

Verbatim® Announces Increased Life for Nippo Seamlessline Lamps

Nippo has increased the average rated life of their T-6 Seamlessline fluorescent lamps by 25% up to 25,000 hours

Charlotte, NC – August 2, 2012 - Verbatim Americas, LLC announces its newest partner – Nippo Electric Co., Ltd. has increased the average rated life on their T-6 Seamlessline lamps by 25% up to 25,000 hours. Through enhancements in the phosphor mixture and adopting a protective oxide coating, Nippo was able to achieve the longer average life rating. The new formula reduces photochemical degradation of the existing phosphor materials, and increases the lumen maintenance.

Longer average rated lamp life will also have positive environmental impacts by reducing the frequency of disposal. The new 25,000 average rated life is based on a 3-hour burn cycle. Many lighting designers have come to know Nippo's Seamlessline during the past several years for their patented end-to-end fluorescent lighting system. The Seamlessline T-6 system provides smooth and consistent lighting patterns – eliminating unsightly socket shadows. There is also a full offering of color temperatures available ranging from 2500K – 6700K (also red, green, and blue).

Nippo is being sold under the Verbatim Family of Lighting Products. For more information, contact your local Nippo Seamlessline sales rep, or call our Toll-Free number 877-NIPPO11 (647-7611). You can also visit our website at www.nippo-web.com/us.

About Nippo

Nippo Electric Co., Ltd is part of DN Lighting Co., Ltd in Japan. They have been manufacturing specialty fluorescent lamps since 1946. In 1997 they introduced Seamlessline to the Japanese market and brought the product to the US in 2004.

About Verbatim

Verbatim Americas, LLC is a subsidiary of Mitsubishi Kagaku Media, a member of Mitsubishi Chemical Holdings Corporation. Verbatim has coupled its innovation and sustainability with the vision of its parent company to enter the LED and OLED markets. Their commitment to future technologies has resulted in the development of high-quality lighting that offers energy savings and provides excellent light quality. For more information, visit www.verbatimlighting.com.

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