

# PRODUCT DATA SHEET P2





P7

# **SPECIFICATIONS**

| TIMELINE                 |            |
|--------------------------|------------|
| Earliest launch of sales | 02-10-2017 |
| Global launch date       | 02-10-2017 |
| Shipping date            | 31-08-2017 |
| Order date               | 17-07-2017 |

| 102                  |
|----------------------|
| 97                   |
| 14.5                 |
| 14.5                 |
| 36                   |
| 25                   |
| Yes                  |
| Aluminum alloy       |
| Aluminum alloy       |
| Plastic lense (PMMA) |
| No                   |
|                      |

| POWER SUPPLY        |                  |
|---------------------|------------------|
| Power source type   | Battery          |
| Battery quantity    | 1                |
| Battery type        | Alkaline         |
| Battery description | Micro (AAA) 1.5V |
| Rechargeable        | No               |
| Energy modes        | Energy Saving    |
| Usable batteries    | AAA NiMH 1.2V    |

| FURTHER SPECIFICAT             | IONS       |
|--------------------------------|------------|
| IP class                       | IPX4       |
| Drop test (drop height) [m]    | 1          |
| Working temperature range [°C] | -20 to +40 |

| LIGITI I GINGIIGINS | LIGHT | FUNC' | TIONS |
|---------------------|-------|-------|-------|
|---------------------|-------|-------|-------|

Power

| LIGHT SOURCE                |               |
|-----------------------------|---------------|
| Amount LEDs                 | 1             |
| LED type                    | Low Power LED |
| Color                       | White         |
| Color temperature [K]       | 5500 to 9000  |
| Color rendering index (CRI) | 80            |

| LIGHT VALUES                   |       |       |           |           |
|--------------------------------|-------|-------|-----------|-----------|
|                                | Boost | Power | Mid Power | Low Power |
| Light output <sup>1</sup> [lm] |       | 16    |           |           |
| Beam distance <sup>1</sup> [m] |       | 25    |           |           |
| Run time <sup>1</sup> [h]      |       | 7     |           |           |

# **SWITCH**

End Cap Switch

## **TECHNOLOGIES**

Advanced Focus System<sup>3</sup>





# **Exemplary Packaging Illustration**

# PACKAGING AND LOGISTICS





PACKAGING INFORMATION

| PACKAGING INFORMATION |   |  |
|-----------------------|---|--|
| Type of packaging     | Gift Box  |  |
| Scope of delivery     | 1 set of batteries,<br>Hand strap,<br>Keyring,<br>Pocket clip,<br>Pouch |  |
| Item No.              | 8402  |  |
| Customs tariff number | 85131000  |  |
| MSRP price (€)        | 12.90   |  |

| PACKAGING INFURMATION |                      |  |
|-----------------------|----------------------|--|
| Type of packaging     | Test It Blister      |  |
| Scope of delivery     | 2 sets of batteries, |  |
|                       | Hand strap,          |  |
|                       | Keyring,             |  |
|                       | Pocket clip,         |  |
|                       | Pouch                |  |
| Item No.              | 8602                 |  |
| Customs tariff number | 85131000             |  |
| MSRP price (€)        | 12.90                |  |
|                       |                      |  |

| SINGLE PACKAGE            |                |
|---------------------------|----------------|
| Dimensions W x H x D [cm] | 14.8 x 5.2 x 6 |
| Gross weight [g]          | 130.2          |
| GTIN-13                   | 4029113840200  |

| SINGLE PACKAGE            |                   |
|---------------------------|-------------------|
| Dimensions W x H x D [cm] | 11.2 x 20.5 x 5.7 |
| Gross weight [g]          | 147.2             |
| GTIN-13                   | 4029113860253     |

| INNER CARTON              |                  |
|---------------------------|------------------|
| Unit                      | 6                |
| Dimensions W x D x H [cm] | 19.5 x 15.5 x 12 |
| Gross weight [g]          | 905              |
| GTIN-13                   | 4029113840217    |

| INNER CARTON              |                    |
|---------------------------|--------------------|
| Unit                      | 6                  |
| Dimensions W x D x H [cm] | 47.1 x 21.7 x 12.6 |
| Gross weight [g]          | 1190               |
| GTIN-13                   | 4029113860215      |

| EXPORT CARTON             |                    |
|---------------------------|--------------------|
| Unit                      | 72                 |
| Dimensions W x D x H [cm] | 41.1 x 33.5 x 39.4 |
| Gross weight [kg]         | 11.99              |
| GTIN-13                   | 4029113840224      |
|                           |                    |

| EXPORT CARTON             |                    |
|---------------------------|--------------------|
| Unit                      | 24                 |
| Dimensions W x D x H [cm] | 48.6 x 45.6 x 28.3 |
| Gross weight [kg]         | 6.07               |
| GTIN-13                   | 4029113860222      |



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#### MARKETING

#### **KEY SELLING POINTS**

- Small, light keyring flashlight Only 36 grams in weight and 97 millimeters in length with a head diameter of 14.5 millimeters
- Excellent Ledlenser lighting quality Brightness, beam distance and lighting duration are ideally coordinated for the energy source
- Optimized operating time- Up to 7 hours
- Keyring flashlight always to hand Use the practical clip to attach to a shirt or coat pocket or the useful keyring to attach to your keys
- Spray-water protected IPX4

#### PRODUCT COPY

# The Ledlenser P2 Achieves a lot with a little.

The P2 easily proves that light output doesn't depend on size and weight alone: This up to 16 lm<sup>1</sup> strong keychain flashlight measures 102 mm and weighs only 36 g. In other words, less than the battery cap of a large flashlight. It also lasts up to 7 hours<sup>1</sup> and has a lens which separates white and blue light. Just turn the button and the light beam with a blue aureole focuses itself. In other words, we haven't skimped on anything - except weight.

#### **SERIES COPY**

# The Ledlenser P-Series Minimalist design, maximum performance.

The sturdy flashlights of the Ledlenser P-Series offer top performance in stylish designs. While externally they only have the bare essentials, they are packed full of useful technical functions, like the Rapid Focus and the Advanced Focus System. This makes them to indispensable little helpers for everyday life: For example, for renovating, tidying and rearranging, taking the dog out, during blackouts, and much more.

## **FOOTNOTES**

The information pertaining to package contents, appearance, performance, dimensions and weight corresponds to the information available at the time of publication. In the interest of product development, we reserve the right to change package contents, appearance, design and color without prior notice. Product images may vary from the actual products and may show optional accessories which can be purchased separately. Errors and omissions excepted.

1) Measurements according to ANSI FL1 on the respective setting. Average values, in some cases, deviations by +/- 15 % may occur due to technical reasons. If no setting is explicitly indicated, the values refer to luminous flux (lumens/lm) and lighting range (meters/m) on the highest setting and to battery duration (hours/hrs/h) on the lowest setting. A boost function (if available) can be used several times, but only for short periods of time. If the light has different energy modes, measurement is based on "energy saving mode."

- 3) EP Patent 1880139, US Patent 7,461,960
- 4) Warranty period of five years from the date of purchase, seven years if the product is registered online on our website. The warranty is valid worldwide and legal warranty rights also apply. It covers defects in materials and workmanship. For the proper functioning of rechargeable batteries a different warranty period of 24 months applies. Excluded from this warranty are the products of the "Solidline" series, Ledlenser K1 and Ledlenser K2. The warranty does not apply to Defects in batteries, holsters, pouches, remote switches, color filters, imprints or surface coatings. The guarantor is Zweibrüder Optoelectronics GmbH & Co. KG, Kronenstr. 5 7, 42699 Solingen, Germany. More information: ledlenser.com/warranty"

