PRESS RELEASE

For Immediate Release

Date:
January 14, 2011

Contact:
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559.438.5800

B-K Lighting + TEKA Illumination Host First Spanish Language Web Event



FOR IMMEDIATE RELEASE - In an effort to promote the ideals of quality, service, innovation and value of solid-state lighting to design professionals worldwide, B-K Lighting + TEKA Illumination held its first Spanish language Webinar for lighting designers in Mexico on Wednesday, January 12, 2011.

B-K Lighting + TEKA Illumination Executive Vice President Ron Naus led his presentation, entitled "Solid-State Lighting – What A Designer Needs to Know," with help from Nydia Salas, who offered live translation to representatives of top design firms in Mexico.

The presentation highlighted the difference between Relative and Absolute photometry, and presented IESNA LM-79, LM-80 and TM-21 testing standards required for B-K Lighting fixtures utilizing BKSSL™ technology. In addition, to an overview of the family of BKSSL™ products.

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El poder de 'e' es modular.
El poder de 'e' es escalable.
El poder de 'e' es sólo mejor.

"We wanted to effectively communicate the relevant standards in our changing environment to lighting specifiers in areas where English is not the primary language," said Naus. "A Spanish language Webinar exemplifies the power of today's technology to reach across the continent to educate members of our industry."

Jason Rimmer of the Rimmer Consulting Group, our factory sales representative in Latin America, organized the event. Rimmer coordinated dozens of specifiers from top design firms from Mexico City, Guadalajara, Tijuana, Monterrey, Puerto Vallarta, Merida and Cancun.

B-K Lighting + TEKA Illumination are committed to providing the lighting industry worldwide with the most innovative, highest quality and latest technology SSL lighting system "To Last a Lifetime".

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To find out more about B-K Lighting's SSL products, visit our solid-state website at **www.bkssl.com**.

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.

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 and new technologies are the inspirations for TEKA Illumination landscape lighting and indoor lighting products.

QUALITY, SERVICE, INNOVATION, and VALUE all add up to make B-K Lighting + 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.