



BRITISH ELECTRIC LAMPS LIMITED

THE NEW GENERATION OF LED LIGHT SOURCES

INTENSITY CREE LED

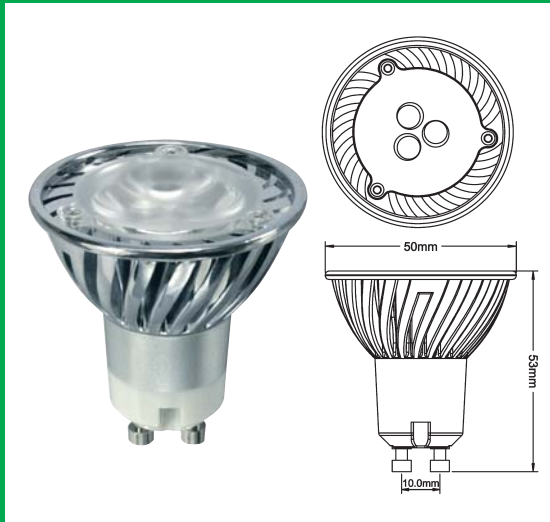
“For the first time the market place has a genuine direct replacement for traditional halogen lamps with the equivalent light output and colour temperature”



LOOKING TO THE FUTURE...

4w/5w INTENSITY LED 50mm GU10

Direct replacement for 35/50w Halogen GU10



Voltage/Hz	Burning Life	Beam Angle	Correlated Colour Temperature
240v / 50Hz	30,000 Hrs	38°	2700K / 4000K

Model	Power	Lux @ 1m
05130	4w	lux 450/1m
05125/24	5w	lux 620/1m

Equivalent to 20w Halogen
Non dimmable

Equivalent to 35w Halogen
Non dimmable

80% Energy Saving

4w/5w INTENSITY LED 50mm MR16

Direct replacement for Halogen Dichroic MR16



Voltage/Hz	Burning Life	Beam Angle	Correlated Colour Temperature
12v / 50Hz	30,000 Hrs	38°	2700K

Model	Power	Lux @ 1m
05180	4w	lux 500/1m
05185	5w	lux 630/1m

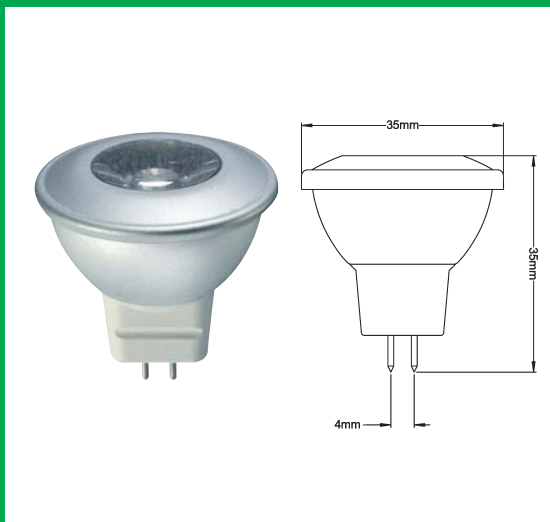
Equivalent to 20w Halogen
Non dimmable
Line Driver required

Equivalent to 35w Halogen
Non dimmable
Line Driver required

80% Energy Saving

2w INTENSITY LED 35mm MR11

Direct replacement for Halogen Dichroic MR11



Voltage/Hz	Burning Life	Beam Angle	Correlated Colour Temperature
12v / 50Hz	30,000 Hrs	38°	2700K

Model	Power	Lux @ 1m
05135	2w	lux 200/1m

Equivalent to 10w Halogen
Non dimmable *Line Driver required*

80% Energy Saving

The Intensity LED Range compared with low grade imports

Below are some basic characteristics that differentiate low grade imports from the Intensity LED range:

LOW GRADE FAR EAST IMPORTS

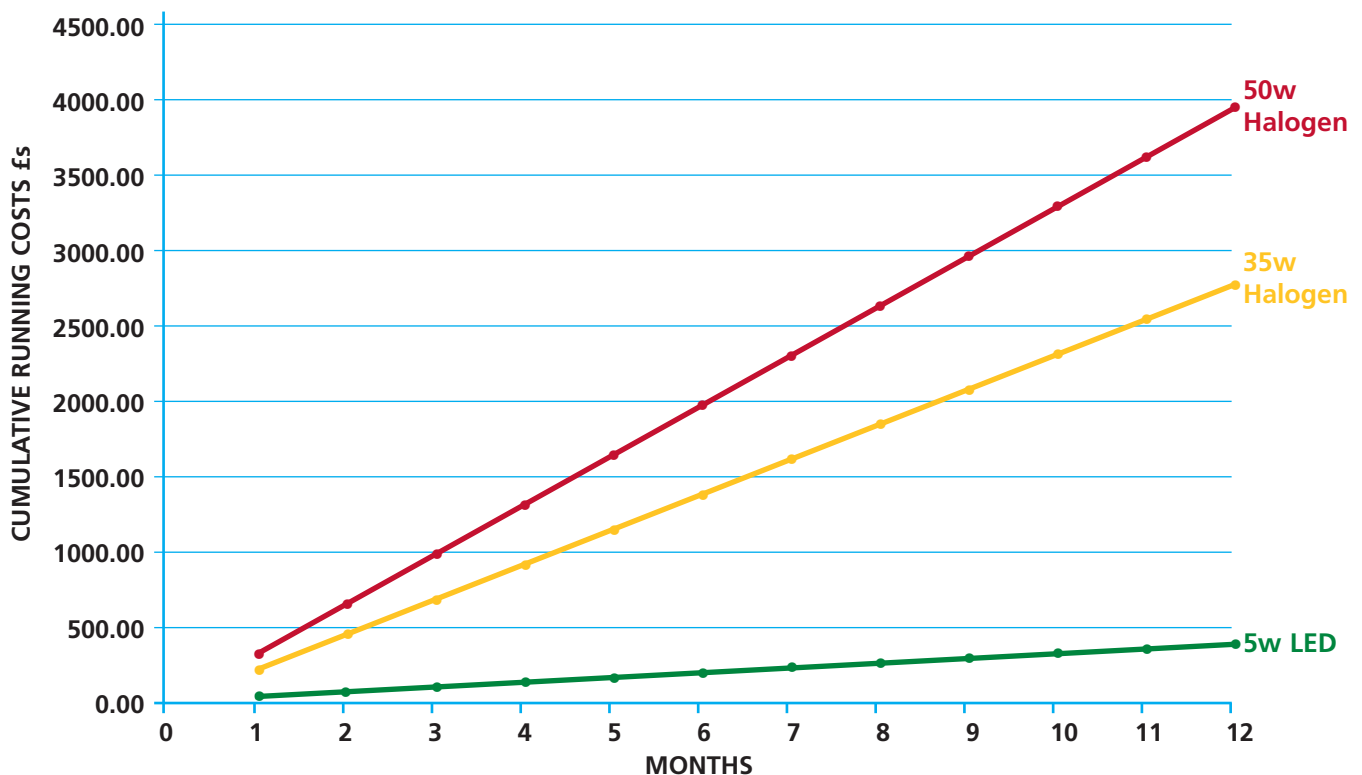
- Cool White (6000K) colour temperature creating a cold harsh light
- Narrow beam angles giving the impression of bright light at close distance
- Poor lux level performance at distances over 1 metre
- Low grade components often result in early life failure and loss of light levels over burning period of lamp

INTENSITY LED RANGE

- Warm white (2700K) colour temperature creating the same light as a standard halogen lamp
- Flood beam angle (38°) that is required for general purpose lighting
- High performance CREE LED generate lux levels at 10x that of average imports,
e.g. 3 x 1w LED GU10 = 108 lux/1m (average import)
5w LED GU10 = 620 lux/1m (Intensity)
- High grade components guarantee a 30,000 hour life and constant light output over the burning period of the lamp

Energy Saving Conversion Chart

Running cost of 5w LED against 35w and 50w Halogen lamps
100 lamps on for 24hrs a day @ 9.12p/kwh



BELL INTENSITY CREE LED

PRODUCT CODE CHECK LIST



**4w / 5w INTENSITY LED
50mm GU10
2700K Warm White**

**05130 4w
05125 5w**

**5w INTENSITY LED
50mm GU10
4000K Cool White**

05124 5w



**4w / 5w INTENSITY LED
50mm MR16
2700K Warm White**

**05180 4w
05185 5w**

*These products require a
BELL LED Line Driver*

**05100 max.
10w**



**2w INTENSITY LED
35mm MR11
2700K Warm White**

05135 2w

*This product requires a
BELL LED Line Driver*

**05100 max.
10w**

See full individual product data sheets for further information

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E&OE. As it is our policy to continually update our products with the latest in technological advances, the information contained in this catalogue is subject to change without notice.

All measurements stated are approximate to within production tolerances of +/-5mm.



British Electric Lamps Ltd

Tel: 01924 893380 Fax: 01924 894320 Email: sales@belllighting.co.uk

Ripley Close, Normanton Industrial Estate, Normanton, West Yorkshire WF6 1TB

www.belllighting.co.uk