

Save up to

70%

on better lighting.*

THIS IS YOUR LIGHTBULB MOMENT

Do the Math Before Incentives Expire.

T8
LIGHTING
PROJECT

T8 LIGHTING, ROI AND YOU

You may already know how an energy efficient T8 Lighting upgrade will positively impact the region's conservation efforts and ultimately your monthly utility bills. Yet, nagging questions continue to linger.

What kind of up front costs for the installation can you expect? How do the incentives work? And how long before you see significant return on investment? Let us help you get to the bottom of these questions and any other questions you may have as it relates to your specific warehouse location and need for high quality lighting.

Contact us, or the Northwest Trade Ally Network today. We will do everything we can to answer your questions and help you move toward an ecologically and economically sound decision. / *Savings vary by utility and project.



place your logo
here (the white
box remains)

CALL

XXX-XXX-XXX

or

EMAIL

EMAIL@UTILITY.COM

or

WEB

UTILITYWEBSITE.COM

but

HURRY

**INCENTIVES EXPIRE
JULY 2012**

Save up to
70%
on better lighting.*

THIS IS YOUR LIGHTBULB MOMENT

Dial In Your Savings Before Incentives Expire.



IF YOU'RE CURRENTLY CONSIDERING

an energy efficient T8 Lighting upgrade for your warehouse space, you're no doubt busy crunching the numbers and asking yourself all the tough, but necessary, questions.

How many new lamps & ballasts will need to be ordered & installed?

How long will the installation take?

What will it cost when it's all said & done?

What kind of return on investment can I expect & when?

THANKFULLY, WE HAVE THE ANSWERS YOU'RE SEEKING.

While the number of lamps and ballasts may vary it could take as little as one to two years for the T8 Lighting upgrade costs to be fully recouped. However, in large facilities like a warehouse, the rate of return can be even better and faster because the more lights you install, the more savings you reap. Please don't hesitate to ask us more questions that are specific to your situation by contacting us or your local lighting contractor today. We will do everything we can to answer your questions and help you move toward an ecologically and economically sound decision. / *Savings vary by utility and project.



place your logo here (the white box remains)

3 EASY WAYS TO GET STARTED WITH THE T8 LIGHTING PROJECT

EMAIL

EMAIL@UTILITYNAME.COM

WEB

UTILITYWEBSITE.COM

CALL

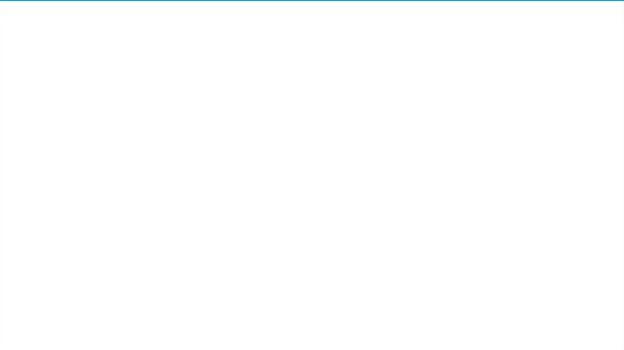
XXX-XXX-XXXX

but

HURRY

INCENTIVES EXPIRE
JULY 2012

Utility Name
Address
City, State Zip





T8

LIGHTING
PROJECT



T8

LIGHTING
PROJECT



COPY

DATE:	Feb. 15, 2011	DRAFT:	VF
CLIENT NAME:	BPA Energy Efficiency		
PROJECT NAME:	T8 Lighting Project		
DESCRIPTION:	Utility to End User – Warehouse Retrofits		

DIRECT MAIL:

HEADLINE: **This Is Your Lightbulb Moment**

SUBHEAD: Dial In Your Savings Before Incentives Expire.

COPY:

If you're currently considering an energy efficient T8 Lighting upgrade for your warehouse space, you're no doubt busy crunching the numbers and asking yourself all the tough, but necessary, questions.

Q. How many new lamps and ballasts will need to be ordered and installed?

Q. How long will the installation take?

Q. What will it cost when it's all said and done?

Q. What kind of return on investment can I expect and when?

Thankfully, we have the answers you're seeking. While the number of lamps and ballasts may vary, it could take as little as one to two years for the T8 Lighting upgrade costs to be fully recouped. However, in large facilities like a warehouse, the rate of return can be even better and faster because the more lights you install, the more savings you reap.

Please don't hesitate to ask us more questions that are specific to your situation by contacting us, or your local lighting contractor today. We will do everything we can to answer your questions and help you move toward an ecologically and economically sound decision.

X Easy ways to get started with the T8 Lighting Project

Hurry: Incentives Expire July 2012

BILL INSERT:

HEADLINE: **This Is Your Lightbulb Moment**

SUBHEAD: Do the Math Before Incentives Expire.

TEASER: T8 Lighting, ROI and You.

BODY: You may already know how an energy efficient T8 Lighting upgrade will positively impact the region's conservation efforts and ultimately your monthly utility bills. Yet, nagging questions continue to linger.

What kind of up front costs for the installation can I expect? How do the incentives work? And how long before I see significant return on investment?

Let us help you get to the bottom of these questions and any other questions you may have as it relates to your specific warehouse location and need for high quality lighting.

Contact us, or your local lighting contractor today. We will do everything we can to answer your questions and help you move toward an ecologically and economically sound decision.

EMAIL AND NEWSLETTER COPY: LONG

SUBJECT LINE: Do The Math Before Incentives Expire

HEADLINE: **This Is Your Lightbulb Moment**

SUBHEAD: See Significant ROI in as Little as One-to-Two Years

COPY:

When you own or manage a warehouse, making the decision to upgrade to energy efficient lighting can be a costly one. Thankfully, most of those costs can now be offset when you take advantage of our amazing T8 Lighting incentives.

But act today, because the incentives are due to expire by July 2012, and before you can reap the benefits of this program, you need to find the right lighting contractor, get a bid from the contractor, have the contractor do the work, bill for the work and process the incentives.

Plus, we know you have detailed questions that need to be addressed first.

Q. How many new lamps and ballasts will need to be ordered and installed?

Q. How long will the installation take?

Q. What will it cost when it's all said and done?

Q. What kind of return on investment can you expect and when?

Thankfully, we have the answers you're seeking. While the number of lamps and ballasts may vary, it could take as little as one to two years for the T8 Lighting upgrade costs to be fully recouped. However, in large facilities like a warehouse, the rate of return can be even better and faster because the more lights you install, the more savings you reap.

Contact us, or your local lighting contractor today. We will help to answer your questions and get you moving toward an ecologically and economically sound decision.

EMAIL AND NEWSLETTER COPY: MEDIUM

SUBJECT LINE:

Do the Math Before Incentives Expire

HEADLINE:

This Is Your Lightbulb Moment

SUBHEAD:

See Significant ROI in as Little as One-to-Two Years

COPY:

When you own or manage a warehouse making the decision to upgrade to energy efficient lighting can be a costly one. Thankfully, those costs can be largely offset

when you take advantage of our amazing T8 Lighting incentives.

But act today, because the incentives are due to expire by July 2012, and before you can reap the benefits of this program, you need to find the right lighting contractor, get a bid from the contractor, have the contractor do the work, bill for the work and process the incentives.

The first step is to locate the right lighting contractor who can answer all your questions about upfront costs and how long the installation will take. Plus, a lighting contractor will help you calculate the ROI on this energy efficient lighting upgrade.

Find a lighting contractor who is up to speed on T8 Lighting and available incentives by contacting us today.

EMAIL AND NEWSLETTER COPY: SHORT

SUBJECT LINE: Do the Math Before Incentives Expire

HEADLINE: **This Is Your Lightbulb Moment**

SUBHEAD: See Significant ROI in as Little as One-to-Two Years

COPY: When you own or manage a warehouse space, you need answers to important lighting upgrade questions.

What kind of up front costs for the installation can you expect? How do the incentives work? And how long before you see significant return on investment?

For the answers, contact us, or your local lighting contractor today.