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Bret Englander - Director of Marketing
949 715 1534 - bret@cernogroup.com

Modern LED Lighting Pioneers Share Product Line with the Global Market at the New York International Gift Fair

LAGUNA BEACH CALIF, January 18, 2011 – Cerno, a Southern California based industrial design firm introduces their new line of modern energy efficient LED light fixtures to New York at the prestigious New York International Gift Fair (NYIGF). Cerno will be located at booth 3869 in the Accent on Design section of NYIGF from January 29 – February 3 at the Javits Convention Center. Cerno's products stand out as purposeful inventive lighting solutions that blend form and function seamlessly into a line of products that clearly embody modern design. NYIGF will also serve as the debut for Cerno's new line of LED pendants.

Cerno designs and manufactures their products in Southern California which facilitates executing an unparalleled level of quality and craftsmanship. "Our products stay true to our mission to fuse technology, performance and resource efficiency with modern aesthetics," said Daniel Wacholder, Cerno's Director of Operations and Engineering. "We have selected a suite of cutting edge components to satisfy our mission, and above all provide a high quality of light in all of our luminaires."

Cerno's designs embrace the LED technology; hence their clear deviation from traditional fixture forms. "The lighting industry is in a transitional period and incandescent bulbs are being replaced by superior LED alternatives," said Nick Sheridan, Cerno Director of Design. "Our goal is to create product that was previously not possible and utilize this new technology to its fullest."

Cerno launched their new line of LED task lamps, pendants and sconces at Dwell on Design in 2010 and has since received an award at the LED show in Las Vegas for Best Luminaire for Public Use Interior. Their brand continues to grow capturing the attention of local and national retailers as well as local and national press. In 2011 Cerno will introduce their products to the world at NYIGF as well as the International Contemporary Furniture Fair (ICFF), Dwell on Design and several other reputable design shows. "We passionately believe in our products, we design what we want to see built and now it's time to share the product with everyone in the design community," said Bret Englander, Cerno Director of Sales and Marketing.

About Cerno

Cerno, established in 2009, is an industrial design and manufacturing company innovating modern LED lighting fixtures and furniture in Southern California. Their mission is to fuse quality, performance and resource efficiency with modern design. Please visit www.cernogroup.com to learn more about Cerno and where Cerno products can be purchased.

For high resolution photos and additional company information please go to --> www.cernogroup.com/media
or contact Bret Englander - 949 715 1534 - bret@cernogroup.com

