

FOR IMMEDIATE RELEASE:
Jan. 14, 2016
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MEDIA ADVISORY

Optronics Publishes Comprehensive New 2016 Vehicle Lighting Catalog, Expands Its Lifetime Warranty Covering All LED Lamps

Industry-leading no-hassle, single-diode warranty policy enhances value of all LED lamps among the 3,400 available products in Optronics' new 308-page catalog.

TULSA, Okla., USA (Jan. 14, 2016) — [Optronics International](#), a leading manufacturer and supplier of heavy-duty LED vehicle lighting, announced the release of its new 2016 Lighting Products Catalog today. The redesigned catalog features 400 new products and more than 3,400 total SKUs. The entire 308-page document is also available on the Optronics website as an [interactive, searchable PDF](#).

The company also declared an expansion of its unique no-hassles, one-diode warranty policy that will now cover all LED lamps being sold by Optronics, including all LED headlamps, LED work lamps and its venerable Panelite Millennium Series. The warranty guarantees that if even one diode fails during the course of a lamp's operation, Optronics will replace that lamp with a new one.

Since its last product catalog was released in 2014, Optronics has been prolific with its introduction of new and innovative LED products. Among the new offerings is the innovative, LampLock LED anti-theft stop, tail, turn and marker/clearance lamps; ONE LED single-diode line, high-style GloLight line; Fusion LED combination tail and backup lamps and Opti-Brite work lamps.

Optronics continues to meet the needs of its industry with products like its LampLock LED stop, tail, turn and marker/clearance lamps, which are easy to install and impossible to steal. LampLock was inspired by the [Lighting Theft and Avoidance Task Force of the Intermodal Association of North America \(IANA\)](#), formed to address member concerns about the costs associated with lamp replacement, repairs, vehicle downtime and related CSA violations.

The catalog also includes 63 products within Optronics' ONE LED single-diode line, including new tail, backup and RV lamp applications. Optronics' ONE LED lamps cost just twice the price of inexpensive incandescent lamps, but provide the equivalent of 50 times the service life.

“Optronics continues to set the pace for innovation, diversity and choice within the vehicle lighting industry, and the marketplace is responding,” Brett Johnson, president and CEO of Optronics International, said. “The new products we've introduced in just the last three years now represent 20 percent of our overall sales.”

In the 2016 catalog, Optronics is also highlighting expansions within a number of well-established product lines. The GloLight line features 10 new products, including an E-rated oval mid-ship turn and intermediate marker lamp. Unique GloLight pedestal lamps are also part of the standard lighting equipment package on the Kenworth Icon 900.

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Optronics also expanded its line of Fusion LED combination stop, tail, turn and backup lamps. The original nine-inch oval combo lamp, introduced in 2014, is now available in four-inch round and six-inch oval formats and with grommet- and flange-mount models that will fit virtually any standard lighting application.

New white LED lighting products are also represented in abundance in the new catalog. Optronics broadened its highly price-competitive Opti-Brite work lamp line by eight products, including a new super-bright miniature work lamp. 29 other new white LED products ran the gambit across interior/exterior area lighting, as well as back-up and license plate lamps.

“The expansion of our no-hassles single-diode warranty policy significantly increases the value of every LED lighting product in our new catalog,” Marcus Hester, vice president of sales and marketing for Optronics International, said. “There is not a better lighting company nor a better lighting value in the vehicle lighting marketplace.”

The new catalog is scheduled to begin shipping on or about Jan. 20, 2016 and is available now as an interactive, searchable PDF on the company’s website.

“Optronics is dedicated to delivering better value, better options and better lighting to the vehicle lighting marketplace,” Johnson said. “The price competitiveness, diverse lighting alternatives and stellar product quality represented in our new 2016 catalog underscore our resolve to meet our objectives.”

Optronics has made a total commitment to designing and manufacturing corrosion-resistant LED lighting products, and 85 percent of the products in the new catalog are produced using solid-state, surface-mount device (SMD) technology. LED lamps using SMD are so resilient, they can continue to function even if their circuit board is completely submerged in water.

Optronics products are available in the U.S. and Canada through the company’s extensive [distribution network](#) of more than 12,000 convenient distribution locations. Users can access individual Optronics distributor websites by simply clicking on their logo icons. For information on international sales and distribution of Optronics products, please contact Dorian Drake at +1 (914) 697-9800, or visit <http://doriandrake.com>.

To access the entire 308-page document as an interactive, searchable PDF, please visit: http://www.optronicsinc.com/portals/0/PDFs/OEM2016-2017_Catalog.pdf

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About Optronics

As the fastest-growing vehicle lighting manufacturer in the U.S., Optronics International attributes its success to delivering better value, better options and better lighting to its customers. Founded in 1972, Optronics International is a premier worldwide manufacturer and supplier of branded industrial and commercial vehicular safety lighting products. The company specializes in interior and exterior LED and incandescent lighting for the marine, RV, trailer, HD and transit vehicle markets. The Optronics product catalog is among the most extensive in the industry. Optronics is headquartered in Tulsa, Oklahoma and has an ISO/TS 16949:2009 certified manufacturing facility in Annan District, Tainan, Taiwan. The company also has ISO 9001:2008 certified distribution facilities in Muskogee, Oklahoma and Goshen, Indiana, as well as distribution through its location in Ontario, Canada. Learn more at <http://www.optronicsinc.com>.

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