

HINKLEY

For Immediate Release

Hinkley Lighting Streamlines Brand Name, Evolves Product Offering to Create an Exciting Start to 2020

AVON LAKE, OHIO (December 5, 2019) – Hinkley Lighting, a leading designer and distributor of decorative lighting and ceiling fans, has updated its branding and is dropping lighting from its name. The company's new name, "Hinkley," will officially debut with the start of the New Year.

The rebrand is part of a multi-phase process, with the most recent step being the acquisition of Regency Ceiling Fans. The acquisition created the opportunity for a more cohesive Hinkley experience by expanding beyond its indoor and outdoor lighting product offering to include ceiling fans, which will be introduced at Lightovation in January.

According to Jess Wiedemer, President of Hinkley, "Our streamlined name is one of many things we are doing as part of our blueprint for growth. Product is at the heart of our brand vision, and the acquisition of Regency was our latest step in this evolution. We've been on a first name basis with our partners for a while, and this felt like a natural progression."

The updated branding conveys the company's focus on the future, and will allow more flexibility and creative freedom for new business opportunities that can deliver long-term sustainable value for Hinkley and its network of partnerships.

"By simplifying and modernizing our name, we're keeping our almost 100-year history intact but also creating an exciting new energy to the brand," said Wiedemer. "We're looking forward while still honoring our heritage, which is rooted in thoughtful design, a passion for growth and a commitment to our customers."

Starting in 2020, the updated brand name will begin appearing throughout the company's website, advertising, social media channels and packaging. It will be immediately visible throughout the Hinkley showroom and market experience during January's Lightovation.

About Hinkley Lighting

Since 1922, Hinkley Lighting, headquartered in Avon Lake, Ohio, has been a leading designer and distributor of high-quality decorative lighting fixtures and has recently expanded its product offering to include ceiling fans. Hinkley is driven by a passion to create a wide variety of lighting and ceiling fans that blend design and function for interior and exterior applications. Visit hinkleylighting.com for the latest news and updates about Hinkley.

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