

**For Immediate Release
6/10/2022**

Koncept Announces New Products and Updates

Monrovia, CA— 6/10/2022 — Today at NeoCon 2022 in Chicago, Illinois, Koncept, an innovator in contemporary and minimal LED light solutions, has announced to showcase the new Z-Bar Gen 4 family, Splitty Pro family, Ramen with Back Dish, Focaccia family, Combi, and Yurei at their booth—#7-9086.

“We are always seeing what we can improve and include in our family of products,” said Kenneth Ng, Co-Founder and Head Designer at Koncept, an innovator in contemporary and minimal LED light solutions,. *“There are many great lighting brands out there, but we aim to be one that always has a unique design up our sleeve. [Our designs are] minimal yet detailed in their execution, clean yet bold in their expression,”* explains Kenneth, while also adding, *“It is our 20th Anniversary this year, and we want to show what two decades in this industry has taught us. We are looking forward to the many years to come and want to thank all the people and partners who have come alongside us on our journey...”*

New Releases | Product Designs

Z-Bar Gen 4



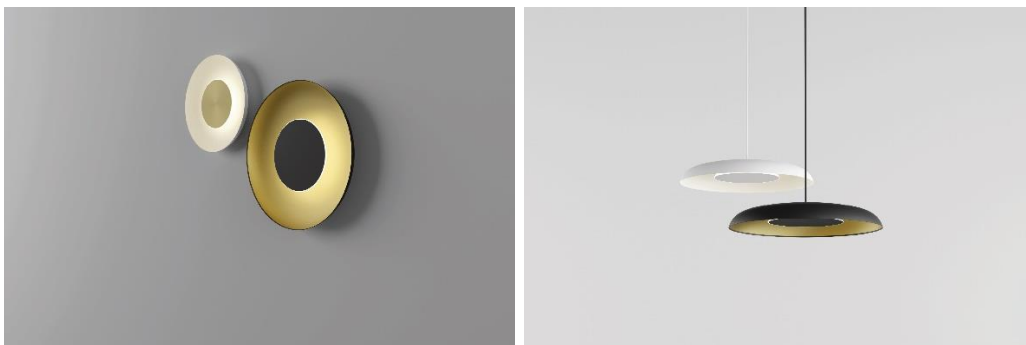
The Z-Bar Gen 4 family includes the mini, solo, and floor lamp variations, and are available in two versions the Standard and Pro for the normal Z-Bar, the mini, and the solo only. The Z-Bar Gen 4 is the fourth revamp of the original Z-Bar design. It has an improved joint design allowing for a cleaner profile and even further articulation in its body movement. The optics have been improved so that multiple harsh shadows are avoided; instead, the user gets soft, even shadow casting. The Z-Bar Gen 4 maintains its highly flexible compatibility with various desk and wall mounts. The pro models come with adjustable color temperatures from 2,700 K to 5,000 K, an occupancy sensor, USB-C port, and a matte black or silver finish. Finishes for the Standard versions of Z-Bar and Z-Bar Solo are matte black, matte white, and silver. Finishes for the Standard version of Z-Bar Mini are matte black, matte white, silver, brushed nickel, matte orange, matte pacific blue, and matte red. Finally, finishes for the Z-Bar Floor are matte black, matte white, silver, and brushed nickel.

Splitty Pro



The new Splitty Pro family is here. This enhanced version will see both the Splitty Pro and the Splitty Reach Pro have tunable light color from 2700 K to 5000 K, an occupancy sensor, and a USB-C port. The finishes include a matte black and silver.

Ramen with Back Dish



The Ramen is getting a new addition. There is now a version of Ramen that includes a back dish (BD). The BD includes two sizes—18 inches for the 9-inch Ramen and 24 inches for

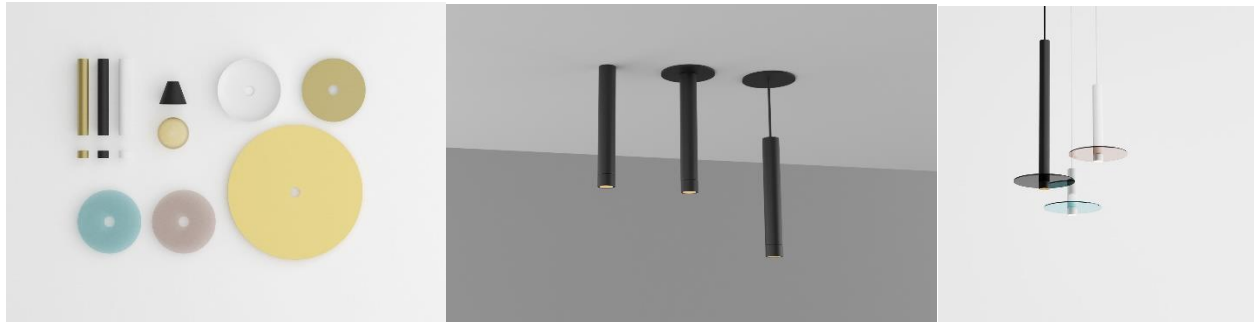
the 12-inch Ramen. With this introduction, Ramen can also be used as ceiling light. These BDs come in matte black/gold or matte white. Another way to make the already customizable Ramen, even more customizable.

Focaccia



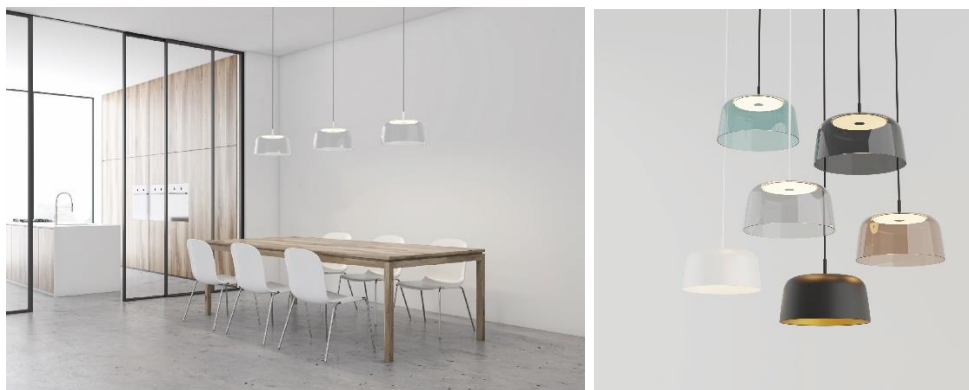
The Focaccia is a new line that is being introduced to Koncept's desk and floor lamps. The Focaccia evolved from the Mosso Pro and then crossed with Z-Bar. For instance, it has the single spotlight head, the occupancy sensor, tunable color, and dimmable brightness of Mosso Pro, but it is a diffused light source and has minimal shadow casting, unlike the Mosso Pro, and finally, it has the flexibility and articulation of the Z-Bar. Both the Focaccia desk and floor lamps have matte black, matte white, and silver finishes.

Combi



The Combi is a new ceiling light, which earns its name from a play-on-words of “combination” because of its myriad of customizable choices. The body can be suspended or mounted flush, coming in 6, 12, 16, 24, or 36 inches, and there is an assortment of elements you can choose from to go along with the body—like different glass shades, acoustic panels, or even a simple cylindrical snoot.

Yurei



The Yurei is a new addition to the ceiling lights as well. Brandishing a circular light source, a translucent shade, and a floating body—the Yurei is the elegant, ghost-like pendant because of its suspended body and further light diffusion options. The shades are

interchangeable, so the user can change up the look when they are ready to restyle, even with solid matte colors available. These changeable shades come in clear, dark grey, pool blue, tea, matte white, and matte black + gold finishes.

Product Availability

Z-Bar Gen 4, Splitty Pro, Ramen BD, Focaccia, and Combi are set to be released **Fall 2022**, while the *Yurei* will be available in **2023**.

About Konzept Inc.

Konzept designs and manufactures contemporary, energy-efficient, and fully functional LED lighting solutions for homes, offices, and businesses. Based in Monrovia, CA, the family-owned organization has won a multitude of national and international design awards. Konzept and their products are either registered trademarks or trademarks of Konzept in the United States and/or other countries.

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