

# FEISS®

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## MONTE CARLO

CEILING FAN COMPANY

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**FEISS-MONTE CARLO SHOWROOM: #TM-4010**

### **Feiss-Monte Carlo Begins 2015 with One of the Largest New Product Launches in Its History** *New LED Technology, More Style Choices Define Brand's Design Vision*

**Skokie, Ill., January 13, 2015**—Feiss and Monte Carlo, among America's top brands offering high-quality, design-driven, interior and exterior residential lighting and fans, will unveil one of the largest new product launches in its history with more than 610 new items—25 percent of them LED—during the International Lighting Market, January 14-18, 2015, at the Dallas Market Center, 2100 North Stemmons Freeway, Showroom #TM-4010. The Feiss-Monte Carlo showroom officially opens one day earlier than the Market on Tuesday, January 13.

"This is the second year Sean Lavin, the Chief Design Officer for our parent company Generation Brands, has led the design vision for Feiss," said Feiss-Monte Carlo President Matt Vollmer. "Sean and his team with our engineering department have brought to fruition an extensive, balanced new offering in terms of pricing and aesthetic styles—from modern and contemporary to transitional and traditional—while leveraging new technologies in LED."

#### ***Proprietary LED Technology with an Integrated Approach***

According to Lavin, Feiss will introduce numerous new dedicated LED products, integrate LED into a significant portion of the brand's existing product line and offer LED replacement bulbs for easy conversion. "By taking advantage of our new, proprietary LED technology—which was made possible by leveraging the partnerships and scale of our parent company Generation Brands—we've been able to create unique fixtures and deliver what the marketplace demands in LED. These new pieces are the marriage of an integrated LED form and uncompromising performance—with the aesthetic design details our customers have come to expect from Feiss."

#### ***Innovative Warm-on-Dim LED***

As part of the brand's integrated LED approach, Lavin said "our new warm-on-dim LED modules will be in more than 170 fixtures across 16 collections—as we've retrofit much of our existing products with this technology. Our proprietary module not only offers warm dimming from 2700K to 2200K, it also has an outstanding 90+ color rendering index. Also, because we're using driverless AC technology, we're able to keep the costs extremely competitive without compromising quality. No other similarly priced LED solution in the industry offers this level and type of light performance."

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Here’s a sampling of new Feiss products to be launched in Dallas:

**Chandeliers/Pendants**

FEISS IMAGE	FEISS PRODUCT DESCRIPTION
	<p>The <b>Stonesend</b> two-tier chandelier by <b>Feiss</b> reflects the recent trend of modern halo LED chandeliers. Polished, Rock Crystals strung in an alternating, cascading pattern with Clear Crystals follow the free-flowing curves of the spiral frame with a Silver Leaf Antiqued finish. A central halo hides integrated LEDs aimed downward to create a soft glow. The dimensions for this fixture are 21.625” high and 21.125” in diameter. Other pieces in the collection include a three-tier chandelier, a mini-pendant and a sconce with the brand’s proprietary warm-on-dim technology.</p>
	<p>Inspired by the craftsmanship of fine jewelry, the <b>Pavé</b> Collection by <b>Feiss</b> has a Silver Crystal inlay coupled with White Shantung silk shades to add sparkle in an unexpected and cleanly tailored way. Shown is the five-light chandelier finished in Polished Nickel; its dimensions are 25” high and 25.25” in diameter. Available with optional LED lampping. Other pieces in the collection include a three-light chandelier, drum pendant, mini-pendant, flush mount, wall sconce and vanity fixtures.</p>
	<p>Wine glass-shaped and Opal Etched glass shades inspired the name of the <b>Vintner</b> five-light chandelier by <b>Feiss</b>. While the shades feature a beautiful, soft ripple silhouette accent at the base, the sweeping body design is achieved by two custom extrusions—the upper arms are slightly smaller than the lower to help establish a graceful transition. Available in a Heritage Bronze (<i>shown</i>) or Satin Nickel finish, this chandelier’s dimensions are 23.875” high and 26” in diameter. Available with optional LED lampping. The collection includes more indoor plus outdoor fixtures.</p>

FEISS IMAGE	FEISS PRODUCT DESCRIPTION
	<p>The traditional schoolhouse fixture has been updated in the <b>Alcott</b> Collection by <b>Feiss</b>—both in technology and design. First, the luminaires are offered in an integrated LED version which supports the brand’s new warm-on-dim technology (and there are several other traditional lamping options as well). Second, a multitude of designs can be created with four distinct shade silhouettes in three different sizes; the choice of either a Satin Nickel, Oil Rubbed Bronze or Aged Brass (<i>shown</i>) finish; and the option of a fresh, new Seeded Clear glass or a classic White Opal glass (<i>shown</i>). A large Alcott pendant is shown which is 11.75” high and 13.875” in diameter.</p>
	<p>The <b>Khloe</b> Collection by <b>Feiss</b> features LEDs nestled within modern, sculptural frames; they shine inward from half the arms while crystals are inlaid on the opposite arms for sparkle interplay. Pictured is a Khloe globe pendant (31.5” high and 30” in diameter) in the Satin Nickel finish with crystal inlays; the other option is an Oil Rubbed Bronze with a hammered metal inlay. Other globe diameters are an impressive-in-scale 48” plus a 20” and a 12”; two sconces are part of the collection as well.</p>
	<p>With both masculine and feminine influences, the transitional <b>Botanic Collection</b> by <b>Feiss</b> is a study in contrast. The spun metal drum captures the essence of an antique patina finish with natural variations that occur over long periods of time. Then, the overall piece is elevated with a dynamic pressed clear glass diffuser with a subtle floral gesture, which is then highly polished to generate breathtaking sparkle. The four-light pendant chandelier (<i>shown</i>) is 11.125” high and 19.5” in diameter—and finished in Dark Aged Brass. The other available finish is an Aged Pewter. Available with LED lamping.</p>

**Flush Mounts**

FEISS IMAGE	FEISS PRODUCT DESCRIPTION
	<p>New technology, traditional design elements and a modern silhouette converge in the new <b>Amani</b> LED flush mount by <b>Feiss</b>. LED light guide technology illuminates the entire bottom surface with a soft glow. Framed by any of three screen motifs (Arabesque, Link or Woven), the design is stamped out of the steel fixture to complement all styles from traditional to ultra-modern décor. Shown is the Amani flush in Satin Nickel (other finishes are Oil Rubbed Bronze or Polished Nickel) with the Arabesque design that's 4.25" high and 13" in diameter. Damp-rated.</p>

**Wall**

	<p>Pictured is the <b>Stonesend</b> sconce by <b>Feiss</b> with the brand's proprietary integrated LED module with warm-on-dim technology—from 2700K to 2200K—to achieve the same dimming effect as seen with incandescent lamping. The sconce's dimensions are 16.75" high, 5.875" wide and 4.125" deep.</p>
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**Bath**

	<p>In the <b>Leddington</b> LED bath collection by <b>Feiss</b>, modern technology combines with a traditional aesthetic, so those with a classic décor will benefit from the energy efficiency of LED. The brand's proprietary LED module illuminates the tapered Opal Etched Cast glass shade for an even, downward glow, eliminating any wasted light out the top. An arched, window pane detail on the backplate reinforces the traditional styling, and hidden hardware adds to the refinement. Shown is the Leddington three-light vanity (dimensions are 9.2" high, 22" long and 8" deep) in a Polished Nickel finish; other finishes are Satin Nickel and Oil Rubbed Bronze.</p>
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FEISS IMAGE	FEISS PRODUCT DESCRIPTION
	<p>Named for the vintage, hand held viewers with candles shining behind images, the <b>Illuminant</b> bath collection by <b>Feiss</b> is a modern interpretation of a historic silhouette. Within a contemporary square frame, an oval pane of Pressed Water glass diffuses light with its dense texture. Anchored by a sleek backplate, Illuminant delivers a modern design element with a nod to the past. Dimensions for the three-light vanity as shown here are 6.5” high, 21” long and 4” deep. ADA compliant.</p>

*Outdoor*

	<p>The <b>Ledgend</b> outdoor wall sconce by <b>Feiss</b> is modern and dramatic, making a significant design statement as visitors reach the front door. Energy efficient and long-lasting LEDs direct light forward (as well as out the top and down out the bottom) through off-set openings inspired by stacked flagstone. With a White glass diffuser, the Ledgend is finished in a Dark Weathered Zinc. Shown here is the second largest Ledgend outdoor wall (26” high, 5” wide and 3.375” deep); three other sconce sizes are available.</p>
	<p>This <b>Londontowne</b> outdoor wall lantern by Feiss has 16 panes of glass framed with architectural details to complement the chamfered edges of the roof line. Dense bubbles in the Clear Seeded glass subtly obscure lamping (<i>shown here</i>). Offered with incandescent or integrated LED lamping, the available finishes are either Black or Weathered Chestnut (<i>shown</i>). The collection also includes post lanterns, hanging pendants and flush mounts.</p>

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**Monte Carlo Fans**

Lavin said this year’s focus for Feiss’ sister brand Monte Carlo is on technology to bring high-performing fans across all styles to market. “Each new fan will include integrated LED lighting or LED in optional light kits, and just like Feiss, we’re focusing on design details.”

Here’s a sampling of new Monte Carlo fans to be launched in Dallas:

MONTE CARLO IMAGE	MONTE CARLO FAN DESCRIPTION
	<p>The modern <b>Empire</b> fan by <b>Monte Carlo</b> makes an impressive statement with a 60” sweep across the eight blades, each featuring a simple, rectilinear blade iron. The housing, whether in Brushed Steel (<i>shown</i>) or Matte Black, is ultra-sleek. The motor’s housing hugs the ceiling, while the drive shaft brings the fan and integrated 15W LED downlight (920 net lumens, 2700°K CCT and a CRI of 80+) closer into a space. A finishing cap is also provided if the fan is to be used without the LED downlight. Dual blade finishes are Gloss Silver/Gloss Walnut (<i>shown</i>) or Black/Walnut. A two-in-one remote (combo hand-held and wall mount) with six speeds, reverse and LED light dimmer is included and the fan has a DC motor for powerful air flow and energy efficiency; the Empire’s CFM is 7,668.*</p>
	<p>A floral inspiration takes the sleek, modern aesthetic of the 56” <b>Lily</b> fan by <b>Monte Carlo</b> to a bright and whimsical level. The upward curve of the blade tips and the u-shaped blade irons combine to cleverly use negative space to create a light, airy and organic silhouette. There’s a 12W integrated LED downlight encased in Clear Frosted glass, with 740 net lumens of output, 2700°K CCT and a CRI of 80+. Available finishes are either in a Brushed Steel housing with Silver blades (<i>shown</i>) or a Rubberized White housing with Rubberized White blades. A hand-held remote with six speeds, reverse and LED light dimmer is included. Damp rated, the Lily fan has a DC motor for powerful air flow and energy efficiency; its CFM is 7.126. Damp-rated.</p>

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MONTE CARLO IMAGE	MONTE CARLO FAN DESCRIPTION
	<p>The <b>Artizan</b> by <b>Monte Carlo</b> is a transitional style fan rich with texture. The Roman Bronze housing, blade irons, canopy and light kit trim all feature a rustic, hammered metal detail. The five Walnut carved wood blades, which have a 56" sweep, continue the bucolic design approach. The fan has an integrated 10W LED uplight, with an output of 780 net lumens, a 2700°K CCT and a CRI of 80+, which grazes up to highlight the housing's hammered detail.</p> <p>Also available is a beautiful, drum-shaped LED light kit (<i>sold separately and shown here</i>) with a Clear Seeded glass shade resting over an inner opaque White Case glass shade to add exceptional depth and softly diffuse the 17W LED with an output of 610 net lumens, 2700°K CCT and a CRI of 80+. A three-speed remote is included, and its CFM is 4,437.*</p>
	<p>With a mid-century modern design inspiration, the <b>Baldwin</b> fan by <b>Monte Carlo</b> makes a playful design statement, featuring a bullet silhouette, automotive inspired tailfins and three paddle blades with a 50" sweep. Its integrated 15W LED downlight encased in Etched Opal glass has an output of 480 net lumens, 2700°K CCT and a CRI of 80+. A two-in-one remote (combo hand-held and wall mount) is included, and its CFM is 4,941.* Shown here in the Oil Rubbed Bronze housing with Oil Rubbed Bronze blades, Baldwin's also available with a Rubberized White housing with Rubberized White Blades or a Grey housing with Grey blades. Damp-rated.</p>
	<p>Building on the enthusiasm for the Minimalist fan, an even larger 72" version is now available. With the same clean, modern aesthetic and dramatic, hand carved Balsa Wood Blades, the <b>Minimalist Max</b> by <b>Monte Carlo</b> features an integrated 16W LED downlight encased in Opal Etched Glass, with 960 net lumens of output, 3000°K CCT and a CRI of 80+. Importantly, it has an impressive CFM of 9,091 on "high," and an equally impressive CFM of 2,900 on "low." Powered by a DC motor for powerful air flow and energy efficiency, and a hand-held remote with six speeds, reverse and LED light dimmer is included. Shown here is the Minimalist Max with Black housing and Dark Walnut blades; other choices are a Bronze housing with Bronze blades, a Brushed Steel housing with Dark Walnut blades and a Rubberized White housing with Rubberized White blades. Damp-rated and uses DC motor for powerful air flow and energy efficiency.</p>

\* Internal CFM test results

***About Feiss-Monte Carlo***

For more than 50 years, Feiss has offered a full line of high-quality interior and exterior residential lighting in addition to ceiling fans through its Monte Carlo brand. Feiss delivers refined, fashion-forward lighting at accessible price points and is known in the industry for its reliable products and exceptional customer care. With pride in its past and a commitment to the future, employees from coast to coast and across the globe all work together to continually deliver the very best in lighting and service. For product information or to find a nearby dealer, visit [www.feiss.com](http://www.feiss.com) and/or [www.montecarlofans.com](http://www.montecarlofans.com). For decorating ideas, go to [www.facebook.com/FeissMonteCarlo](https://www.facebook.com/FeissMonteCarlo) or [www.pinterest.com/feissmontecarlo](https://www.pinterest.com/feissmontecarlo).

***About Generation Brands***

As parent company to Feiss-Monte Carlo, Generation Brands is one of America's leading companies serving lighting retailers plus 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 and growth to its customers and end-users with superior service, leading edge design and outstanding quality.

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