

Swing-Arm Lamps Make a Splash, Despite Recession

Jacksonville, FL, March 18, 2009—Amidst the current recession, Kenroy Home is pleased to announce that swing-arm lamps, one of its longtime product lines, has taken flight and continues to grow in sales for 2009. Swing-arm lamps are a not a new phenomenon, but upgraded styling and new functional features have led to their growth at Kenroy Home, which offers one of the most comprehensive and diverse selections of these lamps on the market today.

Familiar to Americans from their popularity in hotel rooms, swing-arm lamps are flexible, adjustable lamps that pivot from a mounted wall piece to provide a moveable range of light, unlike their fixed-position relatives, wall sconces. While many consumers might think of them as luxuries after seeing them in a hotel, these lamps are surprisingly affordable—Kenroy Home's swing-arm lamp line retails from \$50 to \$150.

The benefits of swing-arm lamps are innumerable. In bedrooms, they provide an excellent light source for reading or other tasks while in bed; the adjustable nature of the swinging arm makes it easy to focus plenty of light on a book without waking a sleeping partner. The wall-mount

provides extra room on a nightstand that might otherwise be taken up by a lamp, and also prevents the lamp from collecting dust, as the base of a typical lamp might.

Bedrooms, however, are not the only locales where swing-arm lamps can be useful. In a home office, they provide excellent sources of light that can be directed anywhere on a desk; architects and artists have been using them on drafting tables for years. Home cooks have embraced them for mounting above a cookbook nook in the kitchen, making it easy to access a recipe. And for crafters or other artists, the bright light and adjustable nature of these lamps help to ease eye strain while performing fine motor tasks.

Kenroy Home's swing-arm lamps are available in a variety of styles, ranging from traditional to ultra-modern, and many come in coordinated collections, making it easy to match the lamp with an existing chandelier, torchiere, or table lamp. In addition to traditional metal finishes, many of Kenroy Home's swing-arm lamps feature fashionable shades in the latest styles, textures and colors.

Like many of our sconces, Kenroy Home's swing-arm lamps don't necessarily require costly in-wall installation. Most can simply be mounted to the wall with two small screws and plugged into an electrical outlet. For those worried about the look of dangling cords, Kenroy also offers cord covers, long, thin strips that match the finish of the lamp and provide a clean-looking transition from lamp to outlet. The lamps can also be hard-wired to a junction box, allowing them to operate from a wall switch.

Best of all, swing-arm lamps are good for your eyes and your spirit. With most lighting experts recommending at least four different light sources for general illumination, accent, mood and style, a swing-arm lamp is a great addition to a room. They reduce the glare and eye strain of reading under overhead lighting, and bring additional brightness and warmth to a room.

Kenroy Home's entire swing-arm lamp line is viewable on our website, www.kenroyhome.com. Click on "Product Search," and type "swing-arm lamp" into the search box.

About Kenroy Home

With over fifty years of experience in the lighting business, Kenroy Home entered a new stage of success when it became an independent, employee-owned company in March 2008. The Jacksonville, FL-based company offers a wide variety of lighting for residential and commercial use, as well as a line of fountains and other decorative items. The complete Kenroy Home line can be seen at our website, www.kenroyhome.com.

For more information on the company, or to carry the Kenroy line, contact Bob Pape, President, at bpape@kenroyhome.com or (904) 642-4340, ext. 214.

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