



 **ULTRABRIGHT™** **LED LIGHT STRIPS**

Design Series  
High CRI Series  
Architectural Series  
Industrial Series

Our powerful UltraBright™ Series offers long lasting, superior quality lighting for the most demanding applications. Choose these brilliant lights for signs, storefronts, bridges, or any other space that calls for the best and brightest.

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## PROJECT IDEAS



# The Flexfire LEDs Difference

Flexfire LEDs manufactures with the highest grade thermal performing LEDs and flexible circuit boards, resulting in better performing and longer lasting products. Our UL Listed **UltraBright™** LED strip lights are among the brightest found on the market today, producing significantly more lumen per foot than competing brands.

Choose between our Design Series, High CRI Series, Architectural Series, or Industrial Series to experience the Flexfire LEDs difference for yourself. We are able to manufacture all of our series in 12V or 24V depending on your project's requirements.

## BRIGHTNESS OPTIONS

### Design Series

Warm White	WW
Natural White	NW
Bright White	BW

### High CRI Series

Warm White	WW
Natural White	NW
Bright White	BW

### Architectural Series

Warm White	WW
Natural White	NW
Bright White	BW

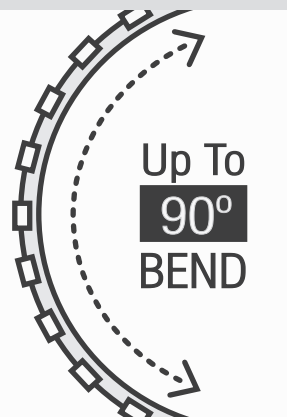
### Industrial Series

Warm White	WW
Natural White	NW
Bright White	BW

## STRIP ABILITIES



**CUTTABLE**



Up To  
**90°**  
BEND

with **3M**  
Adhesive  
Backing

## DIMMING CONTROLS

### Lutron® Wall Dimmers

*Not Compatible with  
Color Changing Series*



### Wireless Dimmers

*Pulse-Width  
Modulation (PWM)*



## POWER SUPPLIES

### Zurik™ LED Dimmable Driver

*Magnetic Low  
Voltage (MLV)*



### Plug-In Power Supply







Packed with 600 "3014" type LED chips per reel, the Design Series produces more than 6,000 lumens and is perfect for home installations, restaurants/bars, and other intimate spaces.

12V or 24V **DESIGN  
SERIES**

# TECHNICAL DETAILS

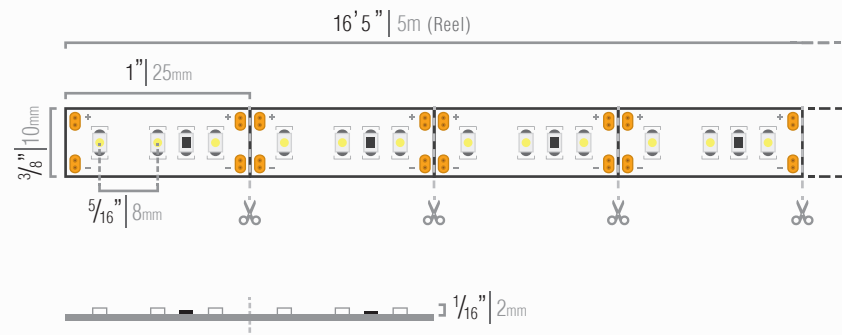
All figures below represent the 12V version

Power Out  
Maximum Run Length  
Cuttable  
Lead/Mercury Content  
UV/IR Radiation  
Warranty  
Reel  
Dimmable  
Installation  
LED Lifespan  
Outdoor Options

12 Volts (24V via special order)  
16 feet, 5 inches in Series  
Yes, every 3 chips (1 inch)  
None  
None  
3 years  
16ft 5in (5m)  
Yes, 0 - 100% dimmable  
3M brand adhesive on back  
50,000 hours  
IP65 available by the reel



## inch/mm DIMENSIONS



### TECHNICAL SPECS

	Warm White	Natural White	Bright White	
<b>R E E L</b>	Model	UB-DS-WW-12V-REEL	UB-DS-NW-12V-REEL	UB-DS-BW-12V-REEL
	LED Chips	600	600	600
	Lumens	6,000	6,600	7,500
	Watts	72	72	72
	Amps	6	6	6
<b>F O O T</b>	Model	UB-DS-WW-12V-FOOT	UB-DS-NW-12V-FOOT	UB-DS-BW-12V-FOOT
	LED Chips	36	36	36
	Lumens	366	402	457
	Watts	4.4	4.4	4.4
	Amps	0.37	0.37	0.37
Color Temp.*	≈2900K	≈4200K	≈6250K	
LED Chip Type	3014 SMD	3014 SMD	3014 SMD	
Voltage	12v DC	12v DC	12v DC	
Beam Angle	120°	120°	120°	
CRI	80+ CRI	80+ CRI	80+ CRI	

\*We always use LEDs from the same bin to ensure visual color accuracy. Actual color temperature (CCT) may slightly vary.

### SAFETY INFORMATION

- Please use an electrician for installation and/or any electrical work.
- The strip and its components cannot be mechanically pressed.
- Be sure to check for correct electrical polarity.
- Pay attention to electrostatic discharge (ESD) precautions during assembly.
- Ensure that the power supply is capable of handling the total load; failure to do so may cause damage to the LEDs and/or the driver.

### STORAGE CONDITIONS

- The LEDs should be kept at ≤ 86° F and ≤ 70% RH.
- When storing the LEDs use moisture proof packaging with absorbent silica gel packets.





CRI 70

CRI 95

To achieve an attractive, natural appearance with your LED lighting installation, it's important to assess the CRI of the products you're considering.

High CRI lighting renders the most beautiful, natural-looking color possible, with all the environmental and energy-saving benefits that come with our high quality LED products.

# HIGH CRI SERIES

12V or 24V

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# TECHNICAL DETAILS

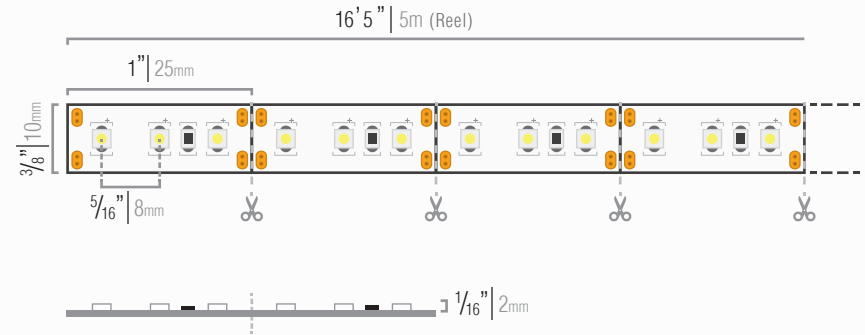
All figures below represent the 12V version

Power Out  
Maximum Run Length  
Cuttable  
Lead/Mercury Content  
UV/IR Radiation  
Warranty  
Reel  
Dimmable  
Installation  
LED Lifespan  
Outdoor Options

12 Volts (24V via special order)  
16 feet, 5 inches in Series  
Yes, every 3 chips (1 inch)  
None  
None  
3 years  
16ft 5in (5m)  
Yes, 0 - 100% dimmable  
3M brand adhesive on back  
36,000 hours  
IP65 available by the reel



## inch/mm DIMENSIONS



## TECHNICAL SPECS

		Warm White	Natural White	Bright White
REEL	Model	UB-CRI-WW-12V-REEL	UB-CRI-NW-12V-REEL	UB-CRI-BW-12V-REEL
	LED Chips	600	600	600
	Lumens	6,609	7,380	7,485
	Watts	96	96	96
	Amps	8	8	8
FOOT	Model	UB-CRI-WW-12V-FOOT	UB-CRI-NW-12V-FOOT	UB-CRI-BW-12V-FOOT
	LED Chips	36	36	36
	Lumens	402	450	456
	Watts	5.8	5.8	5.8
	Amps	0.49	0.49	0.49
	Color Temp.*	≈2900K	≈4200K	≈6250K
	LED Chip Type	3020 SMD	3020 SMD	3020 SMD
	Voltage	12v DC	12v DC	12v DC
	Beam Angle	120°	120°	120°
	CRI	93+ CRI	93+ CRI	93+ CRI

CRI, or Color Rendering Index, is a numeric index from 0-100 that indicates how well any given light source renders natural-looking color. Light bulbs, tubes, or strips that measure greater than 90 are generally considered "High CRI", while those that measure 50-70 or below are often considered harsh or artificial.

## SAFETY INFORMATION

- Please use an electrician for installation and/or any electrical work.
- The strip and its components cannot be mechanically pressed.
- Be sure to check for correct electrical polarity.
- Pay attention to electrostatic discharge (ESD) precautions during assembly.
- Ensure that the power supply is capable of handling the total load; failure to do so may cause damage to the LEDs and/or the driver.

## STORAGE CONDITIONS

- The LEDs should be kept at ≤ 86° F and ≤ 70% RH.
- When storing the LEDs use moisture proof packaging with absorbent silica gel packets.

\*We always use LEDs from the same bin to ensure visual color accuracy. Actual color temperature (CCT) may slightly vary.





Our Architectural Series includes 700 "3014" LED chips, a step up in overall brightness that is well suited for kitchens, offices, or larger spaces that require specific task lighting.

# ARCHITECTURAL SERIES

12V or 24V



# TECHNICAL DETAILS

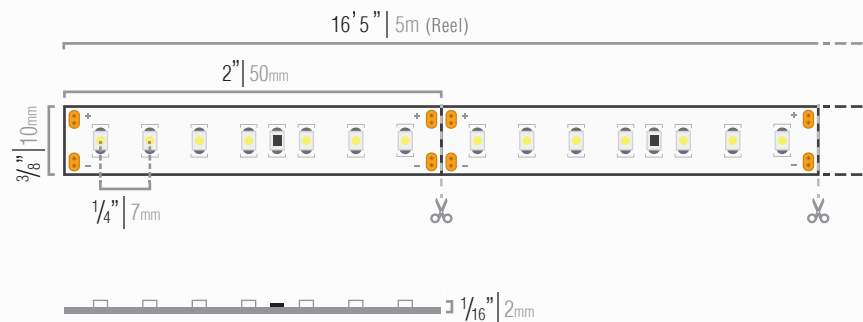
All figures below represent the 24V version

**Power Out**  
**Maximum Run Length**  
**Cuttable**  
**Lead/Mercury Content**  
**UV/IR Radiation**  
**Warranty**  
**Reel**  
**Dimmable**  
**Installation**  
**LED Lifespan**  
**Outdoor Options**

24 Volts (12V via special order)  
 32 feet, 10 inches in Series  
 Yes, every 7 chips (2 inch)  
 None  
 None  
 3 years  
 16ft 5in (5m)  
 Yes, 0 - 100% dimmable  
 3M brand adhesive on back  
 50,000 hours  
 IP65 available by the reel



## inch/mm DIMENSIONS



### TECHNICAL SPECS

		Warm White	Natural White	Bright White
REEL	Model	UB-AS-WW-24V-REEL	UB-AS-NW-24V-REEL	UB-AS-BW-24V-REEL
	LED Chips	700	700	700
	Lumens	7,225	7,730	8,510
	Watts	84	84	84
	Amps	3.5	3.5	3.5
FOOT	Model	UB-AS-WW-24V-FOOT	UB-AS-NW-24V-FOOT	UB-AS-BW-24V-FOOT
	LED Chips	42	42	42
	Lumens	441	471	519
	Watts	5.1	5.1	5.1
	Amps	0.21	0.21	0.21
	Color Temp.*	≈2900K	≈4200K	≈6250K
	LED Chip Type	3014 SMD	3014 SMD	3014 SMD
	Voltage	24v DC	24v DC	24v DC
	Beam Angle	120°	120°	120°
	CRI	80+ CRI	80+ CRI	80+ CRI

\*We always use LEDs from the same bin to ensure visual color accuracy. Actual color temperature (CCT) may slightly vary.

### SAFETY INFORMATION

- Please use an electrician for installation and/or any electrical work.
- The strip and its components cannot be mechanically pressed.
- Be sure to check for correct electrical polarity.
- Pay attention to electrostatic discharge (ESD) precautions during assembly.
- Ensure that the power supply is capable of handling the total load; failure to do so may cause damage to the LEDs and/or the driver.

### STORAGE CONDITIONS

- The LEDs should be kept at ≤ 86° F and ≤ 70% RH.
- When storing the LEDs use moisture proof packaging with absorbent silica gel packets.



Flexfire LEDs Industrial Series Strip Lights feature an unprecedented 600 "2835" LED chips per reel, delivering up to 14,455 lumens to be among the brightest LED strip lights found on the market today. These are used for commercial and industrial applications such as aerospace, manufacturing, heavy machinery, warehouses, or anywhere that needs the ultimate high quality brightness.

# INDUSTRIAL SERIES

12V or 24V



# TECHNICAL DETAILS

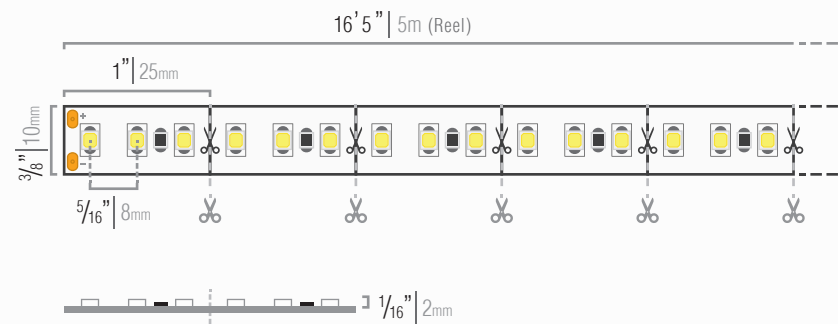
All figures below represent the 12V version

**Power Out**  
**Maximum Run Length**  
**Cuttable**  
**Lead/Mercury Content**  
**UV/IR Radiation**  
**Warranty**  
**Reel**  
**Dimmable**  
**Installation**  
**LED Lifespan**  
**Outdoor Options**

12 Volts (24V via special order)  
 10 feet in Series  
 Yes, every 3 chips (1 inch)  
 None  
 None  
 3 years  
 16ft 5in (5m)  
 Yes, 0 - 100% dimmable  
 3M brand adhesive on back  
 36,000 hours  
 Not Available



## inch/mm DIMENSIONS



### TECHNICAL SPECS

		Warm White	Natural White	Bright White
REEL	Model	IUB-WW-12V-REEL	IUB-NW-12V-REEL	IUB-BW-12V-REEL
	LED Chips	600	600	600
	Lumens	12,415	14,455	14,335
	Watts	146	146	146
	Amps	12	12	12
FOOT	Model	IUB-WW-12V-FOOT	IUB-NW-12V-FOOT	IUB-BW-12V-FOOT
	LED Chips	36	36	36
	Lumens	757	881	874
	Watts	8.9	8.9	8.9
	Amps	0.74	0.37	0.37
	Color Temp.*	≈2900K	≈4200K	≈6250K
	LED Chip Type	2835 SMD	2835 SMD	2835 SMD
	Voltage	12v DC	12v DC	12v DC
	Beam Angle	120°	120°	120°
	CRI	80+ CRI	80+ CRI	80+ CRI

\*We always use LEDs from the same bin to ensure visual color accuracy. Actual color temperature (CCT) may slightly vary.

### SAFETY INFORMATION

- Please use an electrician for installation and/or any electrical work.
- The strip and its components cannot be mechanically pressed.
- Be sure to check for correct electrical polarity.
- Pay attention to electrostatic discharge (ESD) precautions during assembly.
- Ensure that the power supply is capable of handling the total load; failure to do so may cause damage to the LEDs and/or the driver.
- This strip must be adhered to a heat sync to ensure full lifespan.

### STORAGE CONDITIONS

- The LEDs should be kept at ≤ 86° F and ≤ 70% RH.
- When storing the LEDs use moisture proof packaging with absorbent silica gel packets.



 **ULTRA™  
BRIGHT**

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