



Contact

Michelle Haas
Marketing Manager
mhaas@mightybright.com
800.922.3233 x36

FOR IMMEDIATE RELEASE

Mighty Bright Introduces the WonderFlex and NuFlex LED Lights at NY NOW 2016

Upgraded versions of bestselling lights feature modern Silicone necks, dimmable LEDs

Santa Barbara, CA – January 31, 2016 – **Mighty Bright**, designer and manufacturer of innovative LED personal lights, is pleased to introduce the WonderFlex LED Light and NuFlex LED Light at NY NOW 2016. The WonderFlex is an updated version of Mighty Bright's bestselling XtraFlex2 LED Light, and the NuFlex is a new and improved interpretation of the HammerHead LED Light. Both are constructed of matte Silicone and feature Mighty Bright's award winning contemporary design language. The two-LED WonderFlex is a durable multipurpose workhorse, and the NuFlex's three LEDs are arranged in the HammerHead's popular light bar configuration. Both lights' LEDs are precisely calibrated to cast warm white light, eliminating any concerns of harsh, bluish light sometimes associated with LED technology. The warm white light exhibits high color rendering, enabling users to see colors accurately. Designed for the user's ultimate comfort, the WonderFlex's and NuFlex's LEDs are continuously dimmable, and their flexible necks bend to direct the light precisely where needed. Mighty Bright's newest lights can be seen in booth 5144 at NY NOW in the Javits Center in New York, January 31 – February 3, 2016. Mighty Bright personal lights are available in fine retail stores worldwide and on Mighty Bright's website, www.mightybright.com.

WonderFlex and NuFlex features:

- Durable clip on lights
- Warm white, energy-efficient LEDs
- Accurate color rendering (80+ CRI)
- Continuously dimmable up to 20 / 55 lumens (WonderFlex / NuFlex)
- Durable LEDs last 100,000 hours
- Precisely engineered optical grade lens spreads light evenly across pages and work surfaces
- Flexible Silicone neck
- Powered by 3 AAA batteries (included) or use micro USB cord (not included)
- Battery life: 30 / 16 hours (WonderFlex / NuFlex)

About Mighty Bright

Mighty Bright's uniquely designed, eco-friendly personal lights are portable and affordable. Based in Santa Barbara, CA since 1985, Mighty Bright blends ease of use with impressive functionality and durability. Since LEDs provide hundreds of thousands of hours of light, you can feel good about your earth friendly purchase. For more information, contact Mighty Bright: 800.922.3233 or visit <http://www.mightybright.com>.