

The Business of Furniture | August 9, 2025

BOF



Another Red v. Blue Battle Ends
HNI Acquires Steelcase For \$2.2 Billion

USAI Lighting Continues to Expand Its Extensive, Innovative Product Offering

**New* TrueZero360 Round Trim Style, Narrow Beams, and Color Temperature*

➔ USAI Lighting has unveiled several exciting innovations across its product families. These include ultra-narrow beams for precision highlighting, a coveted new LED color temperature that delivers a beautiful golden glow, a sleek minimal architectural aesthetic, and an advanced evolution of its exceptional wall wash optics. As true market leaders, USAI Lighting continues to listen, evolve, and push boundaries to meet the demands of an ever-changing industry.



“In the USAI tradition, we continue to challenge ourselves to engineer small-form technologies. We have expanded on the success of our optical design advancements while continuing to provide a versatile lighting toolbox that empowers specifiers to bring their vision to life,” said Bonnie Littman.

Point Perfect Narrow Beams That Defy Physics

Physics works against producing tight beams with LED light sources and small apertures, often requiring much larger optics than a small fixture can house. USAI’s advanced optics conquers this limitation and now offers an ultra-narrow 6° beam for BeveLED Mini® Complete 3” recessed downlights and an extra-narrow 10° beam for the LittleTwos™ NXT 2”, BeveLED Mini® Complete 3”, BeveLED Mini® Basic Pancake® 3”, and BeveLED® 2.2 4.5”.

The Ultra Narrow 6° and Extra Narrow 10° beams provide exceptional high intensity, clean, and precise beams with soft edges—perfect for lighting objects and areas requiring drama and depth.



2400K Color Temperature - The Little Family and BeveLED Mini Complete Warms Up

The LittleOnes[®], the LittleTwos[™], and BeveLED Mini Complete are now available with 2400K CCT (Correlated Color Temperature) for an extra warm, golden glow. This temperature is often used in hospitality and residential environments, best suited for spaces where ambiance and comfort are desired. Caviar Kaspia at The Mark in New York sets the mood with an inviting warmth.

TrueZero360[®] and Quiet Comfort[™] Optics - An Iconic Design Expanded

The success of USAI's renowned TrueZero360[®] has driven the expansion of its trim options and Quiet Comfort[™] Optical technology. This discreet powerhouse is now available in round, trimmed, trimless, and millwork styles—joining its original square options. Designed for a truly quiet ceiling, TrueZero360's flush glass aesthetic integrates seamlessly with the ceiling plane. Its patented Quiet Comfort Optical System delivers a flawless wall wash with up to 2575 glare-free delivered lumens—providing extraordinary visual comfort.

Leveling Up Products + Technology

Like most of USAI's myriad innovations, the work often begins with curiosity and a vision. In the case of the company's patented Quiet Comfort Optics, the ultimate goal was to make the perfect

wall wash. Thanks to the ingenuity of their engineers, USAI was able to push boundaries and apply fresh thinking to develop an extraordinary wall wash, providing a premium experience by solving typical wall wash challenges.

Patented Quiet Comfort Optics are now available for the BeveLED Mini[®] Complete, joining the TrueZero360[®] family. The Quiet Comfort Optical System provides even light exactly where you want it. Beams are focused and framed while preventing unwanted brightness from bouncing back into the room. **BoF**

At the same time, BoF is also working on Classic Tower with