

LEDified in Heated Battle for First in Fundable Staples Competition

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Wilmington, DE -- LEDified, a provider of energy efficient lighting products and services, has announced that it is currently engaged in a close fight for first place in the #Crowd2Shelf competition, sponsored by Fundable and Staples. Winning first place will put LEDified in a position to sell EVA, its energy conserving LED downlight, in Staples stores. LEDified has reported it is currently only a few hundred votes from first place; their team hopes the announcement will raise awareness and encourage potential voters to vote now for EVA.

EVA was created to serve as an energy conscious alternative to regular downlights, which are also known as ?can lights? or ?pot lights.? EVA emits light through an LED, but the primary feature, which sets it apart, is the ability to adjust the intensity and the color of light emitted using a remote control. Users can choose from a cool or bright light, or adjust to a soft and warm light to suit the room, occasion, or their mood. By enabling users to increase or decrease the intensity and tone of the light emitted by EVA, LEDified has provided a tool for households and business to achieve significant energy savings.

Fundable, the largest business funding platform, joined with Staples to create the #Crowd2Shelf competition, intending to locate and market an innovative new product voted on by website visitors. There are twenty-five products entered in the competition, including EVA. The contest runs from September 1 to September 30, and visitors are able to cast one vote per day during that time. Voters can also invite their friends to cast their votes through social media.

In addition to the goal of winning the competition and a place on Staples shelves, LEDified also has a fundraising goal of \$50,000. That sum will allow the company to market their product line and related services in the United States. Individuals pledging money to the campaign will be granted various awards, based upon the level of their contribution. LEDified invites individuals to the EVA Fundable website to learn more.

About LEDified

LEDified is an Australian provider of LED products and services for both commercial and residential services. The company prides itself on being a leader in supporting the Australian transition to energy efficient lighting products. LEDified has worked since 2012 to ease the transition to energy efficient lighting in Australia, and hopes to spread its technology around the world. For additional information, visit the company's website at www.ledified.com.au.

Contact

Matthew NG

ABN 25 159 716 515

95 - 117 Buckhurst St

South Melbourne, VIC 3205, Australia

m.ng@ledified.com.au

+61(0)403 143 003

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