AT 2013 BUILDERS SHOW
President Says Year-Long Investment in Company Reflected in Product Advancement and More

CHICAGO (January 11, 2012)—Sea Gull Lighting, one of the leading manufacturers and suppliers of decorative and functional lighting for residential, commercial and architectural applications, will unveil more than 250 new decorative products—spanning 12 new collections—during the International Builders’ Show at the Las Vegas Convention Center, January 22-24, 2013. Sea Gull Lighting’s booth at the show is in the North Hall, #1639.

“We’ve invested a great deal in the company and the brand during the last year,” said new Sea Gull Lighting President Matt Vollmer. “Part of the investment has been a comprehensive and effective overhaul in our product development process by integrating the latest technologies and expanding our product development and design teams. We have a larger pool of top-notch engineers headed by a new vice president of engineering—which is a newly created position—and we’ve hired a 20-year lighting veteran as our director of product development and design. All these investments are manifesting themselves in our new-for-2013 products.”

Sea Gull Lighting’s Continued Commitment to ENERGY STAR Program
Also according to Vollmer, Sea Gull Lighting recertified even more lighting fixtures, fans and lamps in 2012 to meet new, more stringent requirements to bring its total ENERGY STAR qualified products to 582. “We continue to be one of the leading ENERGY STAR manufacturers in the lighting industry to give our building partners the best lighting efficiencies for their customers,” he said.

Sneak Peek at New Sea Gull Lighting Decorative Products
The new Ellington Collection by Sea Gull Lighting is one of the 12 new collections that will debut in 2013. Imitating the soft glow of beeswax pillar candles, this on-trend line brings a soothing influence to living spaces. The simple, rustic silhouette of Ellington’s chandeliers and sconces complements a wide range of décor—and all fixtures are available in either medium based incandescent or ENERGY STAR® GU24 fluorescent, and they easily convert to LED with Sea Gull Lighting medium based ENERGY STAR LED lamps. Shown (right) is the 12-light chandelier that is 30” long, 15” wide and 25” high. The collection also includes six- and nine-light chandeliers in Burnt Sienna finish with Café Tint glass and one-light bath wall sconce in Brushed Nickel with Etched Opal Glass.

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Sea Gull Lighting’s aviation-inspired, new 18-piece **Brockton** Collection features airy, sweeping lines, making this line’s fixtures fitting of any transitional interior space. Its two finishes—Brushed Nickel or Burnt Sienna—allow a tailored look from warm and cozy to sleek and modern. The collection includes three-, five- and nine-light chandeliers; three flush and one semi-flush mounts; a large pendant, mini-pendant, and two-, three- and four-light bath vanity fixtures. Most fixtures are available in either medium based incandescent or ENERGY STAR GU24 fluorescent, and they easily convert to LED with Sea Gull Lighting medium based ENERGY STAR LED lamps. Shown in the Burnt Sienna finish are the five-light chandelier (top left), which is 24.74” in diameter and 22.75” high and the three-light bath (bottom left), which is 24.25” wide, 9.75” high and extends 9” from the wall.

Sea Gull Lighting’s new **Pratt Street** Collection offers over-scaled industrial style pendants which work equally well in a wide array of styles and spaces in the home. The collection is offered in two versions: Prismatic Glass (first image, right) or Metal (second image). Each of these is offered in a large and medium size: The large is 16” in diameter, and the medium is 13” in diameter. Both come with three, 12” stems and one, 6” stem for hanging options. All are available in Brushed Nickel or Autumn Bronze finishes. Pratt Street has a choice of medium based incandescent or ENERGY STAR GU24 fluorescent lamping; the large pendant uses three lamps and the medium uses two. They easily convert to LED with Sea Gull Lighting medium based ENERGY STAR LED lamps.

The classic look of Americana provides warmth and familiarity in Sea Gull Lighting’s new **Academy** Collection. A stylish 40-piece group ranging from over-scaled kitchen pendants to bath vanity fixtures, it’s available in Heirloom Bronze (except for the bath products), Brushed Nickel or Chrome (semi-flush mounts and bath) finishes. The collection has a choice of medium based incandescent or ENERGY STAR GU24 fluorescent lamping which easily converts to LED with Sea Gull Lighting medium based ENERGY STAR LED lamps. (Shown left is the extra-large, one-light pendant in Brushed Nickel, which is 17” diameter and 12.25” high and is supplied with 10’ of wire, three, 12” stems and 12” of chain to provide options. Shown below is the three-light wall or vanity bath in Chrome, which is 23.25” wide, 10” high and 10” deep).
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**Sea Gull Lighting Expands Shade Pendant Category**

Among Sea Gull Lighting’s new-for-2013 shade pendants, the versatile **Dayna** fixture offers the perfect solution for tailored décor ranging from casual to formal. The six-piece collection is offered in three sizes, from a two-light, 14” diameter and 11.75” high semi-flush mount to a four-light, 36” long by 16.5 wide by 14” high trapezoid-shaped dining chandelier (shown left). Two finishes are available: A linen look shade with Burnt Sienna metal or a Dupioni silk-look shade with Brushed Nickel metal accents. The collection is offered in a choice of medium based incandescent or ENERGY STAR GU24 fluorescent lamping which is easily converted to LED with Sea Gull Lighting medium based ENERGY STAR LED lamps.

The **Brayden** three-light pendant (right) is an elegantly simple fabric drum shade which is highlighted by a fun design element with an industrial flair: At the luminaire’s crown, three thick metal rods hook to the center structure, adding an unexpected twist to this classic silhouette. An acrylic diffuser, held in place with a metal finial, finishes off the look. With a beige, linen look shade and Burnt Sienna finish, Brayden’s dimensions are 19” in diameter and 20” high, and it’s offered in either medium based incandescent or ENERGY STAR GU24 fluorescent lamping. They easily convert to LED with Sea Gull Lighting medium based ENERGY STAR LED lamps.

**The Great Outdoors**

A bit of Shaker minimalism mixed with Arts and Crafts styling defines the transitional **Huntington** outdoor Collection by Sea Gull Lighting. Fitting for city or country dwellings, its timeless style will enhance the appearance of a home’s entrance. With a wide variety of products, muted finish options and a choice of etched seeded or clear seeded glass, Huntington’s sleek profile will complement a wide range of residential architecture. Shown below are the one-light outdoor pendant in Black finish (below, left) with dimensions of 9” wide and 13.75” high plus the large one-light outdoor wall lantern (below, right) in Weathered Pewter finish with dimensions of 9” wide and 14” high and 10.5” deep. Much of the 20-piece Huntington collection is ENERGY STAR qualified.
Also at IBS from Sea Gull Lighting
The company’s Traverse LED downlight—one of its most popular sellers in 2012—has new line extensions with a 4” and 6” recessed retrofit/ceiling flush mount. Traverse offers the performance features desired from incandescent downlights (dimmability, color rendering and aesthetics) while delivering a reduction in energy and operating costs by up to 80 percent and lasting 25 times longer. Every Traverse LED model is ENERGY STAR qualified.

International Builders’ Show attendees will also see two new Ambiance® products recently added to the brand’s portfolio with the Ambiance Lx LED tape and the Ambiance LED disk lights.

The LED tape provides versatile, long lasting LED linear lighting at an affordable price point. It has 12 integrated LEDs per foot. It mounts neatly above, in and under cabinets, shelves, steps, handrails and more to create discrete, high quality illumination. With its advanced LED technology, Ambiance Lx LED tape lasts 50,000 hours, is dimmable and improves visibility and brightness over traditional light sources. The tape is available in 2700 or 3000K at 85 CRI and provides an energy savings of up to 90 percent versus halogen or xenon lamps.

Engineered with the heat sink integrated into the housing, the new Ambiance LED disk lights have a sleek, low profile to subtly provide light under and around a variety of surfaces. With three, high-performance LED chip sets per unit, they impart homogenous light with a smooth, shadow-free beam and deliver the look, feel and performance of a xenon or incandescent lamp. Reducing energy and operating costs up to 80 percent versus an incandescent or xenon lamp, the disks also have a superior tested life of 40,000 hours—which is 20 times longer than halogen.

About Sea Gull Lighting
Sea Gull Lighting Products, LLC, a Generation Brands company, (www.SeaGullLighting.com) is one of the leading manufacturers and suppliers of decorative and functional lighting for residential, commercial and architectural applications. The company provides more than 2,500 product designs spanning 15 categories to a multi-national network of builders, electrical distributors, lighting showrooms, furniture and specialty stores as well as various niche markets. A two-time recipient of ENERGY STAR® Partner of the Year honors, a three-time winner of the ENERGY STAR Sustained Excellence Award plus winner of the 2012 ENERGY STAR Award for Excellence in ENERGY STAR Promotion, the company offers the industry’s most expansive line of energy efficient products.

About Generation Brands
As the parent company to Sea Gull Lighting, 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 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.

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