

# LEDified Wins First Phase of Fundable Staples Competition, Seeks Votes

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Wilmington, DE -- LEDified announced today that it won the first phase of the #Crowd2Shelf contest co-sponsored by Staples and Fundable.com. The contest is a crowd-funding competition designed to identify innovative new products which will be carried by Staples.

The second and final phase of the competition has begun. In order to win and receive funding and product placement through Staples, the remaining companies need to secure votes and crowdfunding pledges. LEDified is asking people to vote now to support the development of its latest innovation, the BR30 bulb.

The EVA BR30 combines the energy efficiency and environmentally friendly aspects of an LED bulb with features that consumers want. The bulb can be operated with either a remote control or a conventional dimmer switch, and it can produce several different levels and colors of light. Product information available on Fundable.com's website explains that different colors and intensities of light are used for different purposes in the home. For example, a clear white light is best suited for reading or cooking, while a warmer light is usually preferred for dining or for use in living rooms.

The BR30 bulb is specifically designed for recessed downlights used in North America. According to the U.S. Department of Energy, there are an estimated 500 million downlights in the United States, with 20 million sold annually. LEDified hopes to capture a large market share in the U.S. with its new product, which has already sold over 50,000 units worldwide since August of this year.

EVA (which stands for Efficient, Versatile and Adaptable) is described on the company's website as one of the most efficient LED bulbs available. It produces 80+ lumens per watt, compared to the 40 or 50 lumens produced by traditional LED and wifi bulbs. It has a lifespan of over 50,000 hours, versus 3,000 hours for a traditional bulb.

Anyone who wants to support LEDified's bid to win can vote now. Voting is open through November. Pledges can also be made to support the product development and increase LEDified's chances of winning the

contest.

## About LEDified

LEDified is a full service LED lighting company that started in South Melbourne, Australia. It researches, develops and sells LED lighting for residential and commercial use. To learn more about the company and the BR30 bulb, please visit [www.ledified.com.au](http://www.ledified.com.au).

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