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Smashray Unveils New Long-Lasting, Cost-Effective LED Lighting

Maumee, Ohio, Oct. 2, 2010 – A new ray of light is shining on architectural and commercial lighting with Smashray Ltd.'s introduction of its V-LUXA® LED Series at the 2010 National Electrical Contractors Association Convention and Trade Show, Oct. 2-5, Boston. You can see Smashray's products at NECA booth 313.

The V-LUXA Series is a single-unit LED conversion solution for fluorescent fixtures. Its self-contained, compact design means each unit can be installed in less than 10 minutes, with virtually no rewiring. American-made, V-LUXA units offer 50-75% energy savings compared to fluorescent tubes, and have zero maintenance costs.

"LED lighting is well-recognized for being superior in cost and energy efficiency, compared to fluorescent lighting," said Kari Strausbaugh, LEED AP, president of Smashray Ltd., Maumee, Ohio.

"What makes the V-LUXA Series different is our unique patented design that provides the best heat dissipation of any LED retrofit lighting product on the market today. This superior heat dissipation ensures a life expectancy of 100,000 hours," she added.

Smashray's products have been installed in several locations across the country, including hospitals, office buildings and universities. One location was the Miami Valley Communications Council office, Centerville, Ohio. MVCC is a municipal communications and technology organization representing eight member cities.

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According to Rich Larue, MVCC chief engineer, "The installation was extremely simple and took around seven minutes per fixture. The lights look great and we achieved a 73% energy savings versus the T-12 fluorescents that we replaced."

The V-LUXA Series has undergone IESNA LM-79 testing, carries the ETL Mark and conforms to UL standards.

Smashray Ltd., with headquarters and manufacturing operations in Maumee, Ohio, U.S.A., develops cost-saving, energy-efficient interior LED lighting solutions. The company is a member of the U.S. Green Building Council and the Canada Green Building Council. For more information, visit <http://www.smashray.com/> or contact Smashray Ltd. directly at (877) 860-2440 or sales@smashray.com.

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