

BR30

LED Reflector Lamp

Product Description

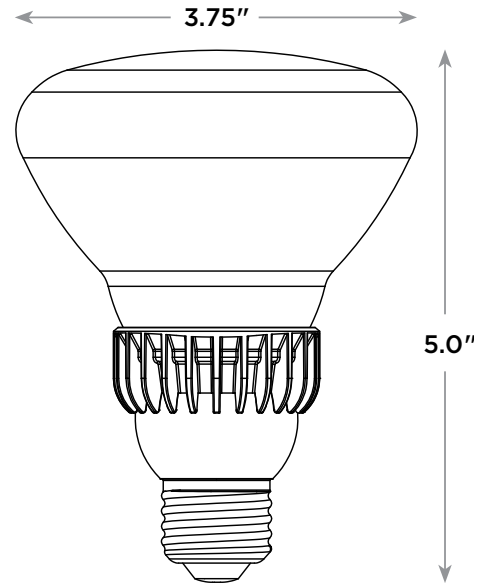
The Cree® LED BR30 65W equivalent flood lights deliver 650 lumens of warm 2700K or cool 5000K light at 68 lumens per watt. The Cree BR30 blends seamlessly with existing BR flood lights, providing the flexibility to upgrade one or more floods without any noticeable difference. ENERGY STAR** qualified and designed to last 25,000 hours while consuming at least 85% less energy at an attractive first cost, these floods can pay for themselves in less than a year.

The Cree BR30 is built with a high performing LED array designed to mimic the appearance of a traditional incandescent filament inside a real glass bulb. The wide-beamed, balanced light source is ideal for use in track or recessed lighting fixtures.

Performance Summary

Utilizes Cree LED Filament Tower™ Technology
Made in the U.S.A. of U.S. and imported parts
Delivered Light Output: 650 lumens
Input Power: 9.5 watts (65W eq)
CRI: 80
CCT: 2700K, 5000K
Warranty: 3 year limited warranty†
Lifetime: Designed to last at least 25,000 hours
Dimming: Dimmable down to 5% with select dimmers**

BR30



Ordering Information

Example: BR30-65W-27K-T12

Product	Watt Equivalent	CCT	Voltage	Base	CRI	Options
BR30	65W 65W (650 lumens)	27K 2700 Kelvin 50K 5000 Kelvin	Blank 120V	Blank E26 (screw base)	Blank 80 CRI	Packaging Options T12 (12) Tray Pack bulbs in master carton (Bulk Pack) B4 (4) Blister Pack bulbs in a master carton

*Only 2700K types are ENERGY STAR® qualified.

** See compatible dimming controls page.

***Not for use where exposed directly to weather or water.

† See www.cree.com/lighting for warranty terms.



Rev. Date 01/21/2014



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Product Specifications

CONSTRUCTION & MATERIALS

- BR30 reflector bulb design weighs less than 6.5 ounces.
- Silicon coated globe for increased safety.
- Reflector bulb meets ANSI standards for BR30 dimensions.

OPTICAL SYSTEM

- Proprietary Cree LED Filament Tower™ creates perfect light distribution for downlight applications.
- Glass bulb allows for traditional look and feel.

ELECTRICAL SYSTEM

- **Power Factor** > 0.9 nominal
- **Input Voltage:** 120V
- **Dimming:** Dimmable to 5% with select dimmers

REGULATORY & VOLUNTARY QUALIFICATIONS

- ENERGY STAR® qualified*
- Damp rated***

BR30 T12 (12) Pack bulbs in master carton (Bulk Pack)



BR30 B4 (4) Blister Pack bulbs in master carton



Product Number	Case UPC	Description	Bulb Type	Watts	CCT	Lamps per Pack	Pallet Qty	CRI	Lumens	Rated Life (Hrs)
BR30-65W-27K-B4	10810048028174	65W Warm White BR30 Equivalent	BR30	9.5W	2700K	4	260	80	650	25,000
BR30-65W-50K-B4	10810048028181	65W Daylight BR30 Equivalent	BR30	9.5W	5000K	4	260	80	650	25,000
BR30-65W-27K-T12	10810048029096	65W Warm White BR30 Equivalent	BR30	9.5W	2700K	12	576	80	650	25,000
BR30-65W-50K-T12	10810048029102	65W Daylight BR30 Equivalent	BR30	9.5W	5000K	12	576	80	650	25,000

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