**NeoCon 2016 press kit: http://bit.ly/1qJCngk**

FOR IMMEDIATE RELEASE

**LightCorp unveils bold new branding**

*Company renowned for innovative, award-winning lighting solutions reveals new corporate identity, website; brings exciting booth design and product experiences to NeoCon in Chicago*

GRAND HAVEN, MICHIGAN, USA—June 9, 2016—[LightCorp](http://lightcorp.com/), a leader in the design and manufacture of high-tech lighting products for office environments, today unveiled a new corporate identity and website.

The company heads to North America’s largest contract furniture show – the NeoCon World’s Trade Fair June 13-15 in Chicago – with this new look.

“LightCorp’s new identity is bold, vibrant and imaginative – just like our lighting products,” LightCorp General Manager Kyle Verplank said.

The new identity brings LightCorp into a new era as the company celebrates 30 years in business. LightCorp was founded in 1986.

Visitors to LightCorp’s new website will find a completely redesigned user experience. Vivid colors that honor the light spectrum juxtapose with crisp product imagery and descriptions, giving visitors a virtual-showroom-type-of-experience.

“As bold as the website is, it’s also extremely easy to navigate. It’s elegant in its simplicity,” said LightCorp Marketing Manager Meghan Meier, who managed the corporate redesign. Grand Rapids, Michigan-based Full Circle Marketing created the new website and identity for LightCorp.

The rebranding marks a sharpened focus for LightCorp. The company exited the industrial lighting business in January to concentrate solely on task lighting.

As part of this re-tooling, LightCorp launches designs for several new task lights this year – including Amble by Stephan Copeland. LightCorp will unveil Amble and other award-winning lights at NeoCon.

“Our new identity and our new products represent an intentional move toward being a more design-centric organization where innovation, form and function come together as one,” Verplank said.

The company is shifting the conversation of lighting from “accessory” to “essential.”

Said Verplank: “Lighting is the subtle, yet essential feature of the workplace. For 30 years, we’ve put all of our energy into understanding how it empowers a person’s work, influences their mood and helps them focus. We love the beauty of it, the science behind it and its impact on everyday life. It is this passion that defines everything we do and drives us to create vibrant, colorful and imaginative solutions that brighten the world where we live and work.”

Exhibiting at NeoCon in space 7-8062 at The Merchandise Mart in Chicago for the duration of the three-day show, LightCorp also hosts a cocktail party in the new booth on Monday, June 13, from 3:30 p.m. to 5 p.m. Company leaders and Amble product designer Stephan Copeland will be in attendance.

**Visit LightCorp at NeoCon in space 7-8062 at The Merchandise Mart in Chicago this June 13-15.**

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**About the company:**

As the leading specialty designer and manufacturer of office lighting, LightCorp brightens and enlightens workspaces around the world with smart and efficient lighting technology. LightCorp’s award-winning products improve productivity, health and energy efficiency in modern-day workspaces. Founded in 1986, the company’s headquarters as well as design, manufacturing and assembly facilities are located in Grand Haven, Michigan, USA. LightCorp is part of the Shape family of companies (<http://www.shapecorp.com/>). Learn more about LightCorp at [www.lightcorp.com](http://www.lightcorp.com).

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