

**FOR IMMEDIATE RELEASE**

## **New products launch for the U.S. market**

**Four new product families showcased for the first time in the U.S. at LEDucation!**

### **TAGLINE**

The Tagline made-to-measure profile provides an ultra-minimalistic light line that integrates seamlessly with the architectural lines of your project. Limited to only 1/4 inch the Tagline seems almost invisible, a slender line of light that cuts through space.

Available in different application versions - from trimless recessed to surface mounted, as a pendant solution or as perimeter lighting - Tagline is offered as a creative tool for architects and designers to accentuate architectural detail or characterize environments. Any space becomes distinctively elegant when the Tagline is used in a simple linear way, or can become very magical and unique when used in a composition.

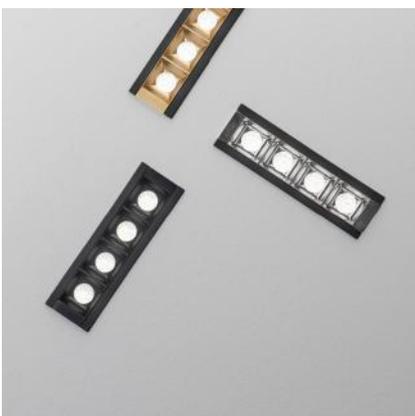


### **DOT.COM**

First introduced in 2004 as a single LED luminaire, upscaled in 2008 as a multiple LED luminaire with 4 or 6 LED dots, implemented in the profile section in 2010 as a module with 4 or 6 LEDs, the history of Dot.Com within the Delta Light range goes way back. With LEDs being utterly functional and performant nowadays, Dot.Com is up to its second revival, coming as a complete family of luminaires with multiple LED dots to create the most discreet, yet highly functional light settings.

The Small version only needs 25mm of width, a nearly invisible appearance yet with visible impact. The Medium range includes an adjustable version - with tilting possibility of 30° - ideal for instance to emphasize an artwork on the wall. With an output up to 12W per luminaire, the Large range is the most powerful within the Dot.Com series. It comes in both recessed and surface mounted solutions.

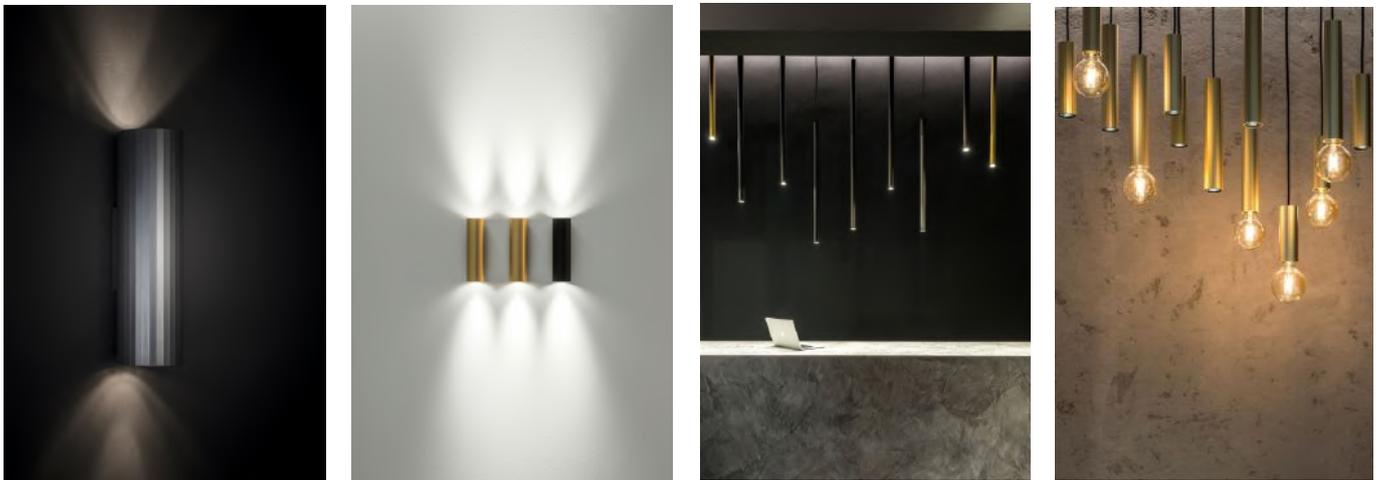
Furthermore, Dot.Com is not only limited to spotlight beam angles, it also has linear wallwashers in its range for a soft, even light effect on vertical surfaces. These come as single luminaires, as modules to fit in the magnetic profiles and as a bespoke trimless profile solution, perfect to adapt the light to your specific desires.



### VIZIR and HEDRA

Vizir and Hedra, two new members of the Delta Light family, add refinement, finesse and color to the range. They are characterized by an atypical hinge, a design element that not only catches the eye, but also serves as storage for technical parts inside the luminaire.

Next to black and white, the Vizir and Hedra are available in the new Gold Champagne and Black Bronze finishes, ether polished or in faceted texture. The faceted design of the Hedra captures and reflects the ambient light with an ever-changing look as result. It is also the typical design element of the Hedra family, a series of pendant, spotlight and wall mounted luminaires, available as full LED solution or for retrofit bulbs.

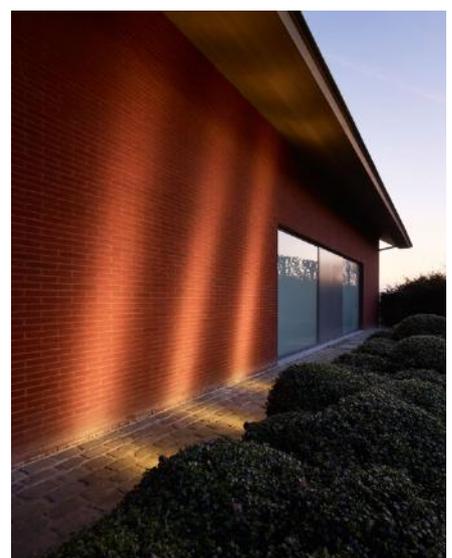


### Highlights from the Lighting Bible 12

#### STIG

Playful styling combined with a striking light effect. Stig has the look of a mini robot and projects a sleek line of light. Its little helmet conceals a 4 to 8 W LED, combined with a lens, behind an opal diffuser. The stripe of light that Stig creates enables you to accent contours, illuminate pathways, indicate guidelines or add decorative lighting effects.

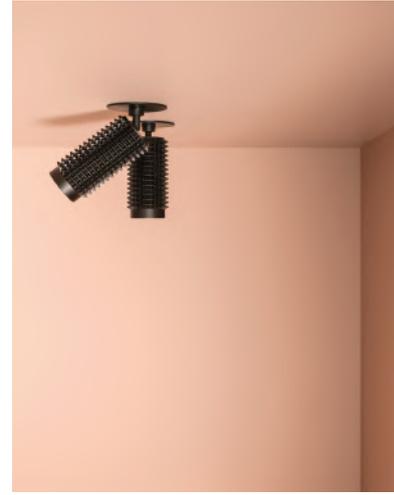
Stig is available in a range of variants, for direct mounting on ceiling or wall, combined with a pin to anchor it in the ground, or with a strap to attach it to a tree trunk, column, etc. Small, simple, modern and with a distinctive touch.



## PUNK

Punk, an iconic subculture that emerged in the mid 70's, is an artistic style usually associated with music and fashion. But it still inspires. The Punk spot was first introduced by Delta Light as part of the XY180 collection, a collaboration with the renowned architects of OMA.

Punk details infiltrate perfectly in the world of modern architecture, to express individualism and urban attitudes. Steel pins might look intimidating, but when combined with light, they become so much more refined. The powerful punk design will be launched at Light+Building as a whole new range in colors and different applications, going from suspended luminaires to wall, ceiling and track lighting.



## XY180: a collaboration with OMA

'XY180' is a 3-piece collection of luminaires designed by OMA. The collection was born from a fascination with point, line and surface; key characters in the discourse of architecture. The wall and ceiling lights are for both individual and shared workspace, but can also be applied to domestic and public interior spaces.

The line uses precise geometric proportions. The base elements, which include a tube light in different lengths, and a spot light in either a discreet 8W or a powerful 20W caliber, can be combined with a hinge, to generate countless light conditions, both complex. As individual components, each part is familiar. When assembled however, they can take unpredictable and asymmetrical positions. The dimmable tube lights give ambient lighting, democratic and shared, while the spot lights, in two different outfits, provide focused lighting, isolated and hierarchal.

[view video](#)



## **ABOUT DELTA LIGHT® – WWW.DELTALIGHT.US**

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Established in 1989 by business-owner and designer Paul Ameloot, Delta Light® has today grown into the market leader and trendsetter in architectural lighting. The future of Delta Light is guaranteed with Peter and Jan Ameloot joining their father at the helm of the company, bringing additional dynamism and ambition to the team. With its innovative lighting designs, the company has gained a worldwide reputation for its subtle mix of ambience, functionality and design. Delta Light® currently employs a staff of 250 at its head office in Wevelgem, delivering products and service to 120 countries worldwide.

Since the very start, Delta Light® has always focused on design and technology. A glance at the range immediately reveals that innovation is the driving force behind the business. Inspired by a passion for lighting and design, through in-depth research into trends and markets, and drawing on a deep-seated knowledge of product development, the Delta Light® design team in Belgium has succeeded in recent years in creating a wide range of timeless, stylish and often revolutionary designs.

In the US market since 1999, Delta Light® has grown exponentially, becoming one of the leaders among high end contemporary and architectural lighting manufacturers in the country. Delta Light® products have become a renowned source of inspiration and a lighting design trend reference for American lighting professionals. The unique European design combining the latest technology and highest quality along with the adaptation to the U.S. market in terms of engineering, standards, and certifications contributed to the brand's success.

## **FOR MORE INFORMATION**

**Georgia Luzi**  
**Marketing Manager Americas**  
**+1 954 870 01 33**  
**Georgia.Luzi@deltalight.us**

Delta Light® USA  
4850 W Prospect Road  
Fort Lauderdale, FL 33301

[www.facebook.com/wearedeltalight](http://www.facebook.com/wearedeltalight)  
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