

HINKLEY

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For Immediate Release

HINKLEY LIGHTING LAUNCHES NEW PRODUCTS, CATALOGS AND WEBSITE AT LIGHTOVATION

Avon Lake, Ohio (January 16, 2019) – Hinkley Lighting, a leading designer and distributor of decorative lighting, is launching 50 new product families that span a variety of applications and styles at this week's Lightovation event at Dallas Market Center. The release includes interior, outdoor and bath lighting, and was designed with consumer trends in mind.

“Consumers are making bolder design choices inside and outside of the home,” says Lauren Lovett, product director at Hinkley. “To harmonize with market trends, we incorporated unexpected silhouettes, unconventional materials and two-tone finishes across product categories. We strategically crafted styles that can be mixed and matched, indoors and out.”

Hinkley is debuting a whopping 480 new products (245 outdoor, 235 interior) at the show. Among the release are additions to Hinkley Lighting's Lisa McDennon, Open Air and Coastal Elements Collections. Highlights from each include:

- Laguna, from the Lisa McDennon Collection, is a hand-made open framework in Brushed Gold that features clear glass droplets falling at varying lengths, casting light.
- Reid, from the Open Air Collection, is an airy, open profile, featuring a candelabra with clear seedy glass columns, and is constructed of weather-resistant metal in a Brushed Graphite finish that complements any space, inside or out.
- Miles, from the Coastal Elements Collection, channels a nautical vibe, and is constructed of rust and corrosion-resistant material suitable for coastal environments.

In addition to the 50 new product families, the company is releasing 96 items to its top 20 families such as Carson, Denton and Hampton.

For the first time, Hinkley is releasing separate catalogs for its interior and outdoor collections. By creating dedicated catalogs for each category, Hinkley hopes to simplify the research and selection process. Hinkley's landscape offering will remain in its own dedicated catalog, with a new catalog slated for release in spring 2020.

Also launching at Lightovation is the new HinkleyLighting.com. The modern site boasts custom landing pages for Hinkley's showroom and dealer partners, and a drastically improved user experience for searching and saving products. The website will also feature a blog, “Hinkley Ink,” where educational and inspirational content will be updated regularly. The new website is a reflection of Hinkley's

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simultaneous commitments to progressive technology and to the brick and mortar shopping experience.

For more information about Hinkley Lighting's new products, visit Showroom 3210 in the Trademart at Dallas Market Center or the new HinkleyLighting.com.

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About Hinkley Lighting

Hinkley Lighting, headquartered in Avon Lake, Ohio, has been a leading manufacturer and distributor of high-quality decorative lighting fixtures for more than 95 years. Hinkley Lighting is driven by a passion to create a wide variety of lighting that blends design and function for interior and exterior applications. Visit hinkleylighting.com for the latest news and updates about Hinkley Lighting and its brands.

PRESS CONTACT

Grace Berry, Hinkley Lighting
33000 Pin Oak Parkway
Avon Lake, Ohio 44012
(440) 653-5500, Ext. 5536
gberry@hinkleylighting.com