



FOR IMMEDIATE RELEASE

Contact: William Chelak
732-541-8471
wchelak@scstrategies.net

**Wilshire® Manufacturing Introduces
New *PrisMatrix*™ Decorative LED System at
Dallas International Lighting Market**

*Revolutionary Technology Merges LED Lighting Benefits & World-class Optics with the
Beauty & Elegance of the Company's Complete Line of Decorative Lighting Fixtures*

Taunton, Massachusetts (January 13, 2015) – The Wilshire® Manufacturing company, a leading manufacturer of sophisticated decorative lighting, today introduced its new patent-pending *PrisMatrix*™ LED system with several new families of chandeliers and hand-crafted fixtures at the International Lighting Market (booth # 4432) in Dallas, Texas. The revolutionary technology was designed by Wilshire to merge the environmentally-friendly benefits of LED lighting with the beauty and elegance of the company's complete line of traditional, transitional, and contemporary lighting fixtures.

“We understand the demands of the lighting industry and meticulously designed a completely new decorative LED system that seamlessly melds energy efficiency and the excellent color attributes of incandescent lighting with the radiance and sophistication of our fixtures,” says Wilshire’s president Mark Segill. “Through our ongoing innovation, our goal is to become the recognized world leader in the design, manufacture and global distribution of finely-crafted LED chandeliers.”

“Wilshire has an unrivalled heritage for exquisite craftsmanship and high-quality custom design backed by a global network of suppliers and distributors,” adds Steve Kaufman, the company’s CEO. “We have now brought advanced technology and world-class optics together with design excellence. After years of development, Wilshire now stands at the forefront of next generation LED lighting. This patent-pending technology was developed from the ground-up to artistically blend beautiful aesthetics with the latest energy-saving LED technology benefits.”

Introduced at the Dallas Market Center in January 2015, the *PrisMatrix* LED system from Wilshire is the first technology of its kind to offer interchangeable bulb envelopes, the color quality of incandescent lighting and the sophistication of Wilshire’s entire line of decorative fixtures. The product includes advanced optics that are always cool to the touch and the ability to dim any Wilshire product.

Unveiled in Dallas with this new proprietary, patent-pending *PrisMatrix* LED system were dozens of chandeliers and wall sconces from Wilshire's Modena, Sienna and Sofia collections as well as several new product lines seen for the first time at the global lighting event. Also featured with the *PrisMatrix* system were multiple glass and crystal envelopes set in a variety of traditional, basic and contemporary styles designed to combine the fine-quality of Wilshire decorative lighting with this new energy-efficient technology. LED lighting can have up to 10x the typical lifespan of incandescent bulbs, while saving up to 90 percent of the energy, which could result in up to thousands of dollars in cost savings over the lifespan of the *PrisMatrix* LED chandelier.

Manufactured in the United States at the company's 200,000 sq. ft. facility in Taunton, Mass. with the finest components from America, Asia and Europe, Wilshire will begin shipping several of its existing and new product lines with the new *PrisMatrix* LED technology in Spring 2015. Plans are also underway for making more decorative collections available with this innovative, energy-efficient system over the coming year.

For more information on Wilshire including its line of fine-quality, decorative lighting and new LED technology please visit <http://www.wilshiremfg.com/PrisMatrix.html> or call 508-824-1970.

About The Wilshire® Manufacturing Company

Headquartered in Taunton, Massachusetts, the Wilshire® Manufacturing Company produces finely-crafted and custom decorative lighting solutions using advanced technology and manufacturing techniques. The company has more than 50 years of experience meeting the fine lighting needs of sophisticated home owners and thousands of luxury accommodations throughout the world. Wilshire is also one of a few lighting companies offering the in-house capabilities to manufacture its entire line of hand-crafted and custom decorative products in the United States.

**PrisMatrix*™ and Wilshire® are trademarks and registered trademarks respectively of Lexington Lighting Group, LLC dba Wilshire Manufacturing Company

###