SOB Technology Redefines LED Strips: Flexfire Introduces Verity™

As Diffused Lighting Becomes the Industry Standard, Flexfire Expands Its SOB Lineup to Meet Rising Demand for Faster, Simpler Installs



Flexfire Logo

COSTA MESA, CA, UNITED STATES, September 16, 2026 / EINPresswire.com/ -- Diffused LED strip lights have gone from a niche upgrade to a baseline expectation. Installers once treated diffusion as optional; now designers, contractors, and homeowners expect a clean, dot-free glow right out of the box. Flexfire LEDs, an early mover in diffused LED technology, is deepening its investment in the category with the launch of the UltraBright™ Verity SOB Diffusion Series.

Standard LED strip lights often leave installers with an extra decision on every job: source a separate diffuser or channel cover, cut it to length, and fit the strip inside it before it's even ready to mount. That added step raises costs, adds time, and gives distributors more part numbers to stock and quote. As architectural and accent lighting applications become more visible in new constructions, designers request uniform glow with no visible LED dots, while installers want fewer parts to manage on site. The industry has answered with a shift toward strips that come fully diffused, with no separate cover required.

Flexfire LEDs was among the first manufacturers to bring SOB (SMD-on-Board) LED strip lights to the market, launching its Valor™ Series in 2022. That decision positioned the company ahead of a trend that's only picked up since. Valor's IP67-rated, 805-lumen-per-foot output proved that diffusion and brightness didn't have to be a trade-off, and it's remained a go-to spec for high-output outdoor LED strip lighting applications ever since. "We adopted SOB technology because

we could see where installers' pain points were heading," said Caye Piper, Director of Product and Development at Flexfire. "Our Valor Series proved the concept. Our Verity Series is us doubling down on it, because the demand for faster, simpler installs isn't slowing down."

With this new line, Flexfire extends its SOB expertise into a broader range of everyday lighting applications. While Valor™ was built for high-output outdoor use, Verity™ is built for the architectural and accent LED strip lighting projects that make up most interior design and trade work. Both lines ship fully diffused and ready to install, with consistent color from foot to foot and no separate cover to source. What sets the SOB category apart, and what's driving its adoption industry-wide, comes down to two advantages in particular:

- No yellow halo: A white protective silicone layer over individually phosphor-coated SMD LEDs eliminates the halo effect common in strips when powered off, a persistent complaint with COB-style lighting.
- Fewer field failures: The protected SMD construction holds up better than exposed COB chips during handling and cutting, an especially valuable trait as more of the category shifts toward diffused-by-default manufacturing.



Verity SOB Strip IP65 OFF



Verity SOB Strip IP65 ON

As demand for diffused lighting keeps climbing, Flexfire is doubling down on a simple bet: installers want strip lights that are ready to go. With Verity™, Flexfire is keeping pace with an industry that increasingly measures product value in labor hours saved, not just lumens delivered.

The UltraBright™ Verity SOB Diffusion Series LED Strip Lights are available now through www.flexfireleds.com. Trade professionals and installers can get exclusive pricing, free samples, free project support, fast quoting, and more through the Flexfire PRO partner program.

About Flexfire LEDs

Flexfire LEDs is a leading manufacturer and distributor of premium LED lighting for professionals and homeowners. From architectural installations to smart home automation, Flexfire delivers reliable, innovative lighting solutions that contractors, designers, and integrators trust to bring their projects to life.

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