



ZAFFERANO AMERICA DEBUTS NEW FINISHES AND FEATURES FOR ITS BEST-SELLING PINA PRO CORDLESS LAMP

*Hospitality's Favorite Cordless Lamp Debuts in Five New Metal Leaf and
Glossy Metal Finishes;
All Ten Colors and Finishes Gain Additional Features*



Zafferano America, National Restaurant Association Show 2023, McCormick Place, Booth #7839 North Building

Secaucus, New Jersey (May 22, 2023): [Zafferano America](https://www.zafferanoamerica.com), the manufacturer of award-winning Italian lighting and tableware designs, today announces five new finishes for its famous **Pina Pro** cordless lamp: *Rose Gold Leaf*; *Gold Leaf*; *Silver Leaf*; *Glossy Silver*, and *Glossy Gold*. The five new finishes, in addition to the five current painted lamps (White, Dark Grey, Rust, Black, Sand), will be available in an updated model with touch on and off, touch-dimming, induction charging via an included charging plate, increased battery life, and new features including three color temperatures to set any mood.

Seen at countless restaurants nationwide, the Pina Pro has generated record hospitality sales in 2022 and 2023 due to its sleek, cordless design.

All ten colors and finishes of the **Pina Pro** will now illuminate at color temperatures of 2200K (candle light), 2700K (warm white), and 3000K (cool white). The color temperature is adjustable by the user and the **Pina Pro** maintains its elegant interface,

employing a single touch button for all user controls. The three color temperatures allow the **Pina Pro** to support many different applications.

In addition to multiple color temperatures, the latest **Pina Pro** is continuously dimmable and will illuminate for 12 hours once fully charged, more time if the lamp is used below full power, with a maximum required charging time of 6 to 7 hours.

Barrett Gross, President of Zafferano America, commented: “The popularity of the **Pina Pro** in the restaurant and hospitality industries has been tremendous. With a greater focus by our lighting customers on design, we are often asked for new lamp colors, finishes, and support for multiple color temperatures. The latest changes to **Pina Pro** will support the continued dominance of this product in the hospitality business.”

The original five colors of **Pina Pro** (*White, Dark Grey, Rust, Black, and Sand*) remain weatherproof and usable Indoors/Outdoors to IP54 certification. The five new finishes (*Rose Gold Leaf; Gold Leaf; Silver Leaf; Glossy Silver, and Glossy Gold*) are rated for Indoor use.

Zafferano America made its mark selling its now famous indoor/outdoor cordless lamps to restaurants and consumers alike, resulting in a frenzy of demand. The lamps are now used at more than 1,000 restaurants and hospitality establishments across North America.

In January of 2023, Zafferano debuted its new Tableware Division, expanding upon the company’s celebrated Italian-designed glassware with high-quality and distinctive dinnerware designed and manufactured outside of Rome, Italy. Zafferano America now has an array of products for the elegant, stylish home.

For more information: ZafferanoAmerica.com

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For high-res images and/or product requests: press@zafferanoamerica.com

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

About Zafferano America

Zafferano America is the manufacturer of the world’s most popular cordless lighting. The company’s origin and heart are in the glassware and tableware designs of Treviso, Italy. Zafferano America is the exclusive North American distributor of the award-winning lighting and glassware designs of Zafferano SRL. Available in the United States, Canada, and Mexico, Zafferano collections include cordless lamps, custom lighting, decorative glasswork, and tableware for consumers, hotels, restaurants,

designers, and retail establishments. 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. www.zafferanoamerica.com

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