



# ULTRABRIGHT™

## LED LIGHT STRIPS

Design Series  
High CRI Series  
Architectural Series  
Industrial Series

Our powerful **UltraBright™** Series offers long lasting, superior quality lighting for the most demanding applications. Choose these brilliant lights for signs, storefronts, bridges, or any other space that calls for the best and brightest.

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## PROJECT IDEAS



# The Flexfire LEDs Difference

Flexfire LEDs manufactures with the highest grade thermal performing LEDs and flexible circuit boards, resulting in better performing and longer lasting products. Our UL Listed **UltraBright™** LED strip lights are among the brightest found on the market today, producing significantly more lumen per foot than competing brands.

Choose between our Design Series, High CRI Series, Architectural Series, or Industrial Series to experience the Flexfire LEDs difference for yourself. We are able to manufacture all of our series in 12V or 24V depending on your project's requirements.

## BRIGHTNESS OPTIONS

### Design Series

|               |    |
|---------------|----|
| Warm White    | WW |
| Natural White | NW |
| Bright White  | BW |

### High CRI Series

|               |    |
|---------------|----|
| Warm White    | WW |
| Natural White | NW |
| Bright White  | BW |

### Architectural Series

|               |    |
|---------------|----|
| Warm White    | WW |
| Natural White | NW |
| Bright White  | BW |

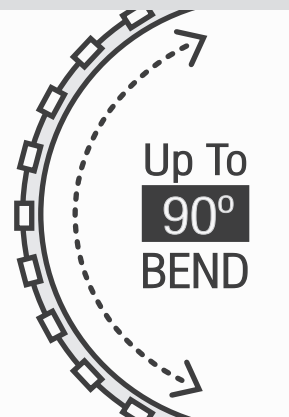
### Industrial Series

|               |    |
|---------------|----|
| Warm White    | WW |
| Natural White | NW |
| Bright White  | BW |

## STRIP ABILITIES



CUTTABLE



Up To  
90°  
BEND

with 3M  
Adhesive  
Backing

## DIMMING CONTROLS

### Lutron® Wall Dimmers

*Not Compatible with  
Color Changing Series*



### Wireless Dimmers

*Pulse-Width  
Modulation (PWM)*



## POWER SUPPLIES

### Zurik™ LED Dimmable Driver

*Magnetic Low  
Voltage (MLV)*



### Plug-In Power Supply





Packed with 600 "3014" type LED chips per reel, the Design Series produces more than 6,000 lumens and is perfect for home installations, restaurants/bars, and other intimate spaces.

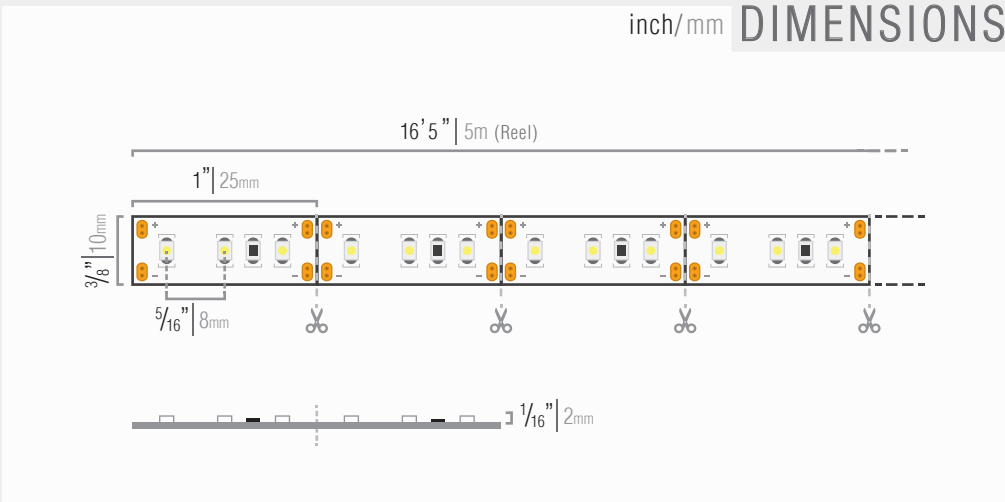
# DESIGN SERIES

12V or 24V

TECHNICAL DETAILS

All figures below represent the 12V version

|                      |                                  |                                                                                                                                                                                                     |
|----------------------|----------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Power Out            | 12 Volts (24V via special order) | <div><div><div><div></div><div>UL</div><div>US</div></div><div>LISTED</div><div>UL File #E362522</div></div><div><div><div></div><div>RoHS</div><div>COMPLIANT</div></div></div><div>CE</div></div> |
| Maximum Run Length   | 16 feet, 5 inches in Series      |                                                                                                                                                                                                     |
| Cuttable             | Yes, every 3 chips (1 inch)      |                                                                                                                                                                                                     |
| Lead/Mercury Content | None                             |                                                                                                                                                                                                     |
| UV/IR Radiation      | None                             |                                                                                                                                                                                                     |
| Warranty             | 3 years                          |                                                                                                                                                                                                     |
| Reel                 | 16ft 5in (5m)                    |                                                                                                                                                                                                     |
| Dimmable             | Yes, 0 - 100% dimmable           |                                                                                                                                                                                                     |
| Installation         | 3M brand adhesive on back        |                                                                                                                                                                                                     |
| LED Lifespan         | 50,000 hours                     |                                                                                                                                                                                                     |
| Outdoor Options      | IP65 available by the reel       |                                                                                                                                                                                                     |



| TECHNICAL SPECS |           | Warm White        | Natural White     | Bright White      |
|-----------------|-----------|-------------------|-------------------|-------------------|
| REEL            | Model     | UB-DS-WW-12V-REEL | UB-DS-NW-12V-REEL | UB-DS-BW-12V-REEL |
|                 | LED Chips | 600               | 600               | 600               |
|                 | Lumens    | 6,000             | 6,600             | 7,500             |
|                 | Watts     | 72                | 72                | 72                |
|                 | Amps      | 6                 | 6                 | 6                 |
| FOOT            | Model     | UB-DS-WW-12V-FOOT | UB-DS-NW-12V-FOOT | UB-DS-BW-12V-FOOT |
|                 | LED Chips | 36                | 36                | 36                |
|                 | Lumens    | 366               | 402               | 457               |
|                 | Watts     | 4.4               | 4.4               | 4.4               |
|                 | Amps      | 0.37              | 0.37              | 0.37              |
| Color Temp.*    |           | ≈2900K            | ≈4200K            | ≈6250K            |
| LED Chip Type   |           | 3014 SMD          | 3014 SMD          | 3014 SMD          |
| Voltage         |           | 12v DC            | 12v DC            | 12v DC            |
| Beam Angle      |           | 120°              | 120°              | 120°              |
| CRI             |           | 80+ CRI           | 80+ CRI           | 80+ CRI           |

SAFETY INFORMATION

- Please use an electrician for installation and/or any electrical work.
- The strip and its components cannot be mechanically pressed.
- Be sure to check for correct electrical polarity.
- Pay attention to electrostatic discharge (ESD) precautions during assembly.
- Ensure that the power supply is capable of handling the total load; failure to do so may cause damage to the LEDs and/or the driver.

STORAGE CONDITIONS

- The LEDs should be kept at ≤ 86° F and ≤ 70% RH.
- When storing the LEDs use moisture proof packaging with absorbent silica gel packets.

\*We always use LEDs from the same bin to ensure visual color accuracy. Actual color temperature (CCT) may slightly vary.



CRI 70



CRI 95

To achieve an attractive, natural appearance with your LED lighting installation, it's important to assess the CRI of the products you're considering.

High CRI lighting renders the most beautiful, natural-looking color possible, with all the environmental and energy-saving benefits that come with our high quality LED products.

# HIGH CRI SERIES

12V or 24V

# TECHNICAL DETAILS

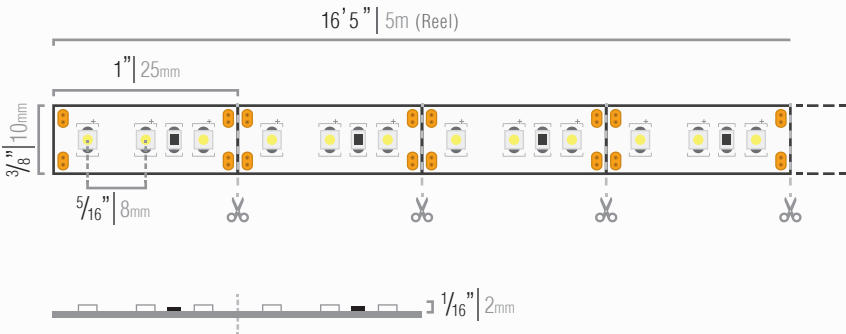
All figures below represent the 12V version

Power Out  
Maximum Run Length  
Cuttable  
Lead/Mercury Content  
UV/IR Radiation  
Warranty  
Reel  
Dimmable  
Installation  
LED Lifespan  
Outdoor Options

12 Volts (24V via special order)  
16 feet, 5 inches in Series  
Yes, every 3 chips (1 inch)  
None  
None  
3 years  
16ft 5in (5m)  
Yes, 0 - 100% dimmable  
3M brand adhesive on back  
36,000 hours  
IP65 available by the reel



## inch/mm DIMENSIONS



### TECHNICAL SPECS

|               |           | Warm White         | Natural White      | Bright White       |
|---------------|-----------|--------------------|--------------------|--------------------|
| REEL          | Model     | UB-CRI-WW-12V-REEL | UB-CRI-NW-12V-REEL | UB-CRI-BW-12V-REEL |
|               | LED Chips | 600                | 600                | 600                |
|               | Lumens    | 6,609              | 7,380              | 7,485              |
|               | Watts     | 96                 | 96                 | 96                 |
|               | Amps      | 8                  | 8                  | 8                  |
| FOOT          | Model     | UB-CRI-WW-12V-FOOT | UB-CRI-NW-12V-FOOT | UB-CRI-BW-12V-FOOT |
|               | LED Chips | 36                 | 36                 | 36                 |
|               | Lumens    | 402                | 450                | 456                |
|               | Watts     | 5.8                | 5.8                | 5.8                |
|               | Amps      | 0.49               | 0.49               | 0.49               |
| Color Temp.*  |           | ≈2900K             | ≈4200K             | ≈6250K             |
| LED Chip Type |           | 3020 SMD           | 3020 SMD           | 3020 SMD           |
| Voltage       |           | 12v DC             | 12v DC             | 12v DC             |
| Beam Angle    |           | 120°               | 120°               | 120°               |
| CRI           |           | 93+ CRI            | 93+ CRI            | 93+ CRI            |

\*We always use LEDs from the same bin to ensure visual color accuracy. Actual color temperature (CCT) may slightly vary.

CRI, or Color Rendering Index, is a numeric index from 0-100 that indicates how well any given light source renders natural-looking color. Light bulbs, tubes, or strips that measure greater than 90 are generally considered “High CRI”, while those that measure 50-70 or below are often considered harsh or artificial.

### SAFETY INFORMATION

- Please use an electrician for installation and/or any electrical work.
- The strip and its components cannot be mechanically pressed.
- Be sure to check for correct electrical polarity.
- Pay attention to electrostatic discharge (ESD) precautions during assembly.
- Ensure that the power supply is capable of handling the total load; failure to do so may cause damage to the LEDs and/or the driver.

### STORAGE CONDITIONS

- The LEDs should be kept at ≤ 86° F and ≤ 70% RH.
- When storing the LEDs use moisture proof packaging with absorbent silica gel packets.



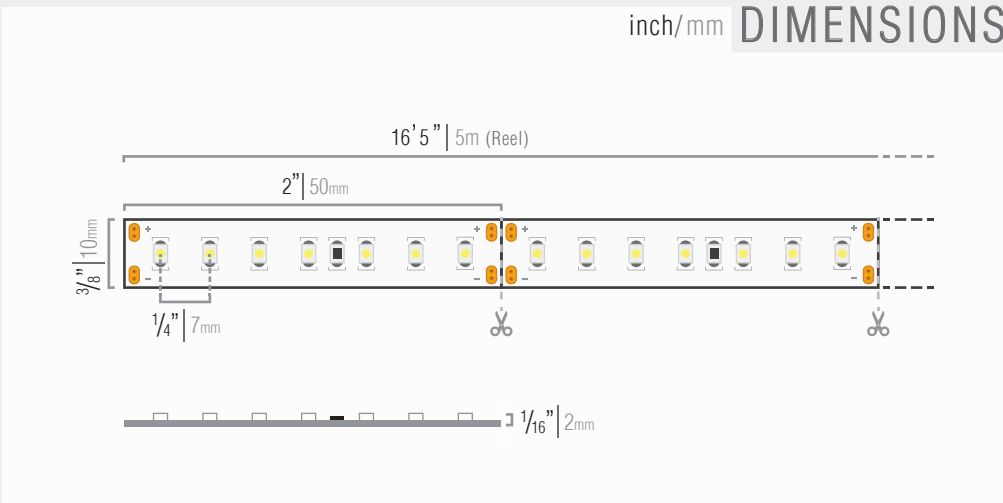
Our Architectural Series includes 700 "3014" LED chips, a step up in overall brightness that is well suited for kitchens, offices, or larger spaces that require specific task lighting.

# ARCHITECTURAL 12V or 24V SERIES

TECHNICAL DETAILS

All figures below represent the 24V version

|                      |                                  |                                                                                                                                                                                                     |
|----------------------|----------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Power Out            | 24 Volts (12V via special order) | <div><div><div><div></div><div>UL</div><div>US</div></div><div>LISTED</div><div>UL File #E362522</div></div><div><div><div></div><div>RoHS</div><div>COMPLIANT</div></div></div><div>CE</div></div> |
| Maximum Run Length   | 32 feet, 10 inches in Series     |                                                                                                                                                                                                     |
| Cuttable             | Yes, every 7 chips (2 inch)      |                                                                                                                                                                                                     |
| Lead/Mercury Content | None                             |                                                                                                                                                                                                     |
| UV/IR Radiation      | None                             |                                                                                                                                                                                                     |
| Warranty             | 3 years                          |                                                                                                                                                                                                     |
| Reel                 | 16ft 5in (5m)                    |                                                                                                                                                                                                     |
| Dimmable             | Yes, 0 - 100% dimmable           |                                                                                                                                                                                                     |
| Installation         | 3M brand adhesive on back        |                                                                                                                                                                                                     |
| LED Lifespan         | 50,000 hours                     |                                                                                                                                                                                                     |
| Outdoor Options      | IP65 available by the reel       |                                                                                                                                                                                                     |



| TECHNICAL SPECS |           | Warm White        | Natural White     | Bright White      |
|-----------------|-----------|-------------------|-------------------|-------------------|
| REEL            | Model     | UB-AS-WW-24V-REEL | UB-AS-NW-24V-REEL | UB-AS-BW-24V-REEL |
|                 | LED Chips | 700               | 700               | 700               |
|                 | Lumens    | 7,225             | 7,730             | 8,510             |
|                 | Watts     | 84                | 84                | 84                |
|                 | Amps      | 3.5               | 3.5               | 3.5               |
| FOOT            | Model     | UB-AS-WW-24V-FOOT | UB-AS-NW-24V-FOOT | UB-AS-BW-24V-FOOT |
|                 | LED Chips | 42                | 42                | 42                |
|                 | Lumens    | 441               | 471               | 519               |
|                 | Watts     | 5.1               | 5.1               | 5.1               |
|                 | Amps      | 0.21              | 0.21              | 0.21              |
| Color Temp.*    |           | ≈2900K            | ≈4200K            | ≈6250K            |
| LED Chip Type   |           | 3014 SMD          | 3014 SMD          | 3014 SMD          |
| Voltage         |           | 24v DC            | 24v DC            | 24v DC            |
| Beam Angle      |           | 120°              | 120°              | 120°              |
| CRI             |           | 80+ CRI           | 80+ CRI           | 80+ CRI           |

\*We always use LEDs from the same bin to ensure visual color accuracy. Actual color temperature (CCT) may slightly vary.

SAFETY INFORMATION

- Please use an electrician for installation and/or any electrical work.
- The strip and its components cannot be mechanically pressed.
- Be sure to check for correct electrical polarity.
- Pay attention to electrostatic discharge (ESD) precautions during assembly.
- Ensure that the power supply is capable of handling the total load; failure to do so may cause damage to the LEDs and/or the driver.

STORAGE CONDITIONS

- The LEDs should be kept at ≤ 86° F and ≤ 70% RH.
- When storing the LEDs use moisture proof packaging with absorbent silica gel packets.



Flexfire LEDs Industrial Series Strip Lights feature an unprecedented 600 "2835" LED chips per reel, delivering up to 14,455 lumens to be among the brightest LED strip lights found on the market today. These are used for commercial and industrial applications such as aerospace, manufacturing, heavy machinery, warehouses, or anywhere that needs the ultimate high quality brightness.

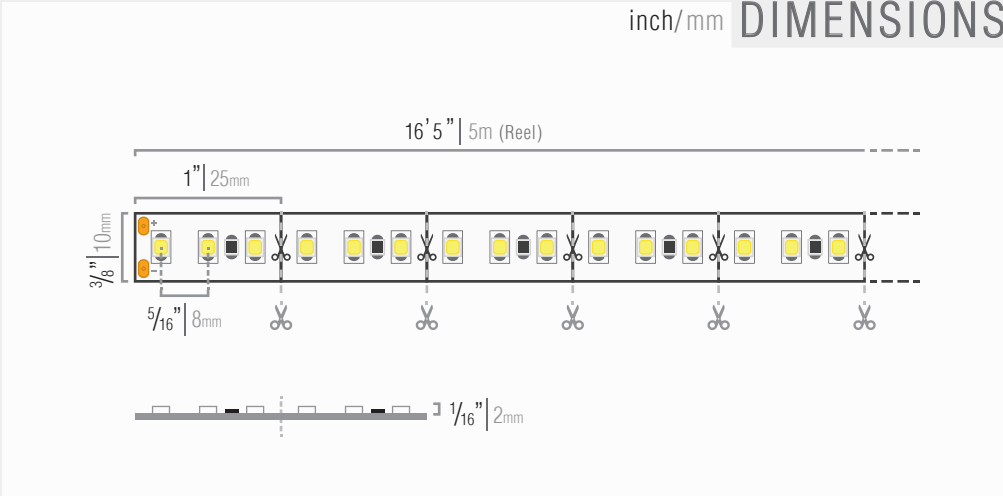
# INDUSTRIAL SERIES

12V or 24V

TECHNICAL DETAILS

All figures below represent the 12V version

|                      |                                  |                                                                                                                                                                                                     |
|----------------------|----------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Power Out            | 12 Volts (24V via special order) | <div><div><div><div></div><div>UL</div><div>US</div></div><div>LISTED</div><div>UL File #E362522</div></div><div><div><div></div><div>RoHS</div><div>COMPLIANT</div></div></div><div>CE</div></div> |
| Maximum Run Length   | 10 feet in Series                |                                                                                                                                                                                                     |
| Cuttable             | Yes, every 3 chips (1 inch)      |                                                                                                                                                                                                     |
| Lead/Mercury Content | None                             |                                                                                                                                                                                                     |
| UV/IR Radiation      | None                             |                                                                                                                                                                                                     |
| Warranty             | 3 years                          |                                                                                                                                                                                                     |
| Reel                 | 16ft 5in (5m)                    |                                                                                                                                                                                                     |
| Dimmable             | Yes, 0 - 100% dimmable           |                                                                                                                                                                                                     |
| Installation         | 3M brand adhesive on back        |                                                                                                                                                                                                     |
| LED Lifespan         | 36,000 hours                     |                                                                                                                                                                                                     |
| Outdoor Options      | Not Available                    |                                                                                                                                                                                                     |



| TECHNICAL SPECS |           | Warm White      | Natural White   | Bright White    |
|-----------------|-----------|-----------------|-----------------|-----------------|
| REEL            | Model     | IUB-WW-12V-REEL | IUB-NW-12V-REEL | IUB-BW-12V-REEL |
|                 | LED Chips | 600             | 600             | 600             |
|                 | Lumens    | 12,415          | 14,455          | 14,335          |
|                 | Watts     | 146             | 146             | 146             |
|                 | Amps      | 12              | 12              | 12              |
| FOOT            | Model     | IUB-WW-12V-FOOT | IUB-NW-12V-FOOT | IUB-BW-12V-FOOT |
|                 | LED Chips | 36              | 36              | 36              |
|                 | Lumens    | 757             | 881             | 874             |
|                 | Watts     | 8.9             | 8.9             | 8.9             |
|                 | Amps      | 0.74            | 0.37            | 0.37            |
| Color Temp.*    |           | ≈2900K          | ≈4200K          | ≈6250K          |
| LED Chip Type   |           | 2835 SMD        | 2835 SMD        | 2835 SMD        |
| Voltage         |           | 12v DC          | 12v DC          | 12v DC          |
| Beam Angle      |           | 120°            | 120°            | 120°            |
| CRI             |           | 80+ CRI         | 80+ CRI         | 80+ CRI         |

\*We always use LEDs from the same bin to ensure visual color accuracy. Actual color temperature (CCT) may slightly vary.

SAFETY INFORMATION

- Please use an electrician for installation and/or any electrical work.
- The strip and its components cannot be mechanically pressed.
- Be sure to check for correct electrical polarity.
- Pay attention to electrostatic discharge (ESD) precautions during assembly.
- Ensure that the power supply is capable of handling the total load; failure to do so may cause damage to the LEDs and/or the driver.
- This strip must be adhered to a heat sync to ensure full lifespan.

STORAGE CONDITIONS

- The LEDs should be kept at ≤ 86° F and ≤ 70% RH.
- When storing the LEDs use moisture proof packaging with absorbent silica gel packets.



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