



## PRESS RELEASE

### SLI Introduces New 'Graffiti' Family of LED Downlights Featuring Industry-Leading Ambient Dimming™ Capability

*Graffiti's cutting-edge 'warm dim' feature enables users to 'paint with light'*

(Ocean, NJ – February 16<sup>th</sup>, 2016) Specialty Lighting Industries, Inc. (SLI), a leading architectural lighting fixture manufacturer committed to flawless design and execution, proudly announces the introduction of its new 'Graffiti' line, a sleek family of LED downlight solutions that deliver industry-leading Ambient Dim™ capabilities at affordable price points for the professional and residential lighting markets.

Offering sleek 14 Watt fixtures in fixed or adjustable models and décor-friendly square or round trims that easily replace standard 50 Watt MR16 halogen sources (which historically deliver 650 lumens), new Graffiti LED downlights are available in two versions:

- **Graffiti "Ambient Dim™"** LED downlights feature a high CRI of 96, outstanding light output of 1000 lumens, and a proprietary chip that fully enables warm dimming from 3000K down to 1900K – nearly 15% greater dimming ability than many other competing products in the industry. Through a highly-engineered, thermally-stable chip that delivers exceptional color consistency over the life of the fixture, the Ambient Dim's unique warm-dim capability is secured through the tight control of arrays around a remote phosphor and offers the sought-after dimming effect that successfully mimics the warmth, color, and consistency of 'gold standard' halogen technology within a high-efficiency LED package.
- **Graffiti' "Standard"** LED downlights sport a 90+ CRI with a Citizen chip that provides outstanding light output of 1000-2000 delivered lumens and optimally supports a wide variety of commercial, hospitality, retail, and residential applications that demand outstanding lighting performance in a budget-friendly format.

Offered with or without flanges, the versatile, field-paintable, and fully adjustable Graffiti fixtures can be tilted up to 40 degrees and extended up to 360 degrees for maximum pan and coverage. The Graffiti system is also fully compatible with popular Lutron driver and control systems.

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flawless.

Ideal for the market's range of retail, commercial, residential, hotel, restaurant, and other hospitality venues where lighting control and ambiance are paramount, "SLI's new Graffiti line of LED downlights enables users to change the atmosphere in the field through an easy-to-use control system and enjoy the benefits of true warm dimming," said Lyle Perkins, SLI's National Sales and Marketing Manager. "While SLI has been synonymous with the industry's most high-end, custom lighting fixtures for over 30 years, we're excited to introduce our cutting-edge new Graffiti line and help make the benefits of LED dimming technology more accessible to the market's broad range of end users and lighting professionals than ever before," he said.

"Representing an expertly-designed and truly value-oriented line of products that allows users to express and modify the ambiance within their settings by 'painting with light,' Graffiti fixtures from SLI offer industry-leading LED downlight solutions that meet aggressive budget points without compromising performance. We see this as a natural complement to our existing line of specification-grade, high-end product offerings," Perkins said.

For more information on SLI's new Graffiti family of LED downlights, visit <http://www.graffitilighting.com>

### ***About Specialty Lighting Industries, Inc.***

Ocean, NJ-based Specialty Lighting Industries is a leading manufacturer of high-end architectural lighting solutions for the world's most demanding clients. A 'one stop shop' that provides a full line of standard and custom downlights, accent lights, linear lights, and even picture lighting, SLI has a long-standing tradition of working with lighting designers and the specification community to build top-notch, professional-grade specifications. From renowned hotels, corporations, and retail applications to private residences, galleries, and museums, SLI's unique and high-performing fixtures are flawlessly finished and minimalist in design to create an environment that complements and completes the space, seamlessly blending in so that everything else stands out. For more information on SLI's full line of products and services, contact Specialty Lighting Industries at (732) 517-0800 or visit [www.specialtylightingindustries.com](http://www.specialtylightingindustries.com).

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