

THERE'S MORE TO A FLASHLIGHT THAN YOU THINK!



Having the information to talk intelligently about them is critical to you making the sale. The next few pages will help you with the different terminology used when talking about flashlights and what it all really means.

What are the different bulbs that are available in flashlights?

Incandescent: Manufactured in wide range of sizes, light output and voltage ratings. Widely used in household and commercial lighting. Less efficient than other types of lighting.

LED (Light Emitting Diode): Manufactured in wide range of sizes, light output and voltage ratings. Widely used in household and commercial lighting. Less efficient than other types of lighting.

CREE: Super bright and wide beam. Visible long distances (football field length). Will burn for 100,000 hours. Beacon has entered into an Ingredient Branding and Trademark License agreement with Cree, Inc. to brand their portfolio of products.

COB (Chip on Board): New technology of LED lighting. Multiple LED chips are packaged together as one lighting module. Designed to use less energy and has better temperature management. Bulb span is 40,000 to 50,000 hours.

What is LumaStrong™?

Answer: It is Beacon's brand of Cree® flashlights. All of our catalogs and flyers, product packaging and the website carry the LumaStrong™ logo.

LUMASTRONG
by Beacon*

What is a Lumen?

Answer: It is a standard measure used to describe how much light is contained in a certain area. One lumen is equal to the amount of light a candle lets fall on 1 square foot of area, 1 foot away. The common range is 10 to 1200 lumens. The minimal number of lumens for brightness is 10 lumens with 30 lumens being bright enough for most common uses of a flashlight.

What are Watts?

Answer: The number of watts represents the power consumed by a bulb. There is no relation between watts and lumens and you should not use watts when comparing the brightness of flashlights.

