

HINKLEY

L I G H T I N G

FOR IMMEDIATE RELEASE:

HINKLEY LIGHTING DEBUTS *LIGHTING MADE SIMPLE*™ VIDEO WORKSHOPS

January 15, 2016 – Cleveland, Ohio - Hinkley Lighting has released the first video in an informative workshop series that brings its popular style and resource publication, *LIGHTING MADE SIMPLE*, to life.

Filmed in a residential environment for authenticity, these how-to videos pack a visual punch with the trademark Hinkley aesthetic. Easy-to-understand tips and suggestions are offered from a friendly female guide, while stunning lifestyle photography and engaging graphics both educate and inspire the viewer. The first video, entitled “*Sizing and Selecting a Chandelier*,” encourages the consumer to have fun exploring the relationship between lighting and interior design while offering practical guidelines to ease the selection process.

“Hinkley continues to invest in creating the best tools for our customers. These videos showcase what we do best: provide value, increase demand for our products and enhance the sales conversion rate. We recognize that consumer research is increasingly conducted online and our goal is to provide them with a tailored experience that is both helpful and hip,” according to Rick Wiedemer, CEO of Hinkley.

Four more videos will complete the series, which is being rolled out during the first half of 2016. The topics explore a variety of lighting solutions and include:

- *3 Tips to Find Lighting You Will Love*
- *Perfect Outdoor Lanterns*
- *Lighting Over a Kitchen Island*
- *Lighting the Hallway and Staircase*

The videos will receive 360° exposure on Hinkley Lighting’s digital platforms and are also available for their customers to use as a supplement to their own marketing and training efforts. “Video is the perfect way to communicate and capture savvy consumers at a critical point in their research process,” says Wiedemer.

The video workshops round out a powerful suite of consumer-focused marketing tools under the *LIGHTING MADE SIMPLE* educational initiative, which includes Hinkley’s popular magazine and Lighting 101™ interactive Showhouses on hinkleylighting.com.

Located in Cleveland, Ohio, Hinkley Lighting has been a leading designer and manufacturer of high-quality lighting fixtures for over 90 years. In addition to the classic Hinkley Lighting line, the company also manufactures Hinkley Landscape Lighting, the luxury lighting line Fredrick Ramond and performance grade decorative lighting dedicated to the commercial market.

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