Induction Lighting

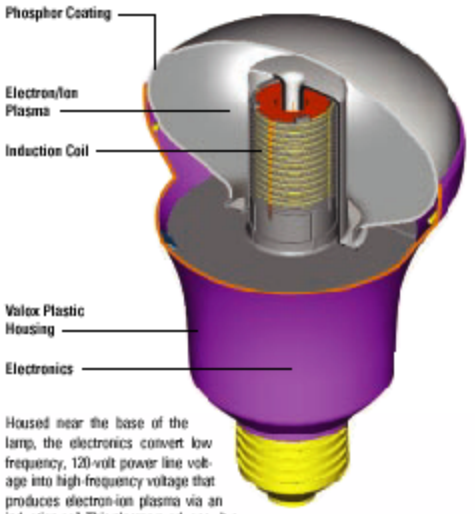
GE Genura® 23-Watt Reflector Lamps

Subcategory	Self-Ballasted Genura™	Self-Ballasted Genura™
Product Code	12273 * **	25418 * **
Description	EL23/R25/WW	EL23/R25/SW
Base	Medium	Medium
Watts	23	23
Lumens (Initial)	1100	1100
Lumens (Mean)	880	880
Average Life Hours	15000	15000
Volts	120	120
Case Quanity	6	6
Nominal Length (In.)	4.9	4.9
Nominal Diameter (In.)	3.2	3.2
Color Temperature (K)	3000	2700
CRI	82	82
Additional Information:	RE830 Phosphor, Genura, Warm White	Genura, Soft White
*Reduced Wattage ** High Color Rendering		
Footnotes: Use only on 120v 60Hz circuits. **Do not use on dimming circuits or timers.**		
National Stock Number (NSN)		

Applications

- Offices
- Retail Stores
- Hotel/Motel
- Task Lighting
- Conference Room
- Reception Areas
- Downlighting

Here's How GE's Genura Lamp Works



Housed near the base of the lamp, the electronics convert low frequency, 120-volt power line voltage into high-frequency voltage that produces electron-ion plasma via an induction coil. This plasma produces ultraviolet light that is invisible to the human eye. Then, like conventional fluorescent lamps, a phosphor coating converts the ultraviolet light into visible light.

Longest life...15,000 hours...of any compact fluorescent.
Genura's rated life in a recessed can is 15,000 hours, 7.5 times longer than standard R lamps and 50% longer than other compact fluorescent lamps. Long life means lower lamp replacement and maintenance costs.

The GE Genura lamp is also highly efficient, delivering 45% more light than a 65-watt reflector lamp (75R30) while reducing energy costs by 65% or $64.50 per lamp (@10¢ per KWH energy rate over lamp life).

Excellent color rendering...82 CRI.
Choice of warm, incandescent-like color (2700K) or cooler (3000K) to meet application needs.

Shorter warm-up time...80% lumens in less than one minute.

65% less heat than standard incandescent reflector lamps.