

**FOR IMMEDIATE RELEASE:**  
Aug. 23, 2016  
Website: <http://www.optronicsinc.com>

**MEDIA CONTACT: Rick Ashley**  
**EMAIL: [rashley@octanevtm.com](mailto:rashley@octanevtm.com)**  
Octane<sup>VTM</sup> (317) 920-6105

## **MEDIA ADVISORY**

### **Optronics Unveils Family of Nine Super-Premium LED Directional Warning Lights with Lifetime Warranties**

*Optronics' new white and amber LED Directional Warning Lights feature 12 flash patterns, are IP67 rated, incorporate SMD technology and will set a new industry standard for durability.*

TULSA, Okla., USA (Aug. 23, 2016) — [Optronics International](#), a leading manufacturer and supplier of heavy-duty LED vehicle lighting, introduced its first line of LED Directional Warning Lights today. The family of nine white and amber directional warning lamps was designed with flexibility, performance and durability in mind.

The new lamps meet SAE J845 Class II standards and are designed for use on work trucks, maintenance and service vehicles, and to warn of traffic hazards such as a lane blockage or slow-moving vehicles. Lamp failure is commonplace in the directional warning light category, where operational environments are often severe and excessive heat, dirt, dust, moisture and vibration are the norm.

“The field performance characteristics for existing directional warning lamps are less than stellar,” Brett Johnson, president and CEO of Optronics International, said. “We’ve engineered lamps with superior quality, that will live up to the challenges they will encounter. Each of our nine new LED Directional Warning Lights carries a lifetime warranty and each has an IP67 rating, designating their suitability for the hot, wet and dusty environments they’re likely to encounter.”

The lamps all feature tough polycarbonate lenses that are sonically welded and watertight. Their IP67 rating designates the lamps as highly resistant to water and particulate ingress. The lamps employ a solid-state, surface-mount device (SMD) design that guards electronic components against moisture, shock and vibration.

In practical terms, the new lamps are built tougher than competing products and are capable of lasting the life of the vehicles they serve. Like all LED products from Optronics, all nine of the new LED Directional Warning Lights come with no-hassle, one-diode lifetime warranty protection that will replace the lamp if even one diode fails.

“With our one-diode lifetime warranty program, we put our money where our mouth is,” Marcus Hester, vice president of sales and marketing for Optronics International, said. “Fleets contemplating new vehicle purchases and maintenance directors charged with lamp replacement tasks should consider our low cost of entry and even lower cost of maintenance when choosing vehicle lighting.”

- MORE -

The lamps each feature 12 sync-capable flash patterns. Flash patterns include: random, steady, single, mega, double, triple, quad, quint, 8-flash, single-quad, single high/low and single-triple-quint.

The nine models include surface-mounting and recessed mounting solutions, as well as a light bar design with an aluminum housing. Optronics LED Directional Warning Light part numbers include: SLL22, SLL51, SLL80 and SLL81 in white and amber, and the SLL60 offered in amber only. The new lamps are expected to be available on or about Sept. 1, 2016.

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 high-resolution product images of the new LED Directional Warning Lights, please visit:

<http://www.optronicsinc.com/RESOURCES/ImageGalleries/LEDWarningGallery.aspx>

To view a catalog of the complete family of LED Directional Warning Lights, please visit:

[http://www.optronicsinc.com/portals/0/PDFs/Directional\\_Warning\\_Light\\_Brochure\\_1.5.pdf](http://www.optronicsinc.com/portals/0/PDFs/Directional_Warning_Light_Brochure_1.5.pdf)

To view a video outlining the features, advantages and benefits of Optronics' new family of LED Directional Warning Lights, please visit:

[http://www.optronicsinc.com/portals/0/media/LED\\_DirectWarning\\_v1.3.mp4](http://www.optronicsinc.com/portals/0/media/LED_DirectWarning_v1.3.mp4)

- END -

### **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, with additional manufacturing capabilities in Muskogee, Oklahoma. The company has an ISO 9001:2008 certified distribution facility in Goshen, Indiana, as well as distribution through its location in Ontario, Canada. Learn more at <http://www.optronicsinc.com>.