

Designer Live! One Stop Lighting April 7, 2011

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Trends



Thanks for Joining Me Today!

- A Quick Review of Trends That Are Making An Impact
- Spring! Time to Think About:
 - Landscape Lighting
- Saving Energy
 - The Coming EISA (Light Bulb Law)
 - Buying Energy Efficient Light Bulbs

Trends That Are Making An Impact



- Architecture
- Kitchens

- Baths
- Related Home Products

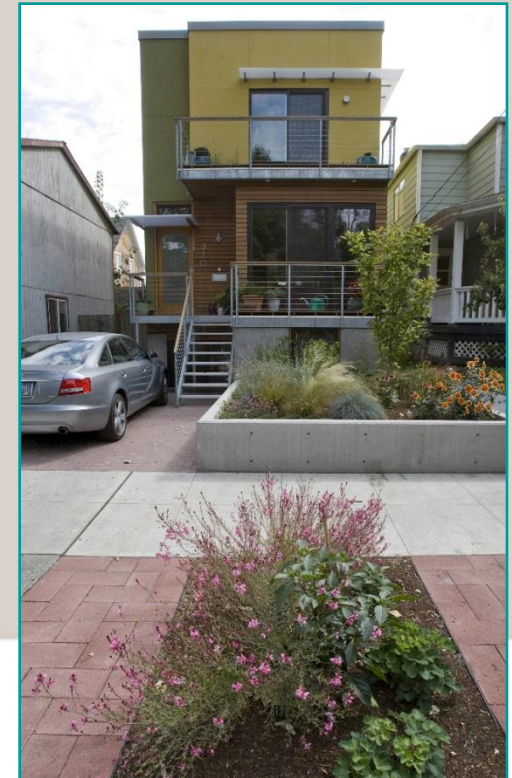
Poll Question!

- How Many Are Considering A Move To A New Home In the Next Six Months?



Architecture

- Smaller Homes
 - Reasons for Small
 - What Small Means



Reasons for Small

- Smaller 1st house allows for 2nd home
- Baby Boomers downsizing
- Financing is forcing young buyers into smaller homes
- Developers are squeezing more houses into land
- Urban In-fill



What Small Means

- “Value Box” – Apartment w/ garage
- More open space
- More windows & glass doors



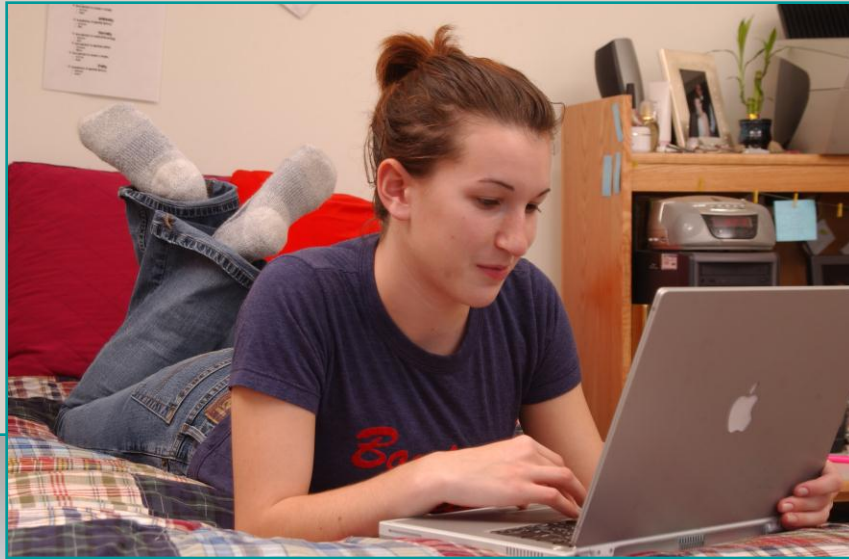
What Small Means

- “Barn doors”

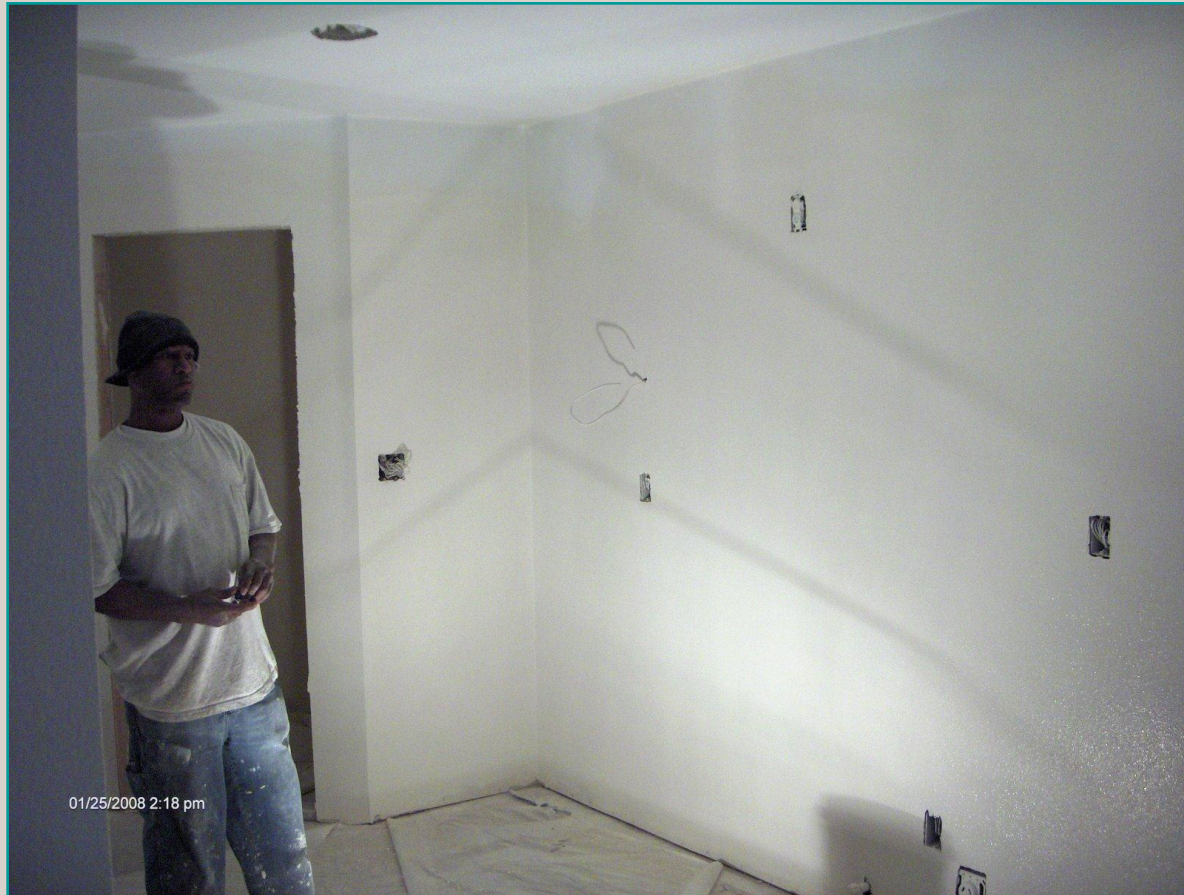


What Small Means

WiFi has made the
den/home office
obsolete

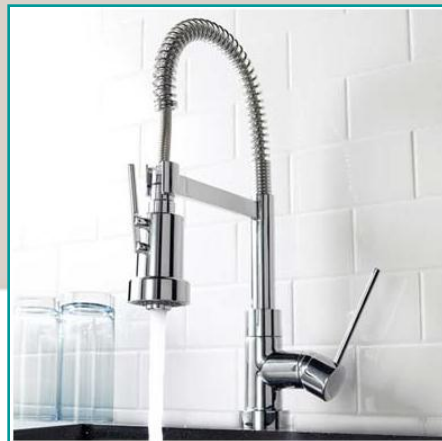


Poll Question!



- Are you considering a Kitchen remodel?

Kitchen Trends



- Traditional – still #1
- Rustic, Shaker & Industrial Chic are growing
- Cherry Cabinets - #1
- Maple #2 and Alder growing, colors and light finish slipping
- Faucets!

Kitchen Trends

- Countertops
- Granite is now entry-level
- Quartz is now almost equal in sales
- Growing:
 - Hardwood
 - Stainless Steel
 - Concrete
 - Unusual



Kitchen Trends

- Changing appliance sizes
- From “work triangle” to “work centers” to accommodate multiple cooks
- Furniture Islands



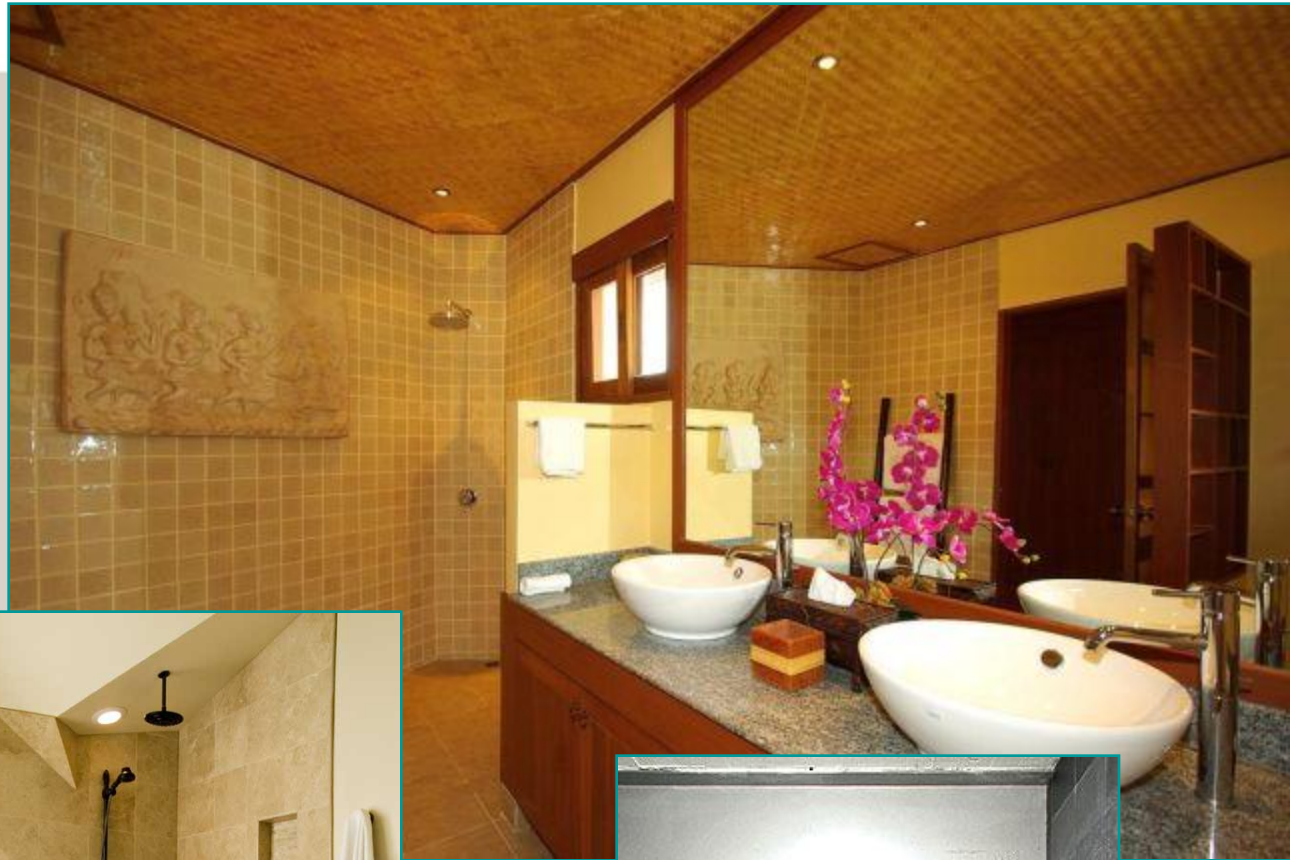
Poll Question!

- Are you considering a Bath remodel?



Bath Trends

- Open shower
- Hotel amenities brought home



Bath Trends



- Nickel and Polished Chrome are king
- Residential urinals
- Low-water consumption toilets
- Highly designed Powder Room in public area



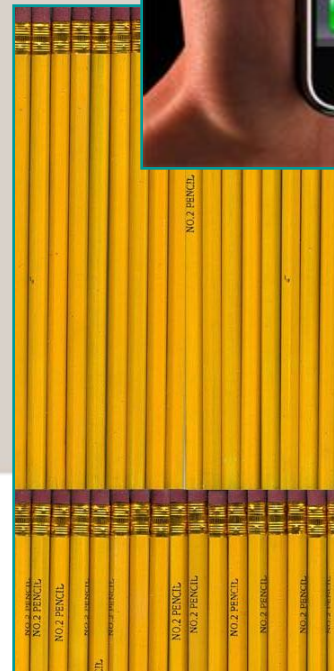
Poll Question!



- Are you considering a remodel somewhere else in the home?

Related Home Products

- Home Automation
 - iPod driven
- Wallpaper continues to make its mark
 - From funky to “normal”
- “Pastel-ized” bold colors are forecast for 2011

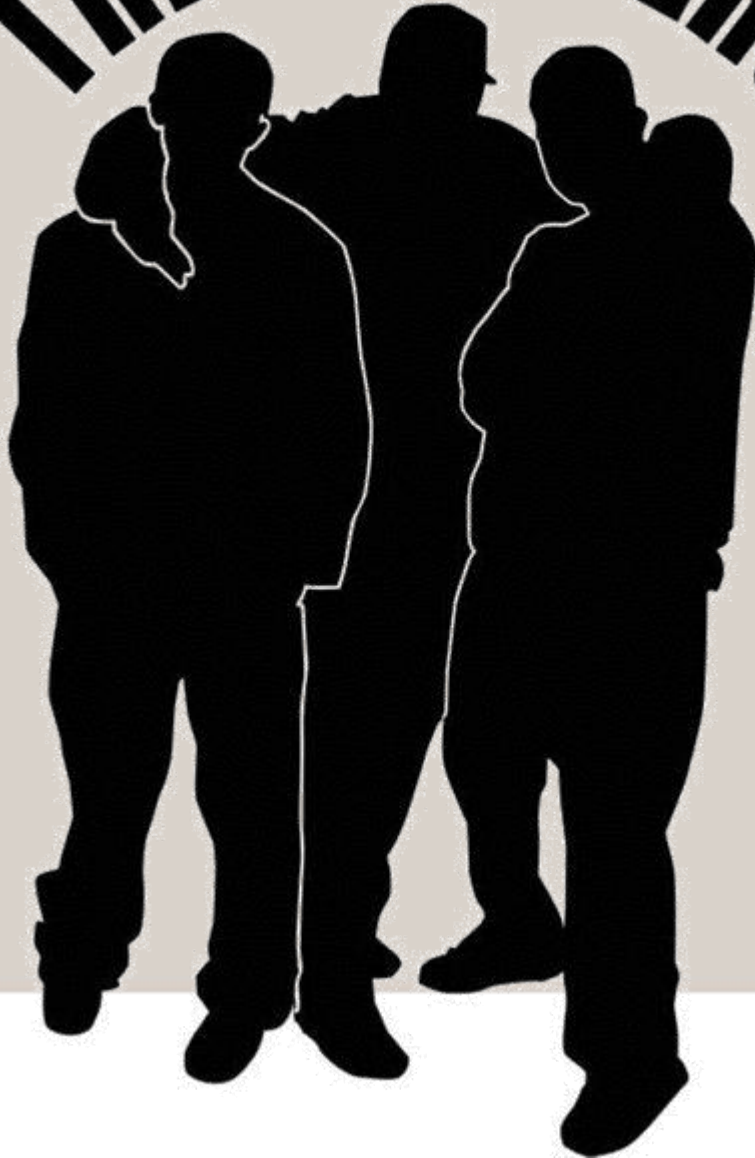


Related Home Products

- Textured tile
- Flush surface fire alarms
- Family Lockers
- Technology Closet
- Decorative Asphalt



TRENDSETTERS

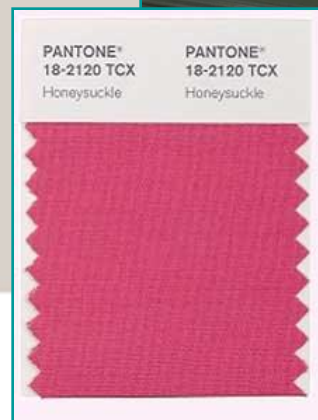


Poll Question!

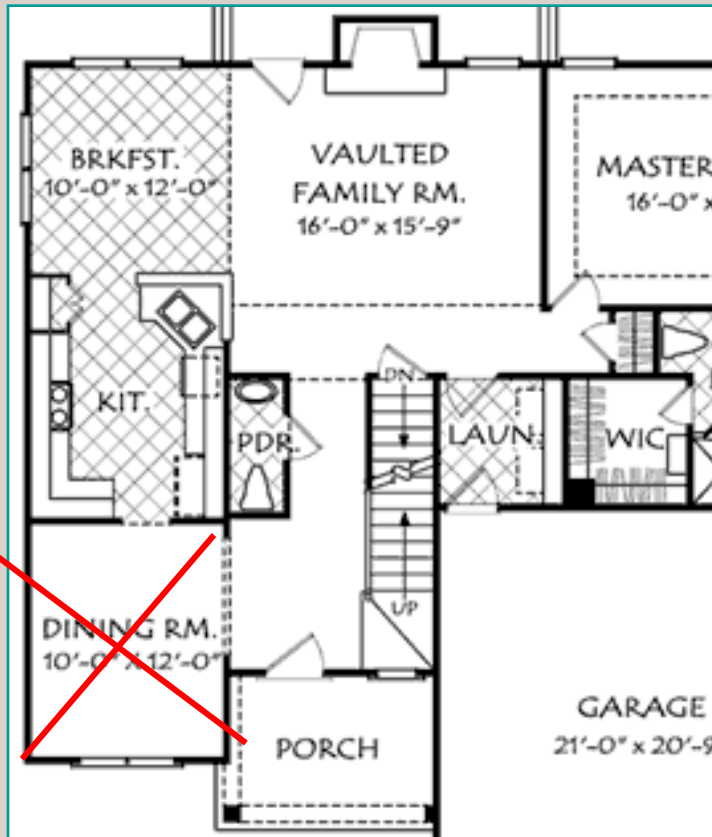
- Who wants to be a trendsetter?

What's Around The Corner?

- Disappearing dining rooms
- Polished Gold/Brushed Brass
- Smoke Glass



Disappearing Dining Room



- Dining rooms have already shrunk
- The new American family is less formal
- Total home area is shrinking
- Space is better used in commons areas

Polished Gold/Brushed Brass

- A bit denser/more golden than in the past

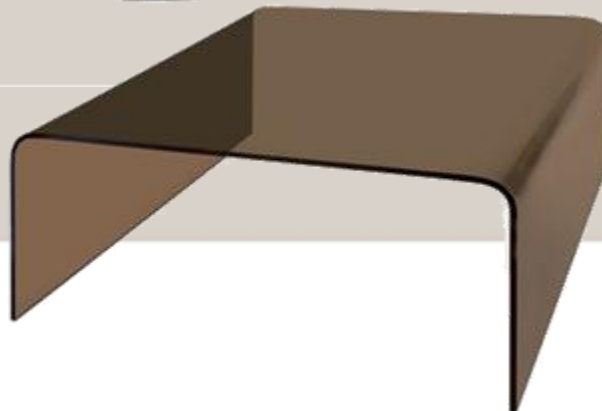


05 - Polished Gold

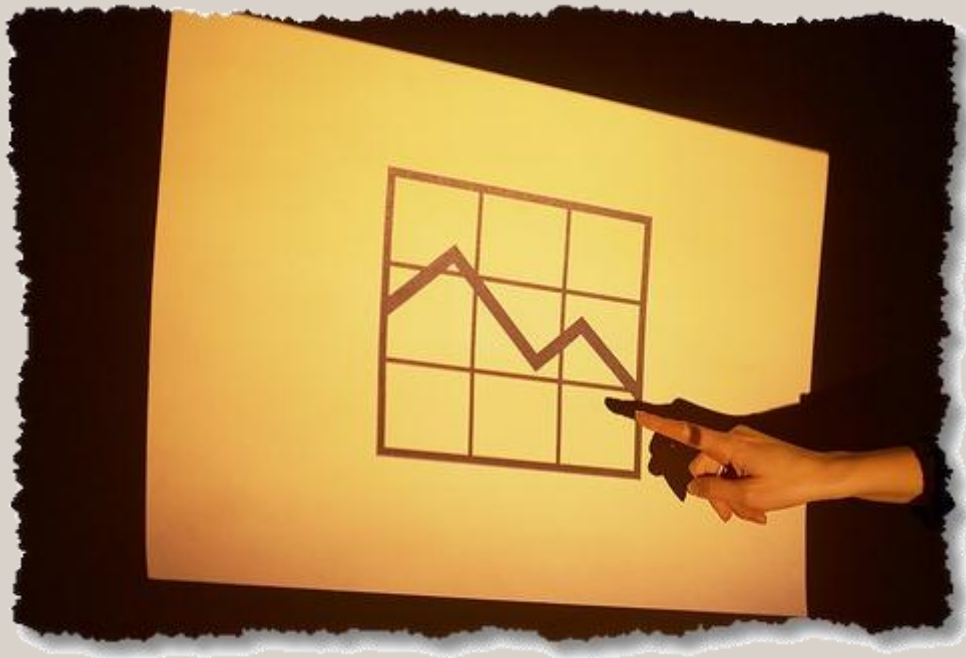


Smoke Glass

- Grey or Bronze



New Trends and Product That Respond to the Trends



- Find the trend
- Determine direction
- Meet the need with a viable product centered around the trend

Poll Question!

- Do you prefer contemporary home furnishings?



The Contemporary Shift

- Furniture Stores are devoting a higher percent of floor space to Contemporary
- Casual Contemporary dining is fastest growing style across ALL price points*
- Gen “X” are reaching peak earning years



*Furniture Today Case Goods Style Study 2008

Trend – Highly Decorative Walls & Floors

- Wallpaper
- Bold Paint
- Rugs!
- Simple Lighting Fixtures



Lighting that defines your **style**™



Laval

- Chrome
- Satin-etched
Cased Opal Glass



Poll Question!

- Is traditional styling more to your liking?



Clean Traditional

- With the increase in bold
 - Wallpaper
 - Rugs
 - Accessories
- Some elements of the room's design must be cleaner, simpler designs.



Lighting that defines your **style**™

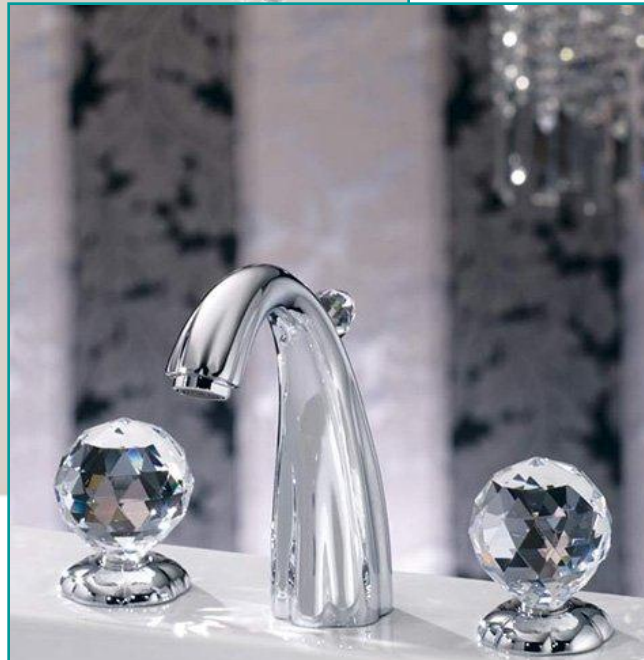
Wickham

- Olde Bronze
- Satin-etched Cased Opal Glass



Trend: Crystal Accents

Adding crystal to different products



Parker Point

- Chrome
- Optical crystal
- Organza-wrapped frosted shade
- Stem mounted



Poll Question!

- Do you think Tiffany lighting is “old-fashioned and out of date?”



Reinventing Tiffany

- A reduction in the use of bold colors
- Increased use of “sliced stone” in natural tones
- Complimented with earthtone glass and textured panels



Riverview

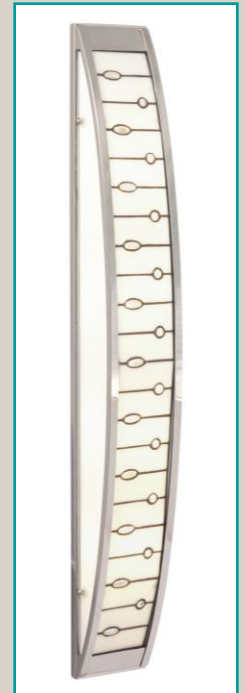


- Olde Bronze
- Combination of sliced stone and bent glass arch

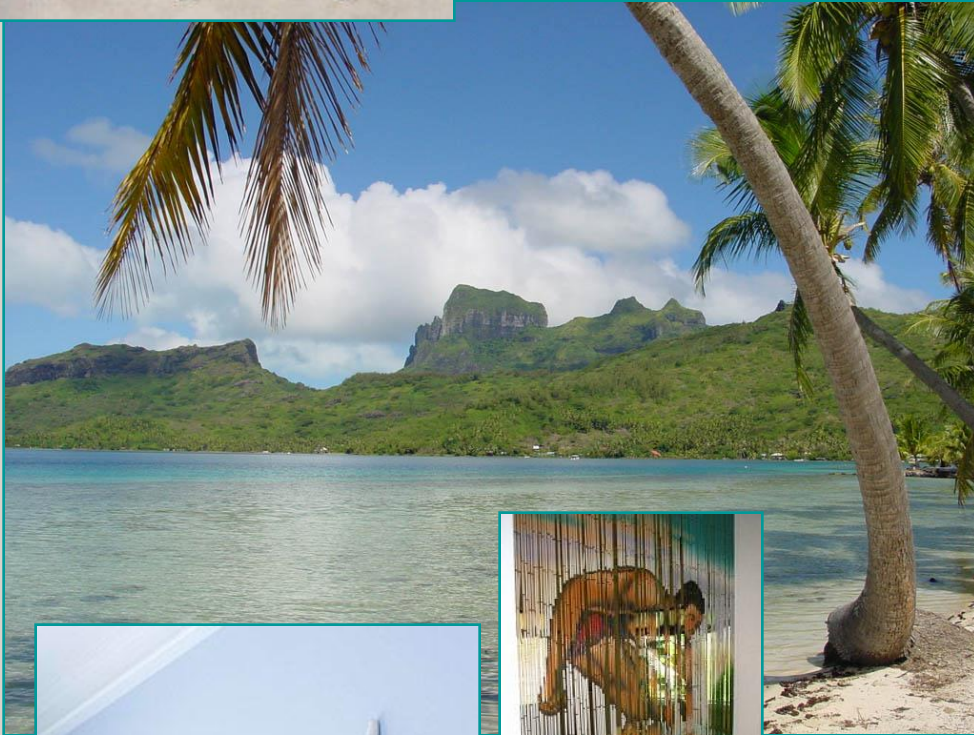
Lighting that defines your **style™**

Cloudburst

- Chrome
- Whispy white glass and clear jewels



Trend: Beach



Kichler Lamp & Accessories

- Seaside inspired lamp designs



Spring!

- Time for Landscape Lighting!



Poll Question!



- Is this the year you plan to do something about the landscaping of your yard?



Landscape Design Pro LED

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Booth Bay™

Lighting that defines your **style™**



Poll Question!



- Are you confused by the upcoming light bulb law?

Energy Independence & Security Act of 2007

- Comprehensive legislation to reduce dependence on current forms of energy
- Light bulbs are a small portion of the total bill



Section 321 Efficient Light Bulbs

- General Service Lamp
 - Incandescent, compact fluorescent, LED/OLED or halogen
 - General service application
 - Medium screw base
 - 310-2600 lumen range
 - 110-130 V operation range
 - Standard or modified spectrum



Section 321 Efficient Light Bulbs



- Exceptions
 - Appliance
 - Black light
 - Bug
 - Colored
 - Plant
 - Rough Service
 - 3-way
 - G-40
 - G-16 ½, G-25, G-30, T, AB, BA, CA, F, S or M (40W or less)

Candelabra & Intermediate Base Lamps



- Candelabra Base
 - Shall not exceed 60 watts
- Intermediate Base
 - Shall not exceed 40 watts

General Service Lamps

Current Watt	Lumen Range	Max Watt	Current Lumens	CFL Watt	CFL Lumens	Eff Date
150	1490-2600	72	2600	40-42	2600-2800	1/1/12
100	1490-2600	72	1710	23-26	1600-1800	1/1/12
75	1050-1489	53	1100	18-20	1100-1350	1/1/13
60	750-1049	43	850	13-14	800-900	1/1/14
40	310-749	29	390	9-10	520-635	1/1/14

January 1, 2020 (2018 for CA & NV)

- 45 lumens per watt
- Must establish efficiency requirements for five “monitored” lamp types
- Could stretch out to 2025



Poll Question!



- Are you confused trying to buy energy efficient light bulbs?

Three Steps To Buying GOOD CFL's



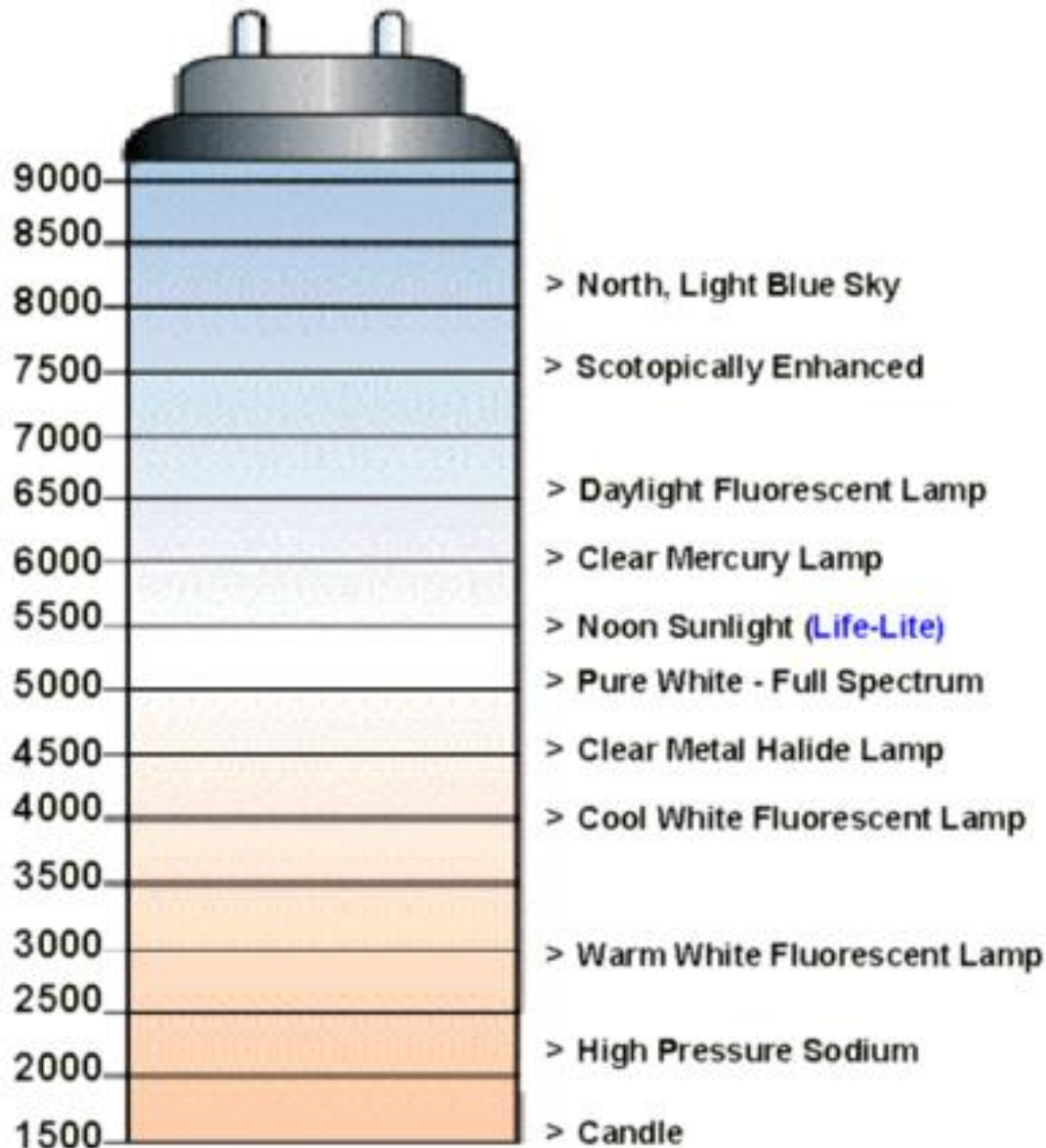
#1 - Energy Star



- Select Energy Star qualified lamps
 - Minimum life performance
 - Minimum CRI standards

#2 - 2700K to 3000K ONLY

- 60W
Incandescent =
2700K
- Halogen = 3000K
- Residential
America is
accustomed to
this narrow range



3-High CRI

- Color Rendering Index
- Zero to 100
- Minimum mid-80's in color sensitive areas



Insure That Fluorescent Light Looks Good

- Energy Star qualified
- 2700 to 3000 K Color Temperature (CCT)
- Mid-80's minimum Color Rendering Index (CRI)



Balancing Trends and Your Needs

- Understand the trends
- Use them to help develop your personal look
- Determine when it is appropriate to use “cutting edge” or “safety first”



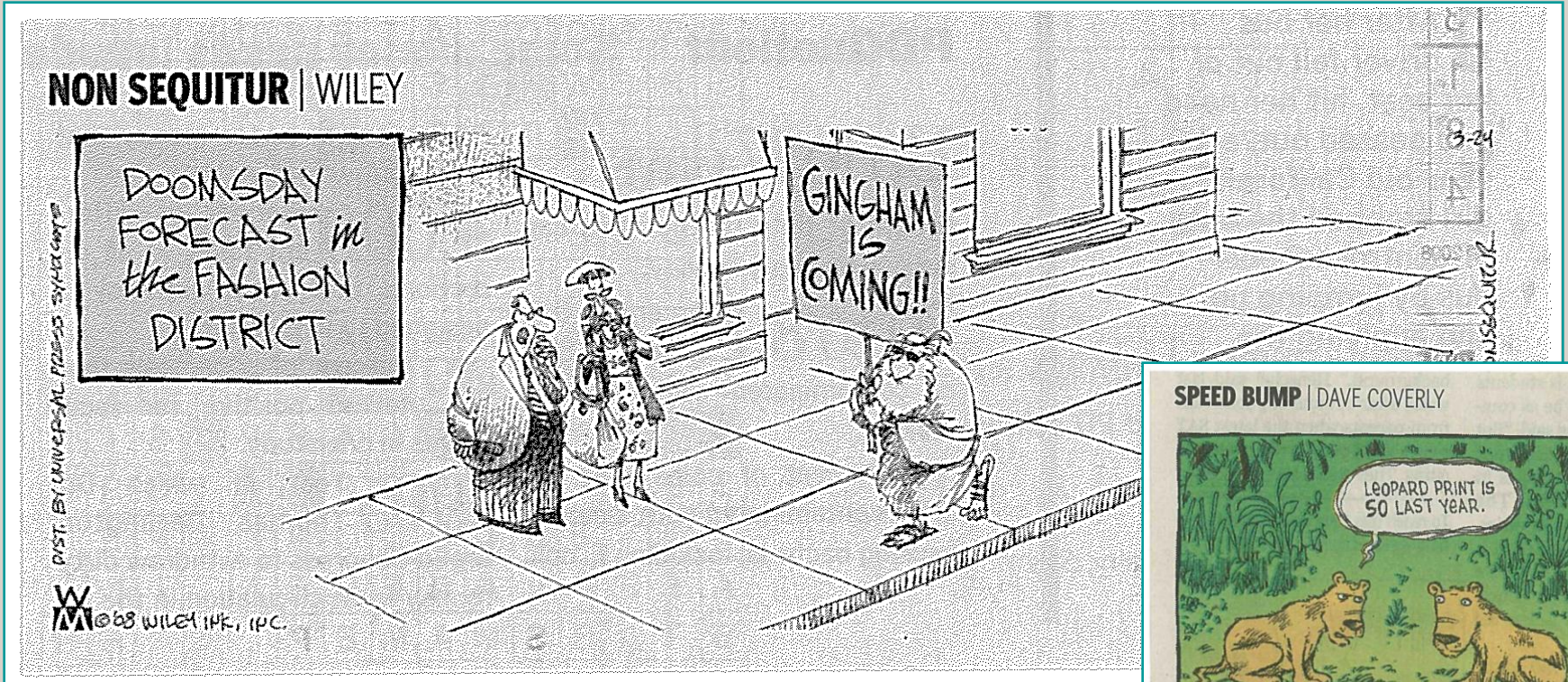
Poll Question!



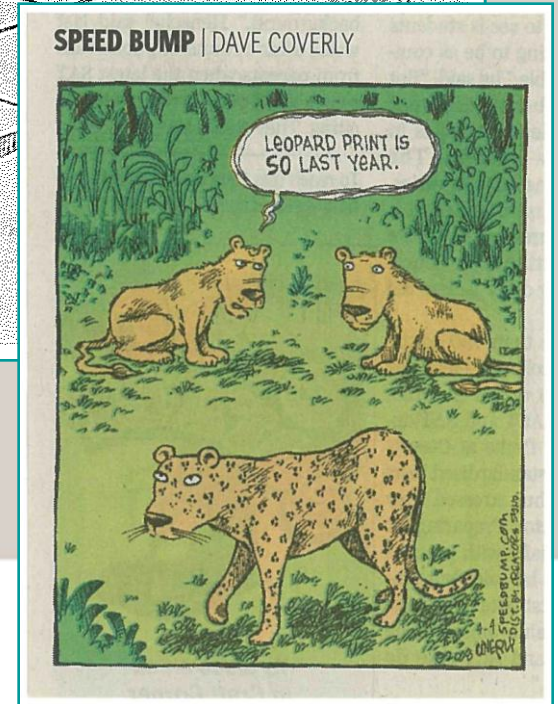
- Was this discussion on trends and lighting helpful?

Thanks for Your Attention!

NON SEQUITUR | WILEY



SPEED BUMP | DAVE COVERLY




Q & A

Special Thanks to:

Jeff Dross

Kichler Lighting

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