

BAZZ Spring 2011: At Last LED technology Ready for the Residential Market



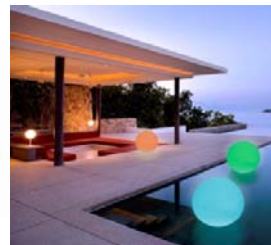
LED Cube – int./ext.



LED Pannel – sound motion



LED Recessed Fixture



LED Ball – int. / ext.



*LED Flower pot – int.
/ext.*

Montreal, March 10th 2011

BAZZ, the Canadian leader in designing and manufacturing lighting fixtures, proudly announces its 2011 new collections.

LED (Light emitting-diode) : Efficient and Fun

BAZZ's R&D department has been striving to bring LED technology into consumer's homes at an affordable price. « In the lighting industry, LED is the future technology for many reasons including low energy consumption, long lifetime, small and compact size and its adaptability to all sorts of applications. Furthermore we appreciate its fun decorative aspect. » says Simon Benghozi, BAZZ's co-founder in charge of product development.

BAZZ's challenge was to adapt the LED technology to fit its recessed fixtures. Recessed fixtures are BAZZ's core business and expertise. « Not only did we have to find the right bulb, bright enough, and developed the fixture to fit this bulb, but we also had to work hard to introduce this kind of light fixture at a competitive price for the residential market. » says SB.

BAZZ's efforts have paid off, and its new LED collection will be launched as of spring 2011 in all Canadian Home improvements stores (ex.RONA) at a great pricing point. LED collection includes LED Cubes on which you can sit, LED Panels sensitive to music, LED Flower pots, LED decorative Balls, LED desk lamps, and of course LED Recessed fixtures.

« There is more to come » says Simon Benghozi, « LED technology is complex and in constant evolution. More high power LED will soon be available, but there is still a lot of work in front of us. »



Not only LED : BAZZ is also about contemporary design

There is more to BAZZ than LED products. BAZZ's mission has always been to create and design contemporary lamps here in Montreal; unique designs that are inspired by trends and BAZZ's creative spirit.

« We have been designing lamps for the past 30 years, and trends always come back. You need to understand how to create new designs but also how to revisit older ones. This year we opted for a refined line, with not too many patterns; modern & classic at the same time. We are working with white, black and metallic colors and materials. »

Spring 2011 marks the introduction of Bolo, Versa, Titan, Ceram Collections in all Home improvement stores in Canada. Lamps that will definitely light up residential homes.

BAZZ presentation

BAZZ Inc.'s mission has always been to create a range of affordable lighting designs. The Montréal-headquartered company is committed to innovation and setting new standards for different types of lighting, from recessed fixtures to pendant, ceiling and wall lamps, tracks and spot lights.

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Source : Bazz inc.

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We gladly welcome your questions and comments