

## **Indoor Longer-life LED T8 Lamp Introduced to Market by Denver-based American Lighting**

**DENVER, Colo.—March 29, 2011—**[American Lighting](#), an innovative manufacturer and distributor of lighting technologies for residential, commercial and specialty markets, today announced the [LED T8 Lamp](#), a new indoor longer-life LED lamp that replaces existing, two or four foot fluorescent lamps. The energy efficient LED costs less to run while giving a more reliable, clean and brighter light for commercial and residential installations.

“American Lighting’s LED T8 Lamps provide customers with an energy-efficient and cost effective alternative to fluorescent lamp lights while providing a reliable, clean and brighter light,” said David Wilkins, CEO of American Lighting. “The LED T8 Lamp is the latest of many LED product introductions by American Lighting and it furthers our commitment to providing customers with environmentally friendly options that offer the greatest benefit.”

The LED T8 Lamp offers up to 50,000 hours of life, virtually eliminating lamp replacements for years. It turns on instantly and is quiet and easy to install. It can be retrofit into fixtures designed for 24-inch or 48-inch fluorescent T8 lamps and does not require a ballast. By eliminating the ballast, a potential failure point is also eliminated, lowering maintenance costs associated with replacing fluorescent components.

American Lighting’s LED T8 Lamp can directly replace traditional fluorescent lamps offering immediate savings with approximately a 45 percent reduction in energy usage. In addition customers can reduce maintenance costs and experience long term savings by avoiding lamp and other component replacements. The bright white light (4100°K) is suitable for most commercial and residential applications, with a 125° beam angle to optimize usable light.

“American Lighting is committed to providing our distributors, lighting designers and customers with the most complete range of multi-purpose LED lights on the market today,” said Wilkins.

### **Pricing and availability**

The [LED T8 Lamp](#) is immediately available. For pricing options and purchasing, please contact American Lighting sales at 800.880.1180.

###

### **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](http://www.americanlighting.com)

### **Media Contacts**

IGNITE Consulting  
Kathleen Sullivan, 303-439-9365  
Linda Dellest, 303-439-9398  
[americanlighting@igniteconsultinginc.com](mailto:americanlighting@igniteconsultinginc.com)

*American Lighting and the American Lighting logo are registered trademarks of American Lighting. All rights reserved worldwide. All other trademarks and registered trademarks are the property of their respective owners.*