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ZAFFERANO AMERICA MAKES A RETURN TO HIGH POINT MARKET WITH NEW PRODUCT DEBUTS IN LIGHTING AND TABLEWARE

The PushUp Pro is Zafferano's latest Cordless Lamp Debut with Lampshades also making an introduction to the market

Holiday Dinnerware added to Company's growing new Tableware Division

New York, New York (October 12, 2023): [Zafferano America](#), the North American distributor of award-winning cordless lighting, handmade tableware, and world-renowned glassware, today announces its return to High Point Fall 2023 Market (Suites At Market Square, G-7056 Salon) with new product offerings in cordless lighting and tableware. The newest lighting debut is the [PushUp Pro](#), a sleek newcomer that is already a hit with the design and hospitality community. A selection of new lampshades has also been introduced to the market as an extraordinary new way to accessorize the company's famous cordless lamps. The newest dinnerware debut, Holiday, is part of the company's growing new Tableware division.

Of the new PushUp Pro design, **Barrett Gross**, President of Zafferano America commented: "The PushUp Pro offers a dramatic and innovative profile, popping up to cast beautiful light upon any setting or décor. As the leading purveyor of cordless lighting, Zafferano is always innovating and finding new ways to cast light upon the design space. The PushUp Pro is guaranteed to intrigue the décor community—it's unlike any other cordless lamps on the market in terms of style and function."

Among the new cordless lighting introductions are:

[[PushUp Pro](#)]: Push down and pop the light up to experience the sleek, sophisticated glow of the PushUp Pro. Press down again to close it and turn off. This low-profile, battery-powered, rechargeable cordless lamp is available in four colors – white, sand, dark grey, and rust –and is perfect for outdoor bars, cocktail rooms, nightclubs, and lounges. It offers 12 hours of cordless illumination per charge as well as touch dimming and 3-CCT color temperature selection for 2200K (candle light), 2700K (warm white), and 3000K (cool white).

[[Zafferano x Maison Maison Wicker Shades](#)]: Designed exclusively to accessorize Zafferano's Poldina Pro collection of cordless lamps, this debut collection of both woven seagrass and woven hyacinth material lampshades are offered in natural, navy, black, green

and white colorways. The woven shades are also offered in two styles: Empire (straight edge) and Scallop (scalloped edge).

[Lido Shades]: Hand-painted stripes adorn these playful, handmade ceramic shades designed to fit Zafferano's Poldina Pro collection of cordless lamps. Available in yellow, green, red, and blue stripes, as well as aqua fish, the lampshades can be sold separately to adorn customers' own Poldina Pro Cordless lamps, or as a standalone [Lido lamp](#).

Zafferano America's Italian-made dinnerware lines continue to expand:

[Holiday]: Zafferano America's premier Holiday dinnerware collection features hand-painted green pine trees and a seasonal red rim, joyfully adorning a cream-colored canvas with hand-sponged aging, creating the perfect family heirloom. Designed and handmade in Italy, the line marries the traditional style of Italian design with the familiar warmth of the Holidays.

Zafferano's flagship cordless lamps – the Poldina Pro and Pina Pro – have secured the company's position as the leader in Cordless Lighting, a new, dramatically expanding category, spearheaded by design enthusiasts, accelerated by the pandemic's move to outdoor dining, and culminating in the rapid adoption by designers and consumers across the nation. In September of 2023, Zafferano America made its mark in retail with the opening of its first U.S. Showroom located at 121 Varick Street in New York City. The company also announced an expanded Tableware Division in January of 2023 after acquiring a historic ceramic factory, located just outside Rome, Italy, where it produces handmade Italian dinnerware.

About Zafferano America

Zafferano America was established in 2019 and has rapidly become the leading purveyor of cordless lighting in the North American market, outfitting the most celebrated hotels and restaurants across the country. Zafferano's cordless lamps come in 27 different styles and 39 colors and finishes to achieve any look—from a bold design statement to a soft, flattering light. Zafferano America has also begun manufacturing handmade Italian dinnerware outside Rome, Italy to complement its lighting designs and world-renowned colorful glassware. The company's origins are rooted in Venice, Italy, the birthplace of Zafferano's Founder and Lead Designer, Federico de Majo, and an ongoing inspiration to its love of color and light. The company's offerings also include design consultation and Lighting Fixtures.

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