



## A Letter From the Founders

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**RE: Commitment to American Craftsmanship**

July 7th, 2020

Dear customers, colleagues and friends,

We proudly challenge the status quo in the lighting industry and in everything we do.

Whatever the nation's challenges, we affirm our founding commitment to deliver the best architectural-grade lighting with American craftsmanship. To achieve this goal, we strive to source parts, components and supplies from manufacturers making the highest quality products here in the U.S.A.

Our family business was born in Southern California and it's a part of who we are. It's our conviction that a healthy, thriving community begins at home. We trace our commitment to adding value with top quality products to lessons learned from our father, a Southern California lighting salesman for more than four decades.

From our packaging to our products, we're 100 percent committed to this principle. Thank you for choosing to work and shop with us.

Sincerely Yours,

A handwritten signature in black ink that reads "Samuel Hehrman". The signature is written in a cursive style with a large, stylized initial "S".

Jake & David

