

## **Experienced Marketing and Product Development Veteran Will Build on LBL's Success**

Manufacturing.net

<http://www.lblighting.com> () -

LBL Lighting (<http://www.lblighting.com/>) , a Chicago-based manufacturer of premium decorative lighting (<http://www.lblighting.com/>) , announced today that Steve Sorenson has been appointed Vice President and General Manager. In this role, Sorenson will work with Encompass Lighting Group's executive team to provide strategic direction and day to day leadership for the LBL Lighting brand.

"We are very pleased that Steve has joined LBL Lighting in this important role," said Jim Brewer, President, Encompass Lighting Group. "He comes to LBL with a strong background in marketing and product development for some very successful brands. This experience, along with his creativity and passion for delivering results will be instrumental in reinforcing LBL's role as a leading manufacturer of distinctly creative light fixtures (<http://www.lblighting.com/>) that offer superior craftsmanship and customer service."

"I'm excited about joining the outstanding team at LBL Lighting," said Sorenson. "The company is poised for growth and this is an extraordinary opportunity to help set the strategy in motion and be a part of the dynamic team that will make it happen."

Sorenson's experience includes leadership roles on the marketing and product development teams at Elkay, a plumbing products company, and most recently at Warmly Yours, a company that markets radiant heating products for the home. Earlier in his career, he worked in the lighting industry as a product line manager for The Stiffel Company.

Sorenson holds an Engineering degree from the University of Wisconsin and an MBA from DePaul.

About LBL Lighting and Encompass Lighting Group:Headquartered outside of Chicago, LBL Lighting has been designing and manufacturing the most novel and creative lighting in the industry for more than 40 years. The company's diverse portfolio of lighting products includes decorative glass pendants and chandeliers, modern European designs, ground breaking LED products, architectural heads, and indoor and outdoor wall fixtures. LBL Lighting is a part of the Encompass Lighting Group, a Generations Brands company. LBL Lighting's products can be found in lighting retailers and through sales representatives across North America. For more information, visit [www.lblighting.com](http://www.lblighting.com) (<http://www.lblighting.com>) .

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serving the lighting, electrical wholesale, home improvement, home decor, and building industries. The company has an outstanding portfolio of fashionable and functional lighting fixtures, ceiling fans, and decorative products that provide value and growth for our customers and end-users. Our success is derived from our ability to serve our customers and end-users with superior service, leading edge design, and outstanding quality. We continue to increase marketing investments and develop operating and product synergies that enhance our value to the many markets we serve. For more information, visit [www.Generation-Brands.com](http://www.Generation-Brands.com) (<http://www.Generation-Brands.com>) . 5/82010 Generation Brands

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