



Ivalo® Lighting Announces ENERGY STAR Designation, Receipt of ADEX Platinum Award and Launch of a Reduced-Wattage LED Fixture

Coopersburg, PA (July 14, 2010) – Decorative fixture manufacturer Ivalo Lighting is pleased to announce that its 21" Aliante fluorescent dimmable demi-sconce has been named ENERGY STAR Qualified by the United States Department of Energy (DOE) and the Environmental Protection Agency (EPA). The company is also announcing receipt of a 2010 Award for Design Excellence (ADEX) for its L'ale sconce and the availability of a reduced-wattage LED fixture.

According to its website, "ENERGY STAR is a joint program of the U.S. EPA and the U.S. DOE helping us all save money and protect the environment through energy efficient products and practices. Results are already adding up. Americans, with the help of ENERGY STAR, saved enough energy in 2009 alone to avoid greenhouse gas emissions equivalent to those from 30 million cars — all while saving nearly \$17 billion on their utility bills."

The Aliante fixture is the first Ivalo product to receive this designation.

Known for its elegant, nautically-inspired minimalist form that harmonizes with most architectural styles, the Aliante collection includes: 4' and 5' interior suspended pendants, 4' and 5' interior and exterior sconces, plus 21" and 27" long interior demi sconces.

The collection is available with incandescent, LED, compact fluorescent and linear fluorescent sources.

L'ale Sconce Receives a 2010 Platinum ADEX Award

The ADEX Awards are sponsored by *Design Journal*, the international trade publication for interior designers, architects and facility managers. According to its website, "ADEX is the largest and most prestigious awards program for product design of furniture, fixtures and finishes marketed to the design trade."

Entries are judged by an anonymous panel of professionals representing a cross section of the design industry. Each category has potential for three award levels of platinum, gold or silver. Judges award points in several categories for each entry. Total points earned determine each product's score.

Reduced-wattage LED Fixture Now Available

Now available is an LED version of the Inflection interior sconce, at a fraction of the wattage of the traditional fixture. LED colors include Blue, Red, Green and White.

The Inflection interior sconce is a 23" long, ADA-compliant wall sconce that traditionally draws 42 watts of power. The new LED version, available now, draws just 13 watts of power, using two-thirds less energy than its predecessor. List price is \$1,550.

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About Ivalo Lighting (www.ivalolighting.com)

Founded in March 2000 by Dr. Susan Hakkarainen, Ivalo Lighting has a three-part mission. First, is to create decorative lighting fixtures of advanced-design. Second, is to create fixtures which integrate architecturally into their surroundings, rather than appearing as discrete objects. Third, is to assemble the best designers from around the world to produce a diverse design collection.

In all three aspects of the mission, Ivalo judiciously employs advanced technologies to realize these goals, reaching beyond the conventional manufacturing techniques of the lighting industry.

Ivalo Lighting has worked with some of the most pre-eminent designers in the industry from around the globe. Owned and operated by lighting control manufacturer Lutron Electronics, Ivalo has nationwide representation in the United States, as well as in Canada and Mexico.

About Lutron Electronics (www.lutron.com)

Lutron Electronics Co., Inc., headquartered in Coopersburg, Pennsylvania, designs and manufactures lighting controls and automated window treatments for residential and commercial applications. Lutron products save energy and make light bulbs last longer, making them an eco-friendly addition to the home and office.

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