The Lighting Quotient Showcases Environmental Commitment with Cradle to Cradle® Certification

West Haven, CT - November 16, 2010 – The Lighting Quotient, an architectural lighting manufacturer, today announced that several of its linear fluorescent products are now Cradle to Cradle Certified® Silver. The ten luminaires, all within the elliptipar product division, received this certification through a thorough process conducted by McDonough Braungart Design Chemistry (MBDC), a global sustainability consulting and product certification firm. The Lighting Quotient is only the second lighting company in the country to commit the time and energy into the deep materials assessments required to receive this level of certification.

The Cradle to Cradle® Certification process places major emphasis on the human and environmental health impacts of the material ingredients that make up a product, including the prohibition of PVC. It also includes strict criteria for water, energy and materials reutilization, as well as social accountability and ethics. “MBDC applauds The Lighting Quotient’s efforts, which are focused on designing and manufacturing high performance lighting fixtures with materials that are able to be reused safely at the end of the product use period,” said William McDonough, Principal and Co-founder of MBDC. “These product certifications demonstrate an intention and commitment to creating a positive impact through product design.”

The Lighting Quotient is dedicated to a holistic approach to sustainability through a combination of material chemistry and life cycle assessment, as well as recycling and reuse strategies. The company applies the same principles to its facility as it does its products, and is constantly improving internal operations to minimize the impact on the environment and to defy the landfill. “As a company, The Lighting Quotient is dedicated to developing comprehensive standards for our lighting products that are both safe and sustainable for the environment” said Allison Schieffelin, President and CEO of The Lighting Quotient. “Our business mission has always been to provide the most innovative and highest quality products, of which sustainability is clearly a part. We will continue to evaluate our products for future certifications as well.”

The Lighting Quotient’s current C2C® product portfolio includes a number of elliptipar’s linear fluorescent fixtures for indoor and outdoor spaces, including libraries, garages and retail stores. Elliptipar’s 3030 Stacklight, Style F305 and F306 Cove Lights and Style F124 and F144 wall washers are among those luminaires that have been certified. All certified products also can help a building project qualify for a Design and Innovation credit under the U.S. Green Building Council's LEED® rating system.

About The Lighting Quotient
Based in West Haven, Conn., The Lighting Quotient -- manufacturer of elliptipar and tambient -- creates architectural lighting solutions that skillfully blend high performance and artistic elegance. The company's engineers and designers take pride in creating best-quality lighting options that defy conventional limits. From simple utilitarian structures to grand architectural masterpieces, The Lighting Quotient demonstrates that sensible and sustainable lighting can be comfortable and beautiful as well. Learn more at www.TheLightingQuotient.com.

About Cradle to Cradle®
Cradle to Cradle® and C2C® are registered trademarks of MBDC. Cradle to Cradle Certified® is a certification mark of MBDC, licensed exclusively to the Cradle to Cradle Products Innovation Institute™.