

MEDIA ADVISORY

Optronics Expands Single-Diode Line with ONE LED Back-Up Lamps

Optronics' ONE LED Back-Up Lamps are roughly half the cost of other LED back-up lamps, just twice the cost of incandescent lamps and carry a no-hassle lifetime warranty.

TULSA, Okla., USA (Nov. 17, 2015) — [Optronics International](#), a leading manufacturer and supplier of heavy-duty LED vehicle lighting, announced the expansion of its ONE LED line of single-diode lamps with the introduction of its new BUL003CB four-inch round back-up lamp and its BUL002CB six-inch oval back-up lamp today. The highly competitive price point and extremely long life of the lamps help make them a viable alternative to incandescent back-up lamps, which are often still used on heavy-duty power units and work trucks.

Although many heavy-duty trailer manufacturers have now opted for all-LED lighting, a large number of HD tractor OEMs and work truck bodybuilders continue to sell vehicles with incandescent lighting, including back-up lamps. Optronics' new ONE LED Back-Up Lamps cost just twice the price of inexpensive incandescent lamps, but provide the equivalent of 50 times the service life.

“The advantages of LED vehicle lighting, as well as the shortcomings of traditional incandescent lighting, are well known throughout the industry,” Brett Johnson, president and CEO of Optronics International, said. “Unfortunately, with LED lamps priced at about four to six times the cost of incandescent lamps, cost has posed a barrier, and our new ONE LED Back-Up Lamps remove that barrier.”

In engineering its [ONE LED Lamps](#), Optronics has taken advantage of progress made in LED technology and cost to create back-up lamps with the appearance of incandescent lamps. One big difference is that ONE LED Back-Up Lamps are covered by a no-hassle lifetime warranty and will provide a service life of approximately 100,000 hours, as opposed to the 2,000-hour service life expectation from an incandescent lamp.

“Just like our ONE LED stop, tail, turn lamps have been instrumental in causing OEMs, fleets and owner-operators alike to convert to all-LED lighting, we think our new ONE LED Back-Up Lamps will have a positive impact as well,” Marcus Hester, vice president of sales and marketing for Optronics International, said. “Incandescent vehicle lamps are simply obsolete at this point, and this is just another nail in their coffin.”

Optronics' ONE LED family of products provides industry-wide performance advantages and cost savings. With ONE LED lamps from Optronics, OEMs can produce a better product at a lower cost, fleets can cost-justify converting to LEDs and owner-operators can now afford to go all LED.

The ONE LED Lamp family has been aggressively marketed since its introduction in March of 2014 through a variety of methods, including point-of-purchase displays throughout Optronics' North American distribution network. The new ONE LED Back-Up Lamp is expected to be a welcome addition to Optronics' retail channel partners.

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“This ONE LED Back-Up Lamp is a great addition to the ONE Series family,” Billy Thompson, special markets manager for non-automotive, fleet and heavy-duty product categories for [O’Reilly Auto Parts](#), said. “With its competitive price and performance advantages, it’s easy for fleets and independent owner-operators to understand the value proposition.”

All ONE Series LED Lamps meet FMVSS 108 photometric requirements for visibility and safety. The lamps come with a no-hassle lifetime warranty, and lenses and housings are made of robust polycarbonate material that is sonically welded. ONE Series LED Lamps employ a solid-state, surface-mount device (SMD) design that protects their electronics against moisture, shock and vibration.

A grommet-mount version of the new BUL003CB four-inch round back-up lamp and the BUL002CB six-inch oval back-up lamp will be introduced first and will be followed by flange-mount versions. The lamps are available with standard PL-3 and weather tight termination options, allowing ONE Series LED Lamps to make use of existing harness connections for installation flexibility and cost-effective retrofitting.

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 BUL003CB four-inch round back-up lamp and the BUL002CB six-inch oval back-up lamp, please visit: <http://www.optronicsinc.com/RESOURCES/ImageGalleries/BULGallery.aspx>

To view a video explaining Optronics’ ONE Series LED Lamps, please visit: http://optronicsinc.com/portals/0/media/Optronics_ONE_LED_Series.mp4

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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, 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>.

ONE is a trademark of Optronics International, LLC.