

Drylight® technology at the Frankfurt exhibition

MASIERO presents its innovative outdoor lighting solution and launches new models of elegant, high-tech lights

Casale sul Sile, Treviso, 31 March 2014 - **Masiero** has chosen the **2014 Light + Building Exhibition (Frankfurt, 30 March - 4 April)**, the world's biggest two-yearly event for lighting and smart building technology, to present **DRYLIGHT®**, a range of Venetian style outdoor chandeliers named after a revolutionary technology that guarantees **strength and impermeability in outdoor applications**, and uses a combination of **glass, polycarbonate and glass fibre reinforced nylon** to achieve an index of protection of IP65 and long lasting durability.

The result of years of research, **DRYLIGHT®** offers a solution to problems previously considered insurmountable in outdoor lighting systems, like complete impermeability to atmospheric agents (water, brine, sand, etc.), unbreakability, light weight and ease of installation.

To demonstrate the exceptional characteristics of these lights, **Masiero** will be installing an elegant Drylight® chandelier **at its 112 square metre stand (B11, Hall 1)** in conditions simulating a heavy rain shower in the garden.

Another part of the stand will be exhibiting the **latest additions to the Classica collection, inspired by traditional Venetian craftsmanship: 9045 12 and 9020 10 chandeliers and 6200 and 6020 suspension lights** in a chrome finish. Visitors will also be able to admire the latest luxurious, Empire style chandeliers (**EMPIRE S90**) and innovative, stylish ceiling lights (**BLINK PL8 90**) along with a selection of the iconic **Libe and Botero** lights from the contemporary **Eclettica collection**. Botero will be on display in ten-lamp suspension and table light versions, in a brand new polished chrome effect paint finish. The business and reception areas will be illuminated by the pastel pendants of **DROPOP**.

With Masiero, decorative lighting has entered a new era, breaking down boundaries and acquiring a timeless style in which technology and sartorial elegance merge to create true exclusivity.

MASIERO

Formed in 1981 by Paolo Masiero and Marilena Pellizzato, Masiero is a leading player in the top-end decorative lighting sector. Based in Casale sul Sile, in the province of Treviso, in northern Italy, Masiero supplies its product collections to the domestic and international markets through prestigious showrooms and leading specialist lighting stores. Masiero boasts an extensive export distribution network and, since 2005, has been supplying the Italian market with three collections, Classica, Eclettica and Ottocento, designed to differentiate and enrich the entire product range. The Masiero single brand name was launched between 2005 and 2006, covering three product collections and occupying a position at the very top of the international lighting panorama. INFO: <http://www.masierogroup.com>



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