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Cerno Delivers Fresh Modern LED Light Fixtures at Dwell on Design 2011



LAGUNA BEACH, CALIF, June 15th – One year after debuting their modern LED lighting line at Dwell on Design, Cerno returns to Dwell on Design 2011 with an expanded line of high performance energy efficient LED fixtures. Dwell on Design is the largest modern design show on the West Coast, and will run from June 24th -26th at the Los Angeles Convention Center.

Co-founder and Director of Sales and Marketing, Bret Englander, expressed his excitement about reconnecting with the architects, designers and modern design enthusiasts that will be in attendance. “Dwell on Design is unique in that it is the only show where we get to spend a significant amount of time interacting with the end user of our products. The Dwell show is like an unorthodox focus group where for three days we get to observe our consumers and let them educate us about our products,” said Englander.

Dwell’s brand and content is respected for its emphasis on sustainability and responsible consumerism, a focus that Cerno shares. “There’s a lot that Dwell and Cerno have in common,” says Englander. “We fit their aesthetic, have aligned goals, and most importantly design product for a similar discerning audience.”

Cerno’s new additions to last year’s product lineup at Dwell on Design will include several new LED pendants and floor lamps. All of the new products were recently unveiled at the International Contemporary Furniture Fair (ICFF) in New York, where they were received extremely well. The Forma, which received a lot of attention at ICFF, is a new floor lamp that was collaboratively designed with New York based designer, Frank Carfaro of Desiron. “The synergy between Cerno and Frank Carfaro and his team at Desiron were apparent from day one. We approach design from a similar perspective and share a like set of values. At the core of those values is both companies’ mission to innovate quality American made products,” said Englander.

Cerno will be located at booth 406. The three founders, including the Director of Design Nick Sheridan, Director of Engineering Daniel Wacholder, and Director of Sales and Marketing Bret Englander will be available to answer questions at the show each day.

About Cerno: Established in 2009, Cerno 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

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