

## Alloy LED Introduces Customizable ETL Listed Line Voltage 120V AC LED Tape Light

EMERYVILLE, CA, Nov. 29, 2018 - Alloy LED has launched the PowerLine™ 120V AC LED tape light family, a line of direct-wire LED lighting that removes many of the barriers to consumer adoption of LED linear lighting. Unlike many tape light distributors, Alloy LED is an ETL Factory and can provide ETL Listed AC tape light in customer requested lengths for an easy inspection-ready installation. PowerLine 120V lighting offers the highest quality ETL Listed direct-connect LED lighting with the greatest selection of options and benefits on the market today. Alloy LED is the one of the only LED lighting manufacturers to offer a customized, ETL Listed 120V linear LED solution that has a hard-wired connection to power, making it possible to dim the AC tape light while complying with the NEC (National Electrical Code).

The Alloy LED manufacturing facility in Emeryville, California provides built-to-order, ETL Listed custom lengths of PowerLine that are assembled in the USA with a short lead time. The SKU builder lets customers quickly configure tens of thousands of color, style, and length combinations without requesting or waiting for a quote.

PowerLine LED tape light is initially offered in two models, plug-in and hard-wired, with no external power supply needed. With maximum run lengths of up to 164 feet—up to ten times as long as some low voltage DC LED tape light—both models are designed to enable extra-long runs while minimizing wiring back to power, making installation quick, simple, and cost effective. When factory finished by Alloy LED, both models bear the ETL listing, an important feature for a luminaire to be code compliant in many regions.

Alloy LED CEO Max Darling said, "We noticed that many vendors who lack manufacturing capabilities provide conflicting messaging when it comes to safety certifications for customizable high voltage tape lights. Since Alloy LED values our users' safety and strives to provide honest and accurate messaging, we decided to undergo the process of ETL listing our factory. Many vendors will sell you an "ETL Listed" spool of tape, however the moment you modify it in the field it loses its safety certification. The testing to which we subject every light we sell simply cannot be executed in the field."

The PowerLine 200 model is hard-wired with a junction box, has a popular light output of 200 lumens per foot, and a 95+ CRI rating. It is dimmable and sold in 12 inch increments. This model includes a heavy-duty ETL Listed junction box that enables electricians to wire directly to the luminaire. Direct wiring means PowerLine 200 can be connected to a dimmer in an NEC compliant way.

PowerLine 400 is a plug-in model with a high output of 400 lumens per foot, and a 94+ CRI rating, and is sold in 4 inch increments. Both models are available in warm white 2700K and 3000K, and neutral white 4200K color temperatures. Solid red and blue colors are available with PowerLine 200. The IP65 rating of both models ensures PowerLine can be used in both dry and wet indoor settings or in outdoor locations. A variety of accessories are available to mount the tape and to create extensions and turns between tape sections to fit many installation types.

About: Alloy LED is a manufacturer and distributor of superior LED lighting solutions that enhance the way people live and work. Alloy offers products through wholesale and commercial sales channels.

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