

HINKLEY

FOR IMMEDIATE RELEASE

Hinkley Debuts Summer Edition Designs and Breaks Ground on Significant Expansion to Headquarters

Avon Lake, Ohio (June 22, 2021) – Hinkley, a leading designer and distributor of decorative lighting and ceiling fans, has started the summer season strong by introducing over 100 stunning lighting and ceiling fan styles. The 2021 Summer Edition new product release coincides with a monumental step forward on a 130,000-square-foot building expansion, all as Hinkley celebrates its 99th year in business.

The groundbreaking ceremony, which took place on June 16th, underscores the substantial investments being made to enable the company to increase inventory while expanding the warehouse and production capacity, in addition to adding light automation capabilities. During the ceremony, President Jess Wiedemer thanked his father, Rick Wiedemer, who paved the way to the expansion with his 50 years of vision, passion, and leadership. “My brother Eric and I are proud to continue on this path,” he stated, noting the significant role Hinkley customers and employees continue to play in the company’s growth. “Each and every one of them has truly made this possible. We have big plans for our future and we’re ready to embark on this exciting project,” said Wiedemer.

Hinkley’s Summer Edition designs make their in-person debut at the Hinkley Showroom 3210 this week during Lightovation, the international lighting show held at the Dallas Market Center. Highlights from the release include:

- A first-ever trio of sophisticated pendants in a nature-inspired color palette featuring Pale Blue, Sage Green and Light Taupe. The colors of the Argo pendant reflect calming landscape hues, as homeowners and designers continue to crave color and a connection to nature through their interior surroundings.
- An emphasis on bold chandelier designs, such as Desi, a spectacular silhouette with rotating arms and Palma, which emphasizes old-world glamour with a chic twist on the classic pineapple motif.
- New ceiling fan designs that offer indoor, outdoor, and illuminated options for a wide range of applications.

The company’s product release is prominently featured across Hinkley.com, and enhanced by both print and digital catalogs, product assets, videos, and sales tools to support its network of distribution partners. A coordinated Summer Edition marketing and advertising campaign will launch at the same time across Hinkley’s web, social, email and advertising platforms including Elle Décor, Veranda and Rue magazines. To view the full Summer Edition, visit Hinkley.com, and follow along on Instagram, Facebook, and LinkedIn for product spotlights.

About Hinkley

Since 1922, Hinkley has been a leading designer and distributor of high-quality decorative lighting fixtures and has recently expanded its product offering to include ceiling fans. Headquartered in Avon Lake, Ohio 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 that resonate with true home enthusiasts. Visit Hinkley.com for the latest news and updates about Hinkley.

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