PRESS RELEASE

TEKA ILLUMINATION

TEKA Illumination Launches Newly Designed Website To Lighting Industry



For immediate release - Madera, CA – Wednesday, December 5, 2012 - TEKA Illumination introduces newly designed, industry-leading website to the lighting profession. President Ron Naus made the official announcement and demonstrated the new enhancements to the company staff.

TEKA Illumination has launched to the world of lighting a new website with present-day technology to heighten the user experience. Created and designed with the industry in mind, TEKA Illumination is now on the leading edge of delivering the information required to maximize your lighting design projects.



Stylized, artistic photography lends the site to a modern sophistication and enhances the user experience throughout the entire site for complete features and benefits for all TEKA Illumination products.

The added functionality of an intuitive Product Locator allows users to filter many different ways, including product category, source and material. "The tool is specifically useful for a visitor that knows what we make but not our product language." said Naus. "The user can find what they need by choosing details relevant to their project. If they want to see products that are surface wall mounted and standard, the search will reveal products that fit that description."

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"Consumer demand for quick and relevant solutions to their lighting challenges requires a website with easy navigation features and bottom line results," said Naus. "We feel we have given our customers and sales agents state-of-the-art tools to better serve their needs."

In addition to the new site, TEKA Illumination plans to have links to social media pages such as Facebook, Twitter, Linked-in and YouTube in the near future.

All of the new tools are accessible from any computer or web-enabled device, allowing the sales agents and design professionals immediate access to our products and knowledgebase.

ABOUT TEKA ILLUMINATION

Since 1993, TEKA Illumination has manufactured sustainable indoor and outdoor luminaires. All TEKA Illumination lighting products are manufactured from copper, brass and bronze - three of the oldest natural and man-made materials. These materials are extremely resistant to environmental corrosion and physical abuse attributing to their sustainability. Enduring metals. Elemental designs. New technologies. These are the inspirations for TEKA Illumination landscape lighting and indoor lighting products.

ABOUT B-K LIGHTING

Since 1984, B-K Lighting has provided the highest quality, most innovative and fairly priced outdoor architectural lighting fixtures available in the industry. B-K Lighting manufactures path lights, sign lights, area lights, flood lights, recessed building mounted and in-grade lighting fixtures. Our custom lighting designs and solid-state lighting products are installed in high-end residential, corporate office and landmark applications around the world.

QUALITY, SERVICE, INNOVATION, and VALUE all add up to make B-K Lighting and TEKA Illumination the number one choices in outdoor architectural lighting. B-K Lighting has a long history of supporting 'green' manufacturing. As members of the USGBC (United States Green Building Council) and IDA (International Dark Sky Association) they have led their industry in providing earth-friendly designs and manufacturing concepts.

For more information about B-K Lighting + TEKA Illumination products and representatives visit our websites at www.bklighting.com and www.tekaillumination.com. Monday-Friday 7:00 a.m. to 5:00 p.m. PST at 559-438-5800 or fax 559-438-5900. Located at 40429 Brickyard Drive, Madera, CA 93636.

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