



ZAFFERANO AMERICA INTRODUCES NEW COLORS TO ITS BEST-SELLING POLDINA PRO COLLECTION

Sand and Dark Green are Added to the Popular Line of Cordless Lamps at ZafferanoAmerica.com

New York, NY (February 5, 2021): [Zafferano America](https://zafferanoamerica.com), the exclusive distributor of award-winning lighting and tableware design from Quinto di Treviso, Italy, is excited to introduce two exciting new colors for Spring 2021 to its **Poldina Pro** line of chargeable, cordless lamps: *Sand* and *Dark Green*.

“Our Poldina Pro lamps have been an immense hit in the North American market over the past year. We’ve created a new category – designer portable cordless LED lamps that provide not only style but functionality, during a time where we use our personal spaces in new ways, and a time during which outdoor dining has become the norm,” says **Barrett Gross**, President of Zafferano America.

The Poldina Pro collection comes in three sizes (Table, Mini, and XXL) and now ten bright, bold colors, including: **Sand, Dark Green, White, Rust, Dark Grey, Pink, Sage, Red, Bordeaux, and Blue** (\$169), as well as three metallic finishes including **Silver Leaf, Copper Leaf, and Gold Leaf**. Each Poldina Pro provides 9+ hours of cordless illumination per charge and an induction charging pad. The “one tap and it’s on” functionality is a favorite among customers, the touch-dimming makes the lamp flexible for many situations, while its bright illumination has been a welcome solution to increased outdoor dining and socializing at night.

Zafferano America also sells a multi-contact base, allowing customers to charge six lamps at a time from the same charging unit—a huge benefit for the company’s large and rapidly growing restaurant and hospitality business. In 2020 alone, Zafferano America has provided its cordless outdoor lighting solutions to dozens of hotels and restaurants in New York City, Miami, and beyond.

For more information, visit the company’s Poldina Pro page at <https://zafferanoamerica.com/poldina>

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 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 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 emotions with their eye-catching decorative effects of light and color.

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