

# LEDified's EVA LED Downlight Closing In On A Victory In Fundable Competition

*September 09, 2014*

September 09, 2014 - PRESSADVANTAGE -

Wilmington, DE -- The EVA downlight by LEDified, Australia's leading energy saving-solution company, currently holds second place in Fundable's #Crowd2Shelf competition. If victorious, the contest would catapult EVA into the United States market as a featured technology product in the Staples franchise.

Fundable, the biggest crowdfunding platform for businesses, has partnered with Staples to launch #Crowd2Shelf, a contest that is searching for the next big product to promote in the office retailer's stores, and online at Staples.com. During the contest's voting period from September 1 to 30, a person can vote only once per day. Then, voters may encourage friends through social media and email to cast their ballots. #Crowd2Shelf has 25 contestants.

EVA is the all-in-one recessed downlight that gives users multiple options in brightness and color. The name EVA stands for Efficient Versatile Adaptable, to describe her traits as a practical and aesthetic downlight. She is efficient because she can switch between 20W, 10W and 5W modes, and produces over 85 lumens per watt, making her one of the most efficient, smart LED lights. Her versatility is due to offering different temperatures and colors, according to the user's preference and occasion. EVA is also adaptable because she can fit in most standard light spaces, and has different faceplates to compliment the customer's home decor.

LEDified has spent about nine months designing and testing EVA, combining 16 different downlights into one unit that is remote controllable using the company's patent-pending iDim platform. LEDified will unveil a North American version of EVA in the later parts of this year.

EVA has already gained traction in the worldwide marketplace; her growing momentum is evidence that efficient lighting is replacing traditional, more energy-draining alternatives. 50,000 units of the downlight have already been pre-sold in three countries, including Australia, since the start of August.

LEDified is focused on raising \$50,000 through the Crowdfunding campaign, to help the company set up its

full-product line and installation services in the United States. Those who pledge at different levels will earn various rewards for their contributions. Contributors who donate the highest package -- the Mega Backer Package of at least \$3,199 -- will get 100 EVA lights, plus 15 iDim remote controls. This boasts a huge retail of \$7,875, and is recommended for several homes, or a mansion. The package also comes with free delivery anywhere in the United States.

People can vote now for EVA so it can hit Staples shelves in the United States. To learn more about EVA Fundable, visit [www.fundable.com/evatm](http://www.fundable.com/evatm).

#### About LEDified

As Australia's largest full-service LED specialists, LEDified offers revolutionary LED solutions for homes, offices, and everything else in between. Through energy saving solutions, the company helps its customers save money on their investments. Since 2012, LEDified has maintained the number one spot as the largest contributor of residential and commercial lighting upgrade activities under the VEET (Victoria) and ESS (New South Wales) government schemes. For more information about the company, visit [www.ledified.com.au](http://www.ledified.com.au).

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