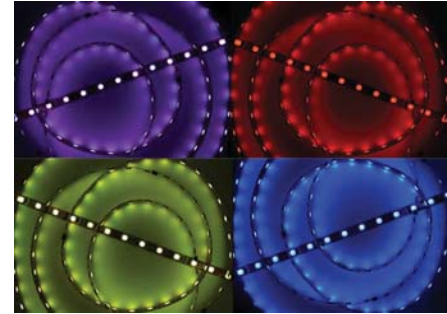


FOR USE UPON RECEIPT — 2011

Flex Your Design Muscles With LED Linear Lighting Strips, From Jesco



New Product Introduction: Flex-Up —

flexible, low-voltage linear light strips, employing high-performance single-, and multi-color color-mixing, red, yellow, green, blue LED light sources.

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

Manufacturer: JESCO Lighting Group.

Product Applications: Compact, lightweight, flexible **Flex-Up** is ideal for providing inconspicuous, ultra long-life, low energy task, accent and display lighting for commercial, institutional and high-end residential applications.

Flex-Up readily fits under cabinets, in coves, cornices, vertical and horizontal standard or custom display cases; around baseboards and ceiling moldings; on shelves, staircases, railings, columns and merchandise display headers.

The **Flex-Up** system readily adapts for use in upscale retail, hospitality installations, building lobbies and reception rooms, product showrooms, upscale residential foyers, kitchens, baths, bedrooms, family rooms and studies.

Low heat generation from small-scale LED lamp strips makes **Flex-Up** ideal for space-restricted applications and heat-sensitive product displays or areas. Low power draw and exceptionally long 50,000- to 100,000-hour operating life make **Flex-Up** well-suited for virtually *any* indoor application where extreme energy efficiency, lighting performance, installation flexibility, and little or no routine maintenance, are sought-after benefits.

JESCO Debuts Flex-Up . . . page 2

Flex-Up may be specified in 30-ft. lengths, with thirty plug-in sections per reel, as a continuous run. Eighteen LEDs per 11.75-inch section, 540 per 30-ft. roll. Field cuttable and retrofittable to existing incandescent strip-lighting installations.

Product Description: **Flex-Up** represents the state-of-the-art in LED flexibility. It uses a special-design flexible LED circuit board, 1/8-inch high, containing LED lamps every 5/8-inch on bendable lamp contacts. Light output on the RGB model can be programmed to match Pantone® PMS colors, for lighting sophistication. The LED single-color model is dimmable.

Stable voltage and constant current technology for the LED Drivers ensure consistent illumination levels. Mounting channels have clear dust covers or opaque lensing options. Light strips mount end to end for bendable patterns or continuous rows.

Construction & Finishes: **Flex-Up** is constructed from durable, high-temperature, non-yellowing extruded circuit boards and mounting channels. **Flex-Up** meets UL and CUL standards; is CE listed, has an IP44-Class II rating, is lead free.

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.

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