



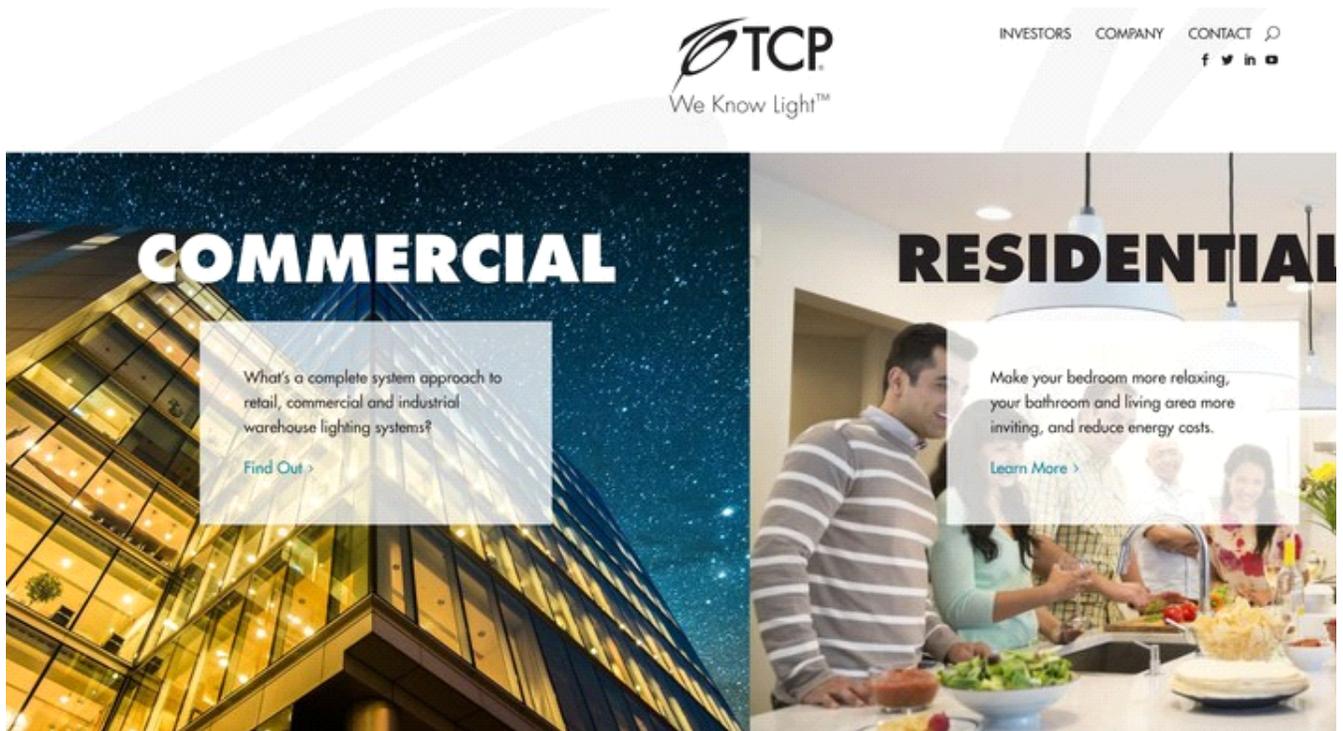
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TCP Launches New Website Featuring Industry-First Technology

Website Enables Visual Product Selection Based on Color Temperature, Features Best-In-Class Energy Efficiency Calculators for Commercial and Residential Lighting

AURORA, Ohio, Aug. 16, 2017 /PRNewswire/ -- Technical Consumer Products, Inc. (TCP), a leading global manufacturer and distributor of energy-efficient lighting technologies, today announces the launch of www.tcpi.com, a brand-new website that features industry-first technology.

"Whether you are a distributor, a lighting specifier, a project manager, or a resident who wants to understand their lighting options and technology better, our new user-friendly, easily searchable website helps you find what you need quickly," said Lesley Matt, Director of Marketing.



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There are many new features on the website, including a color temperature slider. Users can see all of the products in the color temperature of their choosing simply by dragging the color bar.

"Selecting the right lighting solution is one of the biggest challenges facing anyone working on a lighting project, and our goal is to make selection easier by making it highly visual," Matt said.

Additional user-friendly features include application-based product selection, making it easier to find information quickly.

The website also features two new blogs that cover commercial and residential lighting topics separately. [The Amp](#) presents the latest trends and opportunities for lighting a commercial, retail, or business space, while [Light Roast](#) is designed to make energy efficiency and lighting technology advances easy to understand.

Also included in the website are cost calculators that highlight the savings available through high-performance, energy-efficient lighting solutions for [commercial](#) and [residential](#) lighting alike.

Shifting technology, along with the wide assortment of options available often creates confusion in the lighting industry. TCP is focused on simplifying the selection process to make energy-efficient lighting more accessible to everyone.

"The lighting industry is changing every day, and TCP is constantly working to make sure we are leading industry change," Matt said. "We are focused on innovating energy-efficient lights that companies, organizations, and residents need to meet the energy demands of a modern world."

Founded in 1993 with its North American headquarters in Aurora, Ohio, Technical Consumer Products, Inc., a subsidiary of TCP International Holdings, Ltd. (OTC: TCPIF), is a leader in energy-efficient lighting innovations. TCP's extensive product offerings include LED and CFL lamps and fixtures, intelligent lighting control solutions, and other energy-efficient lighting products. TCP is a proud ENERGY STAR® partner of the U.S. Environmental Protection Agency. For more information, visit www.tcpi.com.

Contact

Lesley Matt

172333@email4pr.com

330.995.1040

SOURCE TCP

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<http://www.tcpi.com>