

HINKLEY

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HINKLEY LIGHTING EXHIBITS AT KBIS FOR FIRST TIME

AVON LAKE, Ohio (Feb. 12, 2019) – Hinkley Lighting will exhibit at the Kitchen & Bath Industry Show (KBIS) for the first time. As a leading designer and distributor of decorative lighting, the company is thrilled to participate in this premier event for builders, architects, designers and distributors alike.

Lighting showrooms remain Hinkley's primary sales channel, but the company is experiencing growth in all of its major market segments, including kitchen and bath showrooms.

"Today's consumer craves a personalized shopping experience," says Rick Wiedemer, CEO of Hinkley Lighting. "We want our brands to be carried by retailers that prioritize personalization and cohesive design. Brick and mortar showrooms are service-oriented retail environments that can deliver on consumer customization best."

Visitors to BL30021 will experience Hinkley's signature mix of on-trend lighting including three main style categories – modern farmhouse, industrial and glam. New products, like the Facet bath fixture, and best-sellers, like the Somerset pendant, will be featured in the exhibit. Lighting and visual merchandising experts will also be on-hand to provide lighting best practices and guidance.

"We're very excited to make our first appearance at KBIS," says Quinn Sack, visual merchandising manager at Hinkley. "Lighting is an integral part of every space, and showrooms are now providing a more comprehensive design experience by offering fixtures, cabinetry, flooring and accessories, to match consumer purchasing behaviors. We're looking forward to introducing our beautiful products to a new audience and being a part of this evolving trend."

The Hinkley booth will be located near the event's new "Lightovation Lounge," located in the tented Salon at the Las Vegas Convention Center. Dallas Market Center, the American Lighting Association and Furniture Lighting & Decor magazine partnered to present the lounge as an "illuminating" area dedicated solely to lighting.

In addition to exhibiting, Hinkley Lighting is sponsoring the educational components of the Lightovation Lounge. The programming schedule features Randall Whitehead and Joe Rey-Barreau, two of the industry's leading lighting experts. A few of the topics include "Lighting in Layers: Kitchens" and "Specialty and Accent LED Lighting Applications in Kitchens and Baths."

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About Hinkley Lighting

Hinkley Lighting, headquartered in Avon Lake, Ohio, has been a leading designer and distributor of high-quality decorative lighting fixtures for more than 96 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.

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