

FOR IMMEDIATE RELEASE:
Sept. 29, 2020
Website: <http://www.optronicsinc.com>

MEDIA CONTACT: Rick Ashley
EMAIL: rashley@octanevtm.com
Octane^{V™} (317) 920-6105

MEDIA ADVISORY

Optronics Unveils Modular LED Strip Light That Can Snap Together, Forming Almost 7 Feet of Continuous Illumination

Optronics' Modular LED Strip Light mounts almost anywhere, has a finished look, comes in 17.25-inch modules, and delivers a sustained and uniform beam pattern along its length.

TULSA, Okla., USA (Sept. 29, 2020) — [Optronics International](#), a leading manufacturer of vehicle harnesses, electronic control systems and LED lighting for the global transportation industry, announced the introduction of its new Modular LED Strip Light model ILL23CB today. The versatile new light is 17.25 inches long and only 0.75 inches thick and can be mated together to form a solid, linear light source measuring 6.939 feet in length. Its design makes it easy to install, even in corners, and its automotive styling and end caps give the light a clean, finished look.

LED strip lights on vehicles have become more and more ubiquitous as their designs have advanced. However, the lamps are generally engineered for independent applications, and if multiple lamps are used together, each must be wired in a sequence, or “daisy-chained” together. The wiring process can be tedious and time consuming and often leaves the finished application looking cobbled together.

Optronics' Modular LED Strip Light is designed for total adaptability and can be used in virtually any interior environment. Individual lamps have a streamlined ABS housing with an integrated acrylic lens and require just two fasteners for surface mounting.

Each lamp comes with a power cap on one end and trim finish cap on the other. Both caps are detachable, revealing modular connecting ports that enable up to six of the lamps to plug together, giving the resulting lamp configuration a long, clean, seamless look.

“Our Modular LED Strip Light offers total installation versatility and looks great no matter which length is selected,” Marcus Hester, vice president of sales and marketing for Optronics International, said. “Its intelligent design is rivaled only by 6,000 K daylight brightness, providing almost 7 linear feet of seamless LED illumination.”

The lamp's optical characteristics create a broad, smooth, even beam pattern that can illuminate large areas. Each 18-diode lamp packs 880 raw lumens and delivers 730 effective lumens.

The lamps are perfect for ceiling and corner-mount applications. Their low profile makes them less vulnerable to strikes by cargo and loading equipment, and their nearly 7-foot length makes them particularly suitable for lighting the long and narrow spaces inside vehicles. The interior lamps are rugged enough to be used on a variety of commercial vehicles and stylish enough to be used on consumer vehicles, including RVs.

- MORE -

The Modular LED Strip Light power caps are suitable for hardwired installation, and the multi-volt lamps accommodate both 12-volt and 24-volt vehicle electrical systems. One power cap is capable of powering up to six connected lamps.

The Modular LED Strip Light model ILL23CB is available for immediate shipping. Like all LED products from Optronics, these lamps come with the company's no-hassle, one-diode lifetime warranty protection that will replace the lamp if even one diode fails.

“Our engineers took a good hard look at vehicle strip lighting,” Hester said. “They designed out the weaknesses they found and designed in new advantages that others simply hadn't thought of. The resulting innovations of our new modular strip light speak for themselves.”

Optronics products are available in the U.S. and Canada through the company's extensive [distribution network](#) of more than 20,000 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 view high-resolution product images and a video of the new Modular LED Strip Light model ILL23CB, please visit <http://www.optronicsinc.com/RESOURCES/ImageGalleries/ILL23Gallery.aspx>.

- END -

About Optronics

As the fastest-growing vehicle lighting and harness 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 and premium, custom electrical wiring harnesses for commercial vehicle applications. The company specializes in electrical system and harness design and interior and exterior LED and incandescent lighting for heavy-duty on- and off-highway vehicles, armored couriers, light- to medium-duty trailers, specialized vocational equipment, transit vehicles, RVs and marine equipment. The company's patented USA-PLUS system provides the most advanced molded harness connections available in the market. The Optronics product catalog is among the most extensive in the industry. Optronics is headquartered in Tulsa, Oklahoma, and it has an IATF 16949 certified manufacturing facility in Annan District, Tainan, Taiwan. The company also has a plant in Winnsboro, Texas, and ISO 9001:2015 certified manufacturing and distribution facilities in Muskogee, Oklahoma, and Goshen, Indiana. Learn more at <http://www.optronicsinc.com>.