

FOR USE UPON RECEIPT — 2011

JESCO LIGHTING INTRODUCES ULTRA HIGH-OUTPUT FLEXIBLE, LINEAR LED LIGHTING SOLUTIONS

New Product Introduction: DL Flex-Up-Ultra

High-Output LED Series — flexible linear LED lighting strips, offering the commercial lighting industry's highest lumen performance and color rendition with high energy and maintenance savings. A superior new alternative to standard linear strip and other linked lightforms, where LED benefits are sought with maximum white-lighting output.



Design: JESCO Lighting Group In-House Product Design and Engineering Team.

Manufacturer: JESCO Lighting Group.

Product Applications: Compact, lightweight, curvable **DL Flex-Up-Ultra High-Output LED Series** linear lighting is ideal for providing inconspicuous low-scale, low-energy ambient, accent, task and display or signage lighting, for a multitude of wide-ranging interior commercial, institutional and high-end residential applications. It is an effective, more economical, long-life replacement for incandescent strip lighting or fluorescent systems.

DL Flex-Up-Ultra High-Output LED Series readily fits in large coves, building and room interiors; around baseboards and ceiling moldings; staircases, railings, columns, merchandise displays and signage, corridor and elevator perimeters; architectural elements or anywhere static or color-changing architectural lighting is desired.

DL Flex-Up-Ultra High-Output LED Series system readily adapts for wide-ranging uses in upscale retail; hospitality installations such as restaurants, hotels, casinos and themed venues; offices; building lobbies and reception rooms; product

Jesco Adds DL Flex-Up-Ultra High-Output LED Series . . . page 2

showrooms; upscale residential foyers, kitchens, baths, bedrooms, closets, family rooms and studies.

Exceptionally long 50,000-hour operating life with a 5-year factory warranty makes **DL Flex-Up-Ultra High-Output LED Series** well-suited for virtually *any* interior application where energy savings, high lighting performance, installation flexibility, and little or no routine maintenance, are sought-after benefits.

Product Description: DL Flex-Up-Ultra High-Output LED Series

represents the state-of-the-electronic-art in LED light output and flexibility of use. A unique-design flexible LED circuit board contains LED lamps every 5/8-inch. Available in a variety of white color temperatures ranging from a warm 2700° K to a cool 6000° K.

Stable low voltage and constant-current technology for LED Drivers ensure consistent illumination levels, as designed. Straight or mounting channels (mounting channels are rigid) offer clear dust covers or translucent lensing options. Light strips mount end to end for bendable or angled patterns, or in continuous rows.

DL Flex-Up-Ultra High-Output LED Series may be specified in 20-ft. lengths as a continuous run. Fully dimmable with 1-10v dimmer tested and supported by Lutron's dimming systems. Product is field cuttable, 4w/ft, 24v dc, 315 lm/ft (based on 4000°K) 79 lm/watt — highest in the industry.

Construction & Finishes: DL Flex-Up-Ultra High-Output LED Series

is constructed from durable high-temperature, non-yellowing extruded flexible circuit-board. It is UL, cUL dry-location listed. Wet-location models available.

Learn more about JESCO products and capabilities by visiting: www.jescolighting.com. JESCO Lighting Group is located at 66-25 Traffic Avenue, Glendale, New York 11385. Telephone: (718) 366-3211. Fax: (718) 366-3646. E-mail: sales@jescolighting.com.

EDITOR, FOR MORE INFORMATION, PLEASE CONTACT:

Bill or Nancy Schoenfisch
SCHOENFISCH INCORPORATED
336 County Highway 24
Richfield Springs, New York 13439
(315) 858-8393/Phone
(315) 858-9635/Fax
primages@aol.com/E-mail