



No Price Increase Due to Tariffs – DMF Lighting Stands Firm, Will Not Raise Customer Pricing Despite Mounting Tariff Pressure

LOS ANGELES, CA – November 1, 2018 – [DMF Lighting®](#) (DMF), a leader in LED downlighting innovation, announced today that it would not increase pricing due to tariffs.

As has been widely reported, the Office of the United States Trade Representative continues to increase the Section 301 tariff on goods coming into the U.S. from China. This includes many lighting components and finished products. While numerous lighting companies have used these tariffs as a justification to raise prices not just once but twice, DMF remains committed to **delivering the same excellent products and excellent value** that customers have come to expect.

“Our intention is to keep our prices at the same levels despite the Section 301 tariffs”, said DMF COO Ian Ibbitson. “We understand how important it is for our customers to move forward without interrupting ongoing projects or disrupting future plans.”

DMF Lighting manufactures the majority of its products outside of China. Its products will be largely unaffected by the tariffs, and the supply chain will remain uninterrupted. By making this promise of holding prices steady, DMF gives customers the confidence to continue working with the company today and into the future.

Michael Danesh, DMF’s Director of Business Development, believes “one of our greatest assets is the trust our customers place in us. By holding prices steady, our successful partnerships will continue for years to come. This is far more important than a few added dollars to the bottom line today.”

About DMF

DMF Lighting designs and builds LED downlighting that sets the bar for simplicity, flexibility and quality. At our in-house R&D lab, our engineers and designers are at work constantly pushing boundaries and refining products to ensure that your light and lighting consistently exceeds expectations. Every DMF product delivers outstanding performance and aesthetics while saving you time and money year after year. To learn more, visit dmflighting.com.

Source: DMF, Inc.

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