

Meet Verity™ SOB, Flexfire's Answer to COB LED Strips

Fully Diffused SOB Technology Eliminates Additional Materials, Installation Complexity, and Cost

COSTA MESA, CA, UNITED STATES,
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-- Flexfire LEDs has unveiled the [UltraBright™ Verity SOB Diffusion Series](#), a fully diffused LED strip light series built on SOB (SMD-on-Board) construction, engineered to eliminate the visible dots common in traditional LED strip lights without the drawbacks of COB (Chip-on-Board) LED strip lights.

"For years, people have asked why Flexfire never carried COB strip lights, and the answer was always the same: the technology wasn't there yet, and the strips were too fragile and not bright enough," said Caye Piper, Director of Product and Development at Flexfire. "This time, we can offer the best of both worlds, and a product we're genuinely proud to sell."



The difference comes down to construction. COB strips create diffusion by encapsulating a row of LEDs in phosphor-infused silicone, a process that blurs individual light points into a single line but leaves the strip vulnerable to inconsistent phosphor distribution and a yellow tint when the strip is off. Verity's SOB technology takes a different approach: individual SMD (Surface-Mount Device) LEDs are fused directly to the PCB, each with its own precision-applied phosphor coating, then covered with a white protective silicone layer. That construction method is what drives this LED strip light's core advantages:

- Clean Aesthetics: The white protective silicone eliminates the yellow halo effect common in COB strips, providing a clean, professional appearance both when turned on and powered off.

- Superior Color Consistency: Phosphor is applied individually to each LED, ensuring batch-to-batch color uniformity and reliable CCT performance across all installations.
- Enhanced Durability: Protected SMD components are significantly more resistant to damage during installation compared to exposed COB LEDs, reducing costly field failures.
- Optimal Light Distribution: A 120-degree beam angle provides controlled, professional light output ideal for architectural and accent lighting applications.

Because diffusion is built into the strip itself, Verity™ comes ready for immediate installation, with no separate diffuser or frosted cover to source, cut, or fit. That eliminates an entire category of materials and labor from the install process without altering how the strip is wired, mounted, or spec'd compared to a standard LED strip light.

Verity™ is available in two configurations: IP20-rated for dry indoor locations, and [IP65-rated for wet outdoor locations](#), both delivering approximately 400 lumens per foot. It joins Flexfire's IP67-rated Valor™ Series, which delivers 805 lumens per foot for high-brightness outdoor applications and has used SOB construction since 2022.

The UltraBright™ Verity SOB Diffusion Series LED Strip Lights are available for [pre-order now at discounted prices for Flexfire PRO partner program members](#), and will be available for the general public mid-September via www.flexfireleds.com.



Verity SOB LED Strip Light - OFF



Verity SOB LED Strip Light - ON

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.

Caye Piper

Flexfire LEDs

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