

LED bulb breaks \$10 price barrier



Cree introduces a series of LED bulbs at a retail price point that gives consumers a reason to switch to LED lighting. The new bulbs shine as brightly as comparable incandescents while saving 84 percent of the energy compared to traditional bulbs. The Cree LED bulbs are backed by a 10-year limited warranty and available exclusively at The Home Depot.

The innovative bulb is illuminated by Cree LED Filament Tower Technology and provides a compact optically balanced light source within a real glass bulb to deliver consumers the warm light they love and want. Boasting a shape that looks like a traditional light bulb, Cree LED bulbs can be placed in most lighting fixtures in the home. The new Cree LED bulb is designed to last 25,000 hours or 25 times longer than typical incandescent light bulbs - reducing the need to replace bulbs for years to come.

With a retail price of \$9.97 for the warm white 40-watt replacement, \$12.97 for the 60-watt warm white replacement and \$13.97 for the 60-watt day light, the Cree LED bulbs save 84 percent of the energy compared to traditional incandescents. Cree LED bulbs can pay for themselves quickly and then pay consumers year after year. By replacing the incandescent bulbs with Cree LED bulbs in a home's five most frequently used light fixtures, consumers can save \$61 per year on electric bills.*

Cree LED bulbs are the ideal replacement for energy-wasting 60-watt and 40-watt incandescents and compromise-laden CFL lighting. The new LED bulbs turn on instantly and are free of the mercury that is found in CFL bulbs. Unlike many low-priced LED bulbs, Cree LED bulbs are easily dimmable with most standard

LED bulb breaks \$10 price barrier

Published on Electronic Component News (<http://www.ecnmag.com>)

incandescent dimmers.

The Cree LED light bulb (60-watt incandescent replacement) delivers 800 lumens and consumes only 9.5 watts and is available in warm white (2700K) and day light (5000K) color temperatures. The Cree LED light bulb (40-watt incandescent replacement) delivers 450 lumens and consumes only 6 watts and is available in 2700K color temperature.

All products are available exclusively at The Home Depot. Please visit www.creebulb.com [1] to purchase the bulbs online today.

* Based on Cree LED bulb 60W replacements at 9.5 watt, \$0.11 per kilowatt-hour, 25,000 hour lifetime and average usage of 6 hours per day.

Source URL (retrieved on 09/22/2014 - 7:47am):

<http://www.ecnmag.com/product-releases/2013/03/led-bulb-breaks-10-price-barrier>

Links:

[1] <http://www.creebulb.com>