

## Press Release. Verbatim announces family of retro-fit LED lamps for homes

**Verbatim** has announced a family of LED lamps designed for domestic applications. Described as the consumer range, it comprises two E27 Classic A lamps, two MR16s with GU5.3 fittings and a PAR16 with a GU10 socket. With the exception of the 12V AC/DC MR16 versions, these new lamps operate from 220-240V AC. All offer warm white light with colour temperatures between 2500K to 2800K and operating lifetimes of 25,000 or 35,000 hours, depending on the model. E27 and MR16 3W versions are dimmable. A key feature of the E27 Classic A-Lamp with 6.5W is its CTA (Colour Temperature Adjustment) technology which mimics incandescent lights in producing a warmer tone when dimmed. This product is available now, the 9W version will be available in December. The MR16 with GU5.3 fittings 3W and a PAR16 with a GU10 socket 4W are also available now. The MR16 with 6W will be available in December.

The E27 Classic A lamps, available with 6.5W or 9W ratings, are designed as replacements for 20W or 40W incandescent lamps, producing 190 and 440 lumens output respectively with a colour rendering index (CRI) of at least 75 for the 6.5W lamp and 85 for the 9W model.

The MR16s come in 3W and 6W types with beam angles of 30 degrees and 25 degrees and a typical CRI of 80 and luminous flux of 110 or 225 lumens respectively. The 4W PAR16 has a 28-degree beam angle and delivers 100 lumens with a luminous intensity of 380cd and CRI of typically 75.

From September 1st 2012, European legislation bans the sale of all incandescent lamps. In response to this, Verbatim is enlarging its portfolio of products to meet the growing demand for reliable, low energy lighting. Verbatim's advanced LED technology delivers energy savings of up to 80% compared with incandescent lamps, lowering energy costs and reducing CO2 emissions.

The lamps produce warm white light with high quality colour rendition and most are dimmable, enabling users to create a comfortable domestic environment for both work and relaxation. The lamps turn on instantly and do not contain the poisonous elements found in compact fluorescent lamps, so are more environment-friendly. Their long service life makes them economical over the lifetime of the lighting installation and minimises maintenance effort because they do not need to be replaced for several years in normal operation.

These new lamps are designed as economical alternatives to Verbatim's professional product range and all are available through wholesalers and electrical retailers.

#### **Pictures can be found at:**

[http://new.sletter.komm-passion.de/new.sletter/verbatim/LED\\_ClassicAE27\\_Package.jpg](http://new.sletter.komm-passion.de/new.sletter/verbatim/LED_ClassicAE27_Package.jpg)

[http://new.sletter.komm-passion.de/new.sletter/verbatim/LED\\_ClassicAE27\\_PackageProduct.jpg](http://new.sletter.komm-passion.de/new.sletter/verbatim/LED_ClassicAE27_PackageProduct.jpg)

[http://new.sletter.komm-passion.de/new.sletter/verbatim/LED\\_MR16GU53\\_packageProduct.jpg](http://new.sletter.komm-passion.de/new.sletter/verbatim/LED_MR16GU53_packageProduct.jpg)

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[http://new.sletter.komm-passion.de/new.sletter/verbatim/LED\\_MR16GU53\\_2.jpg](http://new.sletter.komm-passion.de/new.sletter/verbatim/LED_MR16GU53_2.jpg)

[http://new.sletter.komm-passion.de/new.sletter/verbatim/LED\\_PAR16\\_room.jpg](http://new.sletter.komm-passion.de/new.sletter/verbatim/LED_PAR16_room.jpg)

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[http://new.sletter.komm-passion.de/new.sletter/verbatim/LedRange\\_02.jpg](http://new.sletter.komm-passion.de/new.sletter/verbatim/LedRange_02.jpg)

For more information about Verbatim LED lighting please visit our website at [www.verbatimlighting.eu](http://www.verbatimlighting.eu)

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