

FOR IMMEDIATE RELEASE

American Lighting Announces Industry's Broadest Family of LED Neon Flex; Delivers Economical Alternative to Neon

Flexible and Highly Durable Additions to LED Product Line Offer Up to 90 Percent Energy Savings

DENVER, Colo.—May 10, 2011—[American Lighting](#), an innovative manufacturer and distributor of lighting technologies for residential, commercial and specialty markets, has expanded its Neon Flex product line with three new LED products –[LED Neon Flexbrite Plus](#), [LED Neon Flexbrite Economy](#) and [LED Micro Neon Flex](#). The new products are offered at a variety of price points and are part of the industry's broadest family of LED Neon Flex products offered through a single supplier. Designed for a multitude of continuous line applications, including sign, cove, decorative and architectural lighting, the LED Neon Flexbrite product line provides superior light output and higher visibility than traditional incandescent rope light and neon, with up to 90 percent energy savings.

"We are committed to providing our customers access to a broad range of multi-purpose, high quality LED lighting options," said David Wilkins, CEO, American Lighting. "We're proud to unveil our expanded line of LED Neon Flex products, which makes it easier than ever for customers and distributors to find the design options they need at a variety of price points, and with the simplicity of a single source."

The LED NEON FLEXBRITE FAMILY

The American Lighting LED Neon Flex product line is a convenient and flexible alternative to neon, but without the fragility and high cost. Environmentally friendly, the LED Neon Flex products are ideal for installations requiring low profiles or variable lengths and can be used in applications traditionally lit with neon; such as intricate designs, cove lighting, sign, architectural and decorative lighting. Each product within the LED Neon Flex product line reduces power consumption while providing equivalent or better lighting functionality and light quality than regular neon lighting.

LED Neon Flex is made with flexible PVC instead of glass, eliminating breakage and reducing installation complexity. The patented, oval-shaped jacket enables a bright, continuous line of light that replicates the appearance of neon. All products have a colored jacket that highlights color by night and day. The LED Neon Flexbrite Plus and the LED Neon Flexbrite Economy can be installed in longer runs, while the low-voltage LED Micro Neon Flex has a shorter cut increment for more intricate designs.

The slim, flexible products are available in a choice of colors, and have an average lifetime of up to 100,000 hours, providing a long-lasting, virtually maintenance-free light source for a host of applications.

LED Neon Flexbrite Plus

- Provides for energy savings, longevity and higher visibility than traditional neon
- Uses superior grade ultra bright LEDs for enhanced impact
- Continuous line of light with LEDs spaced every ½ inch
- Utilizes stringent LED wavelength specification ensuring consistent color quality

- Amber, red and yellow are cuttable every 30 inches
- Blue, green, white and warm white are cuttable every 18 inches

LED Neon Flexbrite Economy

- Continuous line of light with LEDs spaced every 5/8 inch
- Amber, red and yellow are cuttable every 30 inches
- Blue, green, white and warm white are cuttable every 18 inches
- Features quality standard brightness LEDs
- Economical alternative for more budget conscious applications

LED Micro Neon Flex

- Superior grade ultra bright LEDs spaced every 0.4 inch
- Thinner design enables up to 180 degree turns without impacting light output
- Low voltage (24V) implementation for tighter cut increments, more intricate designs
- Accessories are available for smaller, intricate designs
- Amber, red and yellow are cuttable every 3.12 inches
- Blue, green and white are cuttable every 2.4 inches

AVAILABILITY

LED Neon Flexbrite Plus, LED Neon Flexbrite Economy and LED Micro Neon Flex are now in stock and available. For pricing options and purchasing, please contact American Lighting sales at 800.880.1180.

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About American Lighting

American Lighting offers innovative, high quality, energy efficient lighting solutions to support our customers' diverse business needs and continued success. Experts in LED and energy efficient lighting technologies, American Lighting takes a "green" approach to ongoing product development and offers a broad line of modern lighting solutions. American Lighting has built a strong reputation of technical knowledge and application support, excellent customer service and timely education through American Lighting University and readily available technical support services. For more information, visit www.americanlighting.com, www.americanlightingblog.com or *LIKE* us on Facebook.

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