

# LED Lighting

## The future in energy-efficient lighting is available today!

Admit it. You've never found lighting to be that interesting. You just grab the cheap incandescent bulbs when you're at the store. You may have even tried a few compact fluorescent lamps to lower your electric costs. But an exciting lighting revolution is here!

**Traditional incandescent light bulbs** haven't changed much over the past 130 years. But only 10% of the power they consume is used to produce light. The rest is wasted as heat. Standard bulbs are the most costly way to light your home or business.

**Compact fluorescent lamps (CFLs)** only use 25% of the power to produce the same amount of light as traditional bulbs and last up to 10 times longer. Great energy and money-saving benefits, but they contain mercury so they need to be recycled properly and they just don't dim like standard bulbs.

**Enter LED lighting.** LED lights have been around for many years. You may even use LED lights to decorate your home over the holidays. But you've probably just started hearing about using them for space lighting within the past few years. They've come a long way during that time.



LEDs now provide **great light color, turn on instantly,** many are **dimable,** and they can **withstand extremely cold conditions.** They don't need mercury to operate. ENERGY STAR®, the national symbol for energy-efficiency, has developed minimum quality and reliability standards for LED bulbs and fixtures. A wide variety of LEDs are now available at hardware stores and lighting design centers. Another great benefit is that LED lights can **last 40,000 hours or longer.** That's 5 to 50 times longer than the lifetime of CFLs and incandescent bulbs. In some of your fixtures, LEDs may be the last lights you ever need to buy!

Since LEDs are a newer technology, prices for some are high. But they will continue to drop as more styles are made available and they become more popular. In fact, LED retail prices have dropped more than 50% over the past couple years.

**We offer rebates on LED fixtures to help lower your final cost.**

### Here's how much you could save with LEDs:

Savings

#### Typical Residential Recessed Lighting Fixture

65-watt incandescent bulb **equivalent light to** 11-watt ENERGY STAR LED downlight  
Savings = (65 watts - 11 watts) / 1000 watts per kilowatt X 938 hours of operation per year X \$0.10 per kilowatt-hour = \$5 savings per year  
Payback = (\$20 cost - **\$10 utility rebate**) / \$5 savings per year = 2 years

#### Typical Commercial Recessed Lighting Fixture

65-watt incandescent bulb **equivalent light to** 11-watt ENERGY STAR LED downlight  
Savings = (65 watts - 11 watts) / 1000 watts per kilowatt X 2600 hours of operation per year X \$0.10 per kilowatt-hour = \$14 savings per year  
Payback = (\$20 cost - **\$10 utility rebate**) / \$14 savings per year = 9 months

Considering the energy savings from LEDs, their lifetime cost is much lower than standard bulbs and CFLs. Simply put, if you want to save money on your energy costs, LEDs are for you.

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You can't start saving if you don't understand the alternatives. To learn more about how energy-efficient LED lighting can lower your electric bills, please ask us or visit [SaveEnergyInNorthBranch.com/EnergyStar](http://SaveEnergyInNorthBranch.com/EnergyStar). On our website, you'll find a link to ENERGY STAR®'s list of qualifying LED fixtures.

If you are a business customer who is interested in receiving a rebate for ENERGY STAR LED fixtures, please visit [SaveEnergyInNorthBranch.com](http://SaveEnergyInNorthBranch.com) or contact us at 674-7100 and we'll send you our business rebate form.

If you are a residential electric customer, here is a coupon to apply for your residential rebate for ENERGY STAR LED fixtures:



## FIXTURES Rebate Coupon

North Branch Municipal Water & Light offers rebates for the following **ENERGY STAR**-labeled lighting products:

Fixture Types	Rebate	Wattage	Quantity	Total Cost	Required Documentation
Hardwired LED Fixture	50% of the cost up to \$20 each			\$	✓ This coupon ✓ Original receipt ✓ Part of packaging showing: - <b>ENERGY STAR</b> logo - Fixture wattage
Hardwired CFL Fixture	50% of the cost up to \$10 each			\$	
Ceiling Fan with Lighting	50% of the cost up to \$15 each			\$	
2017 "Most Efficient" Ceiling Fan with Lighting*	50% of the cost up to \$25 each			\$	
LED Light Kit for Ceiling Fan	50% of the cost up to \$20 each			\$	
CFL Light Kit for Ceiling Fan	50% of the cost up to \$10 each			\$	

\*Must be listed on ENERGY STAR's 2017 Most Efficient qualifying product list.

Name \_\_\_\_\_ Account # \_\_\_\_\_

Address \_\_\_\_\_ Daytime Phone \_\_\_\_\_

*Note:* Recipient must be an electric customer of North Branch Municipal Water & Light and lights must be connected to an electric service of the utility. Good on purchases made through December 31, 2017.

[SaveEnergyInNorthBranch.com](http://SaveEnergyInNorthBranch.com)



### Fixture Comparison

#### ENERGY STAR Fixture

- 55 Watts
- 10,000-50,000 hour lamp life
- Lamps included
- 3 to 5-year Warranty
- \$14 annual electricity savings
- Up to \$20 rebate from your utility



#### Incandescent Fixture

- 180 Watts
- 1,000 hour lamp life
- Lamps not included
- 1-year Warranty



North Branch Municipal Water & Light  
 6388 Maple Street • 674-7100  
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