



Product Information Bulletin

General Purpose™ LED Reflector Lamp

"Evolutionary"...

With lamps transitioning away from incandescent towards LED, consumers are satisfied that many of the incandescent disadvantages (lamp life, efficacy, color temperature) have been addressed, except that we moved away from a familiar look.

Now, with this NEW EVOLUTIONARY LED you can get all of the LED benefits, plus the consumer friendly, familiar look of a Br standard reflector lamp.

...it's not revolutionary, it's **EVOLUTIONARY** by Central Industries.



Key Features and Benefits

- Consumer friendly, familiar look of an incandescent R or BR floodlight lamp with all the benefits of a Central Industries LED lamp.
- Frosted glass face creates a soft even light without glare. A wide even spread of light. No sharp cutoff shadows, same light distribution as a standard incandescent.
- Integral aluminum body keeps the lamp cool, no need for external "fins".
- Dimmable.
- Perfect for use in recessed cans or anywhere you would use an R or BR lamp.

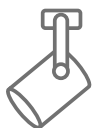
Warnings

- Turn power off before inspection, installation, or removal.
- Risk of electric shock - Do not use where exposed to water or weather.
- Suitable for Damp Locations - the lamp is suitable for use in wet locations when used in an outdoor rated fixture.
- Not for use in totally enclosed fixtures.
- Do not open – no user serviceable parts inside.
- This device is not intended for use with emergency exit fixtures or emergency exit lights.
- This device complies with Part 15 of the FCC rules and has been tested and found to comply with the limits for a Class B digital device. These limits are designed to provide reasonable protection against harmful interference in a residential installation. This equipment generates, uses and can radiate radio frequency energy and, if not installed and used in accordance with the instructions, may cause harmful interference to radio communications. Any changes or modifications not expressly approved by the manufacturer could void the user's authority to operate the equipment.

Application Information

This LED can be used in these residential applications:

Track Lighting

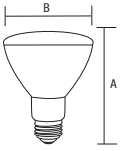


Recessed Down Lights



Outdoor Security Lighting





**Reflector
Med.**

Energy Used (Watts)	Lamp Base	Order No.	Domestic Code	Volts	Master Carton/Inner Pack	Equiv. Wattage	Beam Spread	Finish	Light Appearance (Kelvin)	CRI	Brightness (Lumens)	Average Rated Hours	Life (in years)*	Est. Yearly Energy Cost**	(A) MOL	(B) MOD
Reflector																
11	Med.	03010	11R30/LED/DIM/30	120	24/6	65	108°	Warm White	3000	80	700	35,000	32	\$1.32	5 1/8"	3 3/4"

Lamp Comparison

Lamp Type	Standard Incandescent Watts	LED Watts	Standard Incandescent Approx. Lumens	LED Approx. Lumens	Standard Incandescent Avg. Rated Hours	LED Avg. Rated Hours	Energy Savings**
BR 30	65	11	650	700	2000	35,000	\$207.90

All General Purpose™ LED lamps are packaged in a retail box.

* Based on 3 hrs./day ** Based on 3 hrs./day 11¢/kWh - Cost depends on rates and use.

Limited Warranty

These lamps are warranted to be free from defects in material and workmanship for 3 years (based on burning 3 hours a day).

Specifications are subject to change without notice, please visit www.centralindustriesUSA.com for latest information.



Visit www.centralindustriesUSA.com

Central Industries, Inc., Business Center at Owings Mills, 11438-W Cronridge Drive, Owings Mills, MD 21117, U.S.A.
Specializing in Long-Life, Energy-Saving Lighting Products



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