



whitepapers
by Beacon®

Flashlights

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.



What is the ANSI FL-1 Standard?

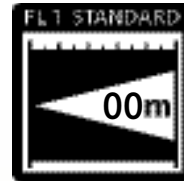
Answer: The American National Standards Institute published a standard called the ANSI FL-1 Flashlight Basic Performance Standard. This testing spells out specific testing and reporting methods for the portable lighting industry. This testing is not required, but Beacon has chosen to follow it so customers can be confident in the quality of the flashlight they are receiving. All tests are done through an internationally accredited laboratory that is a leader in quality, health, safety, and environmental management systems. Beacon flashlights are tested for distance, lumens and impact resistance.

What is tested in the ANSI FL-1 Standards testing?

Answer: Beam distance, Impact Resistance, Run Time, Light Output, Water Resistance, Water Proof and Submersible. Beacon is not testing all of these items. We are testing distance, lumens and the impact resistance.

Why do we test for ANSI FL-1 Standards?

Answer: It gives standards so that the customer can be confident in the quality of the flashlight they are receiving.



What is Beam Distance?

Answer: The distance, measured in meters, at which the light projects a useful amount of light, measured at 0.25 lux. (0.25 lux is approximately the equivalent of light emitted from a full moon "on a clear night in an open field.")



What is Light Output?

Answer: Total light output measured in Lumens. Lumens have become the most commonly used unit of measure for total light output in portable lighting devices.



What is Impact Resistance?

Answer: The height, measured in meters, from which the light can be dropped onto cured concrete and still work properly. This testing is completed by dropping the product (6) times using drop orientations that approximate each side of a cube. Dropped samples cannot have any visible cracks or breaks and must remain fully functional. The product must meet a minimum of (1) meter to receive this rating.



FLASHLIGHT ADVERTISING



Who advertises on flashlights?

Answer: With the universal appeal and varying price points you see ads for a lot of markets; agriculture, automotive, colleges, construction, energy, financial, the great outdoors, law enforcement, real estate, travel industry and so many more!

Where are flashlights used?

Garage: Magnet for hands-free use, bendable to offer lighting in nooks and grannies, magnet end to pick up small metal objects, square so it won't roll away.

Purse or Backpack: Compact in size, but powerful light.

Camping: Hooks for hanging, magnetic for attaching to camper.

Automobile: Magnet for attaching to vehicle, powerful light, safety strobe lights, defense bezel.

Home: Utility room, under furniture, behind appliances.

What is a defense bezel?

Answer: It is a sharp edge on the head of the flashlight that will aid in defending yourself from an attacker.

My customer has a flashlight that I can't find anywhere. Can you do a custom order?

Answer: Yes, with our Beacon World Import Program. We will need a sample or a picture of the item along with quantity, size, color, imprint colors, imprint location, same ad on all or change of copy, material, packaging and shipping location. With this information we get a quote from our overseas vendor. Quotes are usually done within 24-48 hours.

