

**FLEXFIRELEDs**

• Premium LED Strip Lights •



## Standing at the forefront of the LED lighting revolution,

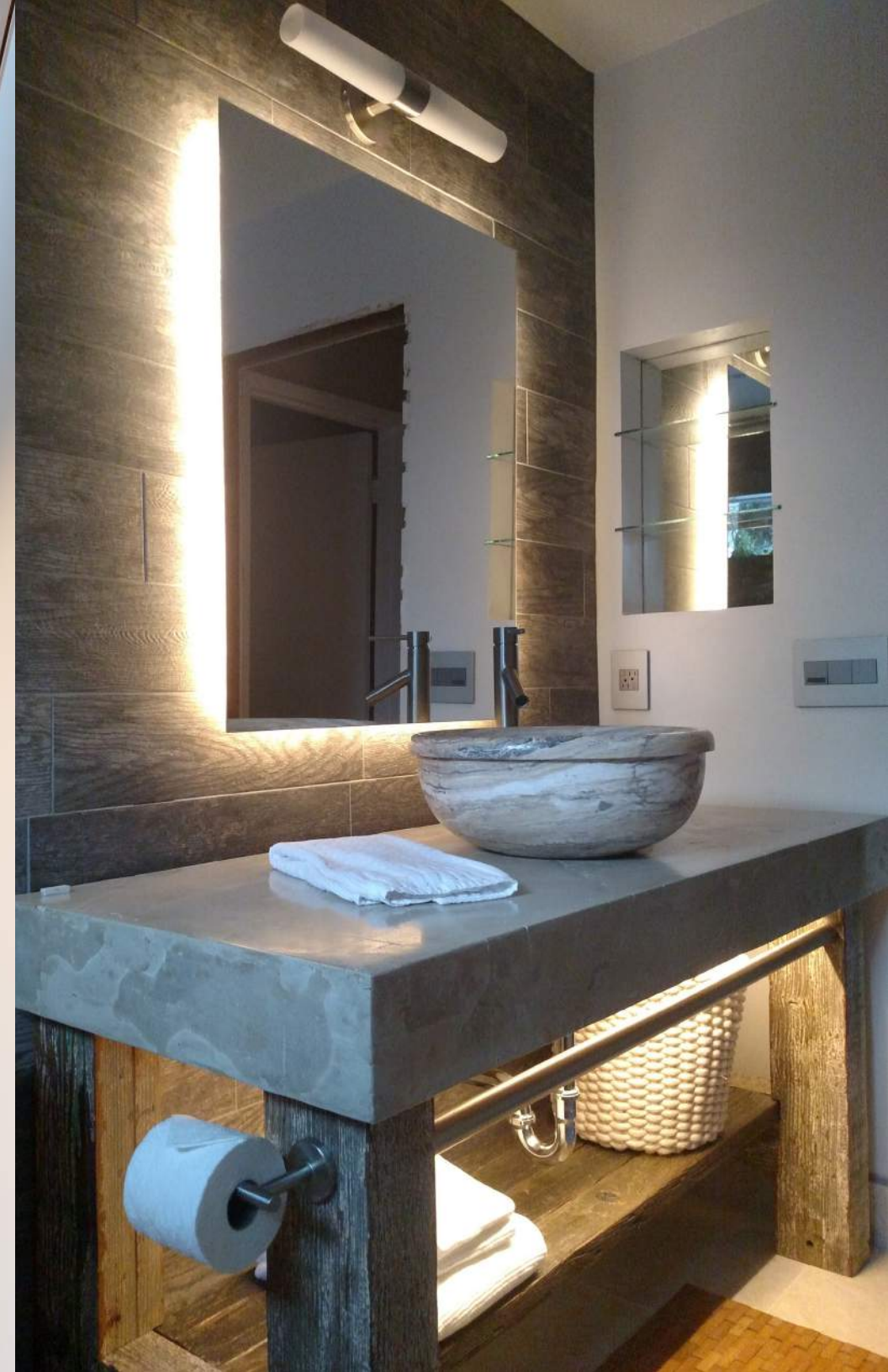
Flexfire LEDs has pushed the boundaries of the available technology to create something beautiful and unique. We believe in providing our clients with a range of high quality, intelligently designed products geared toward architectural, residential, commercial, and industrial applications. Our ongoing commitment to product research and development ensures greater reliability and longer lifespans than other options on the market.

## You no longer have to be confused by the complexity of LED technology.

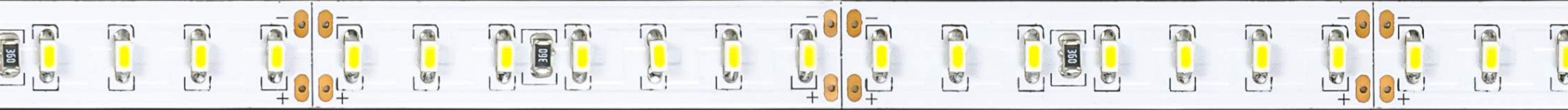
By providing only relevant, simplistic, and methodical information throughout all aspects of our business and website, we invite everyone to participate in the understanding of LED technology.

## We work directly with architects and designers globally

in the completing and realization of conceptual light designs. We offer custom product fabrication to fulfill your design requirements at no added cost so you can focus on the parts of the project that matter most. Allow us to be your LED experts.



# Anatomy of a Flexfire LED Strip Light



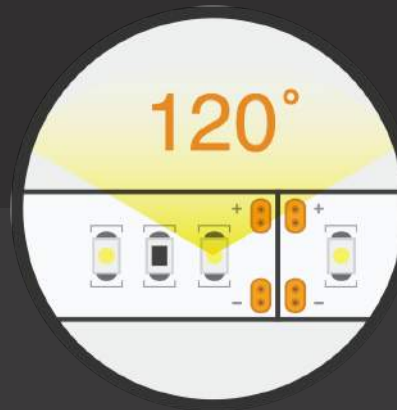
## LED CHIPS 01

Using premium LED chips that are professionally packaged with the highest standards of quality, Flexfire LED strip lights are not only some of the brightest in the world, but also offer excellent color consistency and very high CRI.



## FULLY DIMMABLE 02

Our LEDs are dimmable and compatible with most home automation systems, DMX, wall dimmers, and remote dimmers.



## 120 BEAM ANGLE 03

A wide beam angle allows for precision design and limited light loss. With little illumination outside this 120° field, it is possible to truly "paint with light".



## CUT TO LENGTH 04

You can cut the strip every inch to two inches, allowing you to freely design your project without worrying about space requirements.

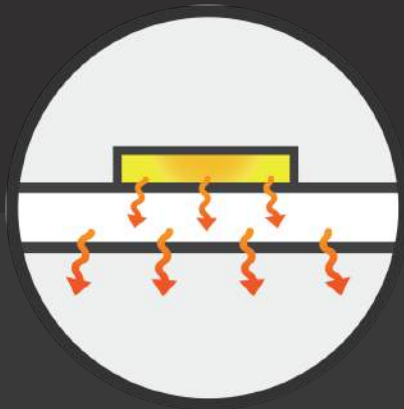


Our strip lights are UL Listed, CE compliant, and RoHS certified. They are tested for more than 10 hours before being shipped out, meaning you can be confident that your lights will function as offered, right out of the box.



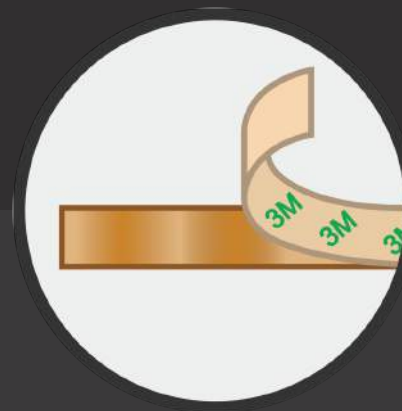
### FLEXIBILITY 05

LED strip lights are flexible and can be bent vertically up to 90 degrees. This allows you to add light to places previously thought impossible.



### PERFORMANCE 06

High operating temperatures lead to shorter lifespans of the LEDs. To increase lifespan and dissipate heat, we have increased the amount of copper in the PCB for better heat dissipation.



### 3M ADHESIVE 07

The back of the strip is fitted with a strong 3M tape, allowing you to peel and stick lights to many different surfaces.



### PROTECTION 08

Additional environmental protection can be added to make the strips IP65 and IP68 rated (Dust/water resistant or dust/waterproof)

# Color Rendering Index (CRI)



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

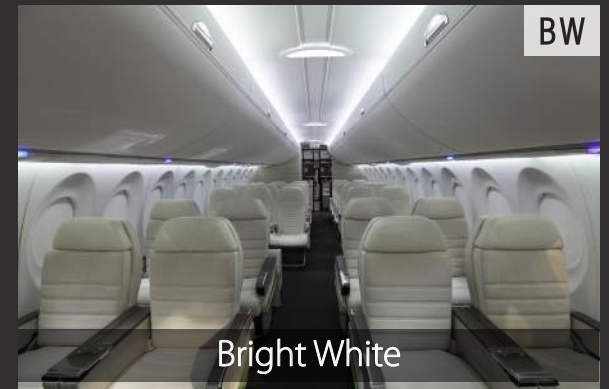
# Color Temperatures



Best described as an incandescent effect this warm tone is great for more traditional projects where warmth is essential such as areas with natural woods, kitchens, living areas to make them inviting, comfortable and relaxing.



Often described as neutral or daylight white this product works in every scenario and is aesthetically pleasing within any environment. It works well within kitchens, home offices and any living area.



Almost teetering on the blue scale of white, this product is best suited to contemporary design. Often used by designers in kitchens, cove lighting and in general design this offers the modern style of living with ease.

# Strip Light Comparison

## SINGLE COLOR (whites)



Brightness: ●●●●●●●●

WW	≈ 2,900 K	151 Lms / Ft	>80 CRI
NW	≈ 4,250 K	280 Lms / Ft	>80 CRI
BW	≈ 6,250 K	189 Lms / Ft	>80 CRI

## DESIGN SERIES



Brightness: ●●●●●●●●

WW	≈ 2,900 K	366 Lms / Ft	>80 CRI
NW	≈ 4,250 K	402 Lms / Ft	>80 CRI
BW	≈ 6,250 K	457 Lms / Ft	>80 CRI

## ARCHITECTURAL SERIES



Brightness: ●●●●●●●●

WW	≈ 2,900 K	441 Lms / Ft	>80 CRI
NW	≈ 4,250 K	471 Lms / Ft	>80 CRI
BW	≈ 6,250 K	519 Lms / Ft	>80 CRI

## INDUSTRIAL SERIES



Brightness: ●●●●●●●●

WW	≈ 2,900 K	757 Lms / Ft	>80 CRI
NW	≈ 4,250 K	881 Lms / Ft	>80 CRI
BW	≈ 6,250 K	874 Lms / Ft	>80 CRI

## HIGH CRI SERIES



Brightness: ●●●●●●●●

WW	≈ 2,900 K	402 Lms / Ft	>93 CRI
NW	≈ 4,250 K	450 Lms / Ft	>93 CRI
BW	≈ 6,250 K	456 Lms / Ft	>93 CRI

## SINGLE COLOR SERIES



Color Options : ● Red ● Green ● Blue ● UV

## COLOR CHANGING SERIES



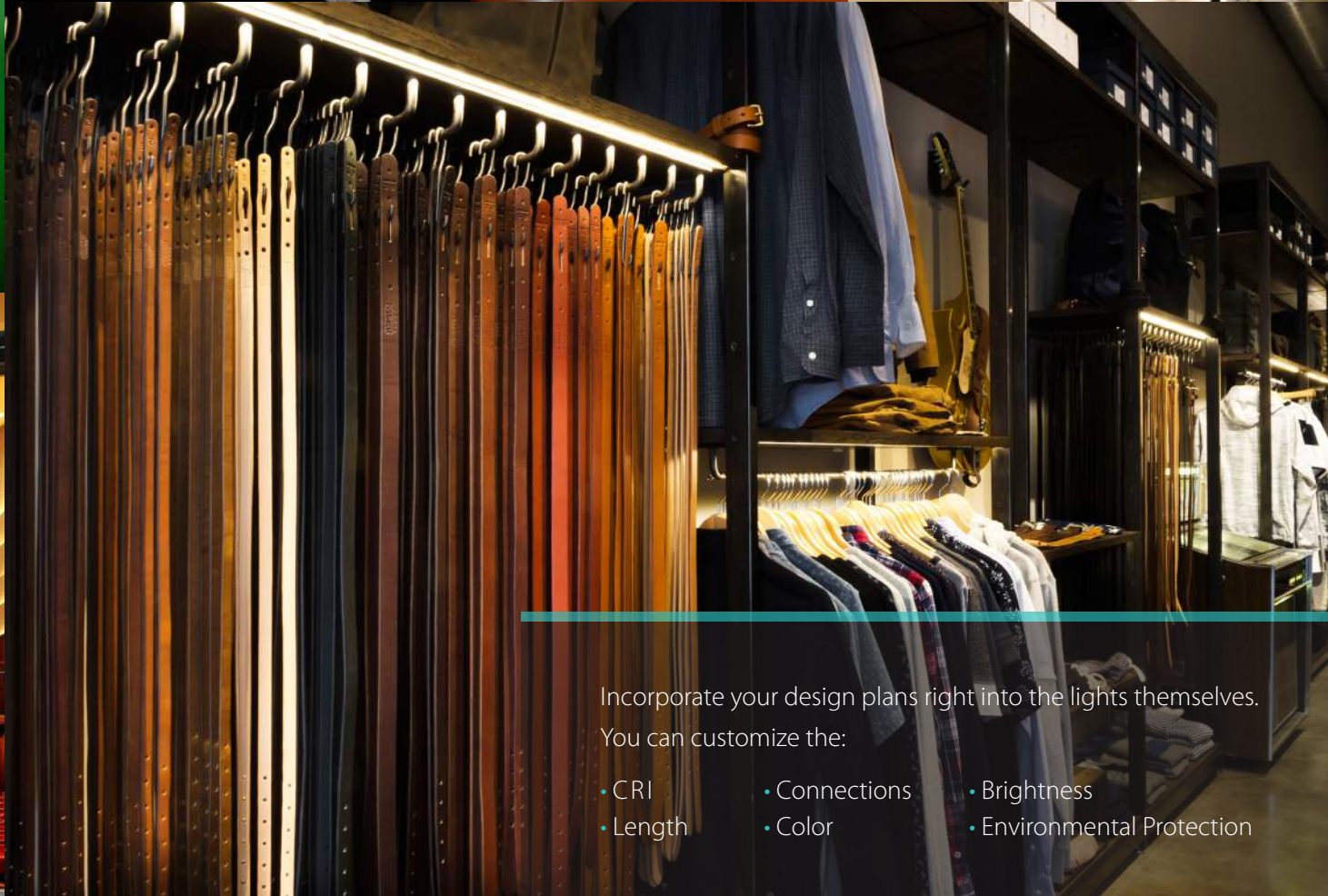
Color Options : ● RGB Full Color



Also Available RGB+W and Hybrid CCT Changing Strips.







Incorporate your design plans right into the lights themselves. You can customize the:

- CRI
- Length
- Connections
- Color
- Brightness
- Environmental Protection

Architectural designs are not finished without the appropriate lighting, so allow us to provide the finishing touch and create a customized solution to fit your unique project.







Flexfire LEDs has a dedicated team that can help navigate you through any project from design stage to completion.

Our support network combined with our superior products have quickly made Flexfire LEDs a well known commodity with a reputation for excellence.

**Flexfire LEDs, Inc.**

Orange County, CA

**FlexfireLEDs.com**

1 • 844 • FLEXFIRE  
(1-844-353-9347)

