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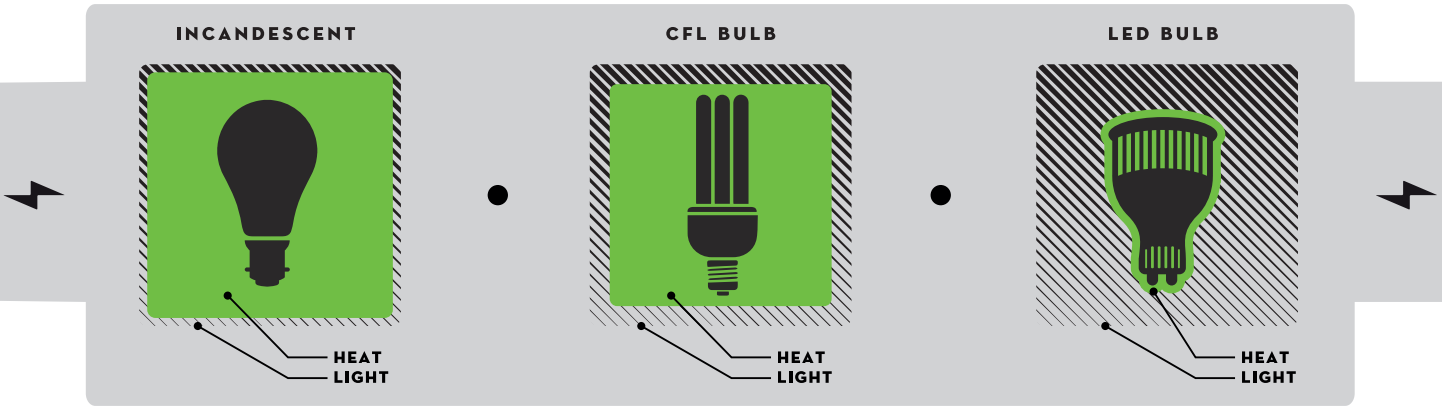
WHAT IS AN LED?

'LED' is the abbreviation for 'Light Emitting Diode', which begs the question, 'what exactly does that mean?' Explanations of LED lighting tend to throw around jargon like 'luminous efficacy' and 'P-N junction', but for the average consumer, it all boils down to this: they burn brighter, last longer, produce less heat, and use less energy than standard lamps. With LEDs, you can avoid the temperamental filaments of incandescent lamps, as well as the problematic mercury content of compact fluorescent lamps (CFL). They are simply the most efficient lighting option available.

KEY BENEFITS

- Brighter
- Produces less heat
- More energy-efficient
- Longer life
- No fragile filaments
- More environmentally friendly
- No Mercury
- More versatile



90% of the energy produced from an incandescent bulb is heat.

80% of the energy produced from a CFL bulb is heat.

75% of the energy produced from an LED bulb is heat, which is then channeled into a heat sink so that it remains cool to the touch.

COLOURS AVAILABLE

KELVINS

A Kelvin rating represents the colour temperature of the bulb

OVER 6000K — UNDER 2700K

DAYLIGHT · NATURAL WHITE · COOL WHITE · WARM WHITE · SOFT WHITE

LUMENS

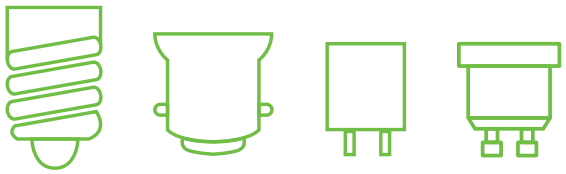
A lumen is the unit of light emitted per second from a single uniform lamp

THE LIFETIME OF A BULB

LIGHT OUTPUT

INCANDESCENT	CFL	LED	LUMENS
WATTS			
40	8 - 12	4 - 5	450
60	13 - 18	6 - 8	300 - 900
75 - 100	18 - 22	9 - 13	1100 - 1300
100	23 - 30	16 - 20	1600 - 1800
150	30 - 55	25 - 28	2600 - 2800

STANDARD FITTINGS



SCREW · BAYONET · MR16 · GU10