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SHOWROOM: #4014-TM

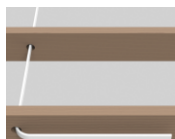
AMBIANCE LIGHTING SYSTEMS WILL INTRODUCE TRAVERSE UNLIMITED *One of the Easiest LED Recessed Downlights on the Market To Install*

Skokie, Ill., January 16, 2017—Ambiance Lighting Systems, one of the leading brands in the industry that produces high quality, easy to install, completely configurable lighting, will introduce its new **Traverse Unlimited LED Recessed Downlight** this month at the LIGHTOVATION tradeshow in Dallas, running from January 18-22, at the Dallas Market Center’s Trade Mart, 2100 Stemmons Freeway, in the LBL and Ambiance Lighting showroom, #4014-TM.

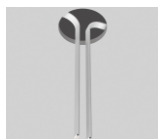
Takes Only Six Minutes To Install

Because its connections are housed within the fixture, the self-contained Traverse Unlimited LED Recessed Downlight has no need for junction boxes or recessed cans. “It saves significant time and money, taking only six minutes to install,” said Tom Nash, Director of Sales. “It can go anywhere you would use downlights, such as living rooms, great rooms, kitchens, dining rooms, bedrooms and bathrooms—it’s even wet-rated for the shower.”

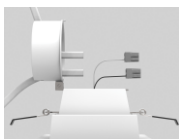
The easy product installation steps are shown below:



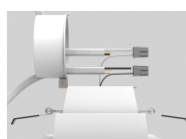
Pull wire to approximate location of fixture during rough-in



Cut a hole in ceiling where fixture is to be installed



Pull out wire through the hole cut in ceiling; trim to length and strip wire ends. Open fixture’s integrated junction box



Insert stripped wire ends into the speed connectors inside the fixture. Close the junction box cover



Fold the spring loaded arms back against the fixture housing and slip unit up into cut hole



Spring loaded arms will release, pulling the unit up and into place

To see the three-minute installation video, go to [Ambiance Traverse Unlimited LED Recessed Downlight](#) video. To embed, use the following code (<iframe width="560" height="315" src="https://www.youtube.com/embed/yUxY-pFJm9E?rel=0&showinfo=0" frameborder="0" allowfullscreen></iframe>).

-more-

Superior Performance

The self-contained Traverse Unlimited LED Recessed Downlight also achieves the performance features of traditional incandescent lighting—dimability, color rendering and aesthetics—while delivering a reduction in operating cost by up to 80 percent and lasting 255 times longer.

It uses only 14 watts while producing 750 delivered lumens at 3000K, 90+ CRI, which means a clean white light that acutely shows color. ENERGY STAR®-qualified while also meeting 2017 CEC Title 24 guidelines, the Traverse Unlimited LED Recessed Downlight can be used in new or remodel construction and is available in round or square apertures and three finishes (White, Antique Bronze and Satin Nickel).



Shown in the White finish is the Traverse Unlimited LED Recessed Downlight in the round (*far left*) and square choices.



The square Traverse Unlimited LED Recessed Downlight in the White finish is featured in this living room.



The square Traverse Unlimited LED Recessed Downlight in the White finish is shown in this dining room.

For detailed product information regarding all Ambiance products, go to www.ambiance-lighting.com.

About Generation Brands

As parent company to Ambiance Lighting Systems, Feiss-Monte Carlo, LBL Lighting, Sea Gull Lighting and Tech Lighting, Generation Brands is one of America's leading companies serving lighting retailers and the electrical wholesale, home improvement and building industries. The company has an outstanding portfolio of residential and commercial lighting fixtures and ceiling fans which provide value to its customers and end-users via superior service, leading edge design and outstanding quality.

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