



## ZAFFERANO AMERICA MARKS ITS RETURN TO LIGHTOVATION WITH PERMANENT BOOTH AND DEBUT OF NEW COLLECTIONS

*Swap, Theta, Pencil, Olivia Mini, and Balloon will Debut in 2023*

**DALLAS, TX** (January 10, 2023): [Zafferano America](#), the exclusive distributor of award-winning lighting and tableware design from Quinto di Treviso, Italy, celebrates its return to Lightovation 2023 with the debut of new cordless lamp designs and lighting fixtures at their new permanent booth location at Trade Mart 4909-07 in the New International Pavilion. Dozens of exciting new Italian-designed cordless lamp models and contemporary lighting fixture designs are being introduced to the lighting distribution channel for the first time.

“Our brand has experienced unprecedented growth over the past three years, only accelerated by 2022’s breakout star, the Pina Pro cordless lamp,” says **Barrett Gross**, President of Zafferano America. “The new rechargeable battery-powered designs we are introducing at Lightovation continue the expansion of an entirely new branch of home furnishings – cordless lamps--a category that shows no signs of slowing.”

In addition to four new cordless product debuts including Swap, Theta, Pencil, and Olivia Mini, the Lightovation show will debut Zafferano’s fixture designs featuring colorful, hand-blown glassware, such as the Balloon pendant, made in Murano. The Poldina Pro, the current incarnation of the original Zafferano cordless lamp, will be released in a 120V plug-in version suitable for table and wall mounting. Zafferano is also introducing the color black, for the first time, for the Poldina Pro and Olivia Pro cordless versions.

Among the new introductions are:

**[Swap]:** this lightweight and stylish cordless lamp is the first customizable option from Zafferano America and comes in two sizes — Table and Mini. The *Swap* has a minimalist, modern design that stands on its own or can be “swapped” utilizing several lampshades (sold separately) for a whole new look. 9+ hours of cordless illumination per charge, which can be employed indoors or outdoors. *Swap* is available in 3 colors and *Swap Mini* is available in 9 colors. Available 1Q2023.

**[Theta]:** with its playful bell-like design and six sophisticated finishes, the Theta is a fun mix of modern and retro design. The Theta features a new element of lamp control, a knob at the top of the lamp, allowing for continuously tunable dimming and color

temperature. Theta is cordless, portable, dimmable, and safe for outdoor use. Available in 3 painted colors and 3 glossy metal finishes. Available immediately.

**[Pencil]:** versatility is key with this unique lighting module system, available in three sizes. With its dedicated accessories, the Pencil transforms into a floor, table, wall, or suspension cordless lamp, allowing for endless lighting design options. Features also include a touch-dimmable control and light color temperature selection function. Available in White, Rust, and Dark Grey and available immediately.

**[Olivia Mini]:** the "rounder" sister to the Poldina Pro, the Olivia Pro takes everything you love about the Poldina Pro but offers a slightly new design variation. Now available in Mini for the first time. 9+ hours of cordless illumination and available in 7 bright colors to match any design or space. Available 1Q2023.

**[Balloon]:** The distinctive colors of Venice are represented with this bell-shaped Suspension lamp with diffuser made of mouthblown Murano glass, handcrafted using traditional decorative techniques, including "rigadin," "ritorto," "balloton," and "balloton sommerso." Available in four patterns and six colors, with single- and multi-point suspension canopies.

For more information, visit the company's website: [ZafferanoAmerica.com](https://zafferanoamerica.com)

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High-Res images are available upon request.

For more information: <https://zafferanoamerica.com/pages/press>

### **About Zafferano America**

Zafferano America is the exclusive distributor of the award-winning lighting and glassware designs of Federico de Majo, owner of Zafferano SRL of Treviso, Italy. Available in the United States, Canada, and Mexico, Zafferano collections include Cordless lamps, custom lighting, decorative glasswork, and tableware for hotels, restaurants, designers, and retail establishments. Design and workmanship find perfect synergy and expression in Federico de Majo's work, stemming from 40 years of experience in designing lighting projects and in artistic glasswork. Zafferano America's products are built to be not only functional and decorative but also to bring dreams and emotions to life, creating unique interiors that stir passions with their eye-catching decorative effects of light and color.

[zafferanoamerica.com](https://zafferanoamerica.com)

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