

Save up to
70%
on better lighting.*

THIS IS YOUR LIGHTBULB MOMENT

Good Lighting is Good for Business. Let the Light Shine on Your Store.



UPGRADE TO T8 TODAY AND SAVE

Do you want to save money on your future utility bills, but you're concerned about what an energy efficient lighting upgrade might do to the quality of light in your store?

No need to worry. T8 Lighting is not only highly efficient, the lamps provide better light than the old T12 lamps (which will no long be available after July 2012).

Incentives expire by July 2012 so contact us for help finding the right lighting contractor to handle your T8 lighting upgrade without disrupting your day-to-day business.

*Savings vary by utility and project.



place your logo
here (the white
box remains)

CALL

XXX-XXX-XXX

or

EMAIL

EMAIL@UTILITY.COM

or

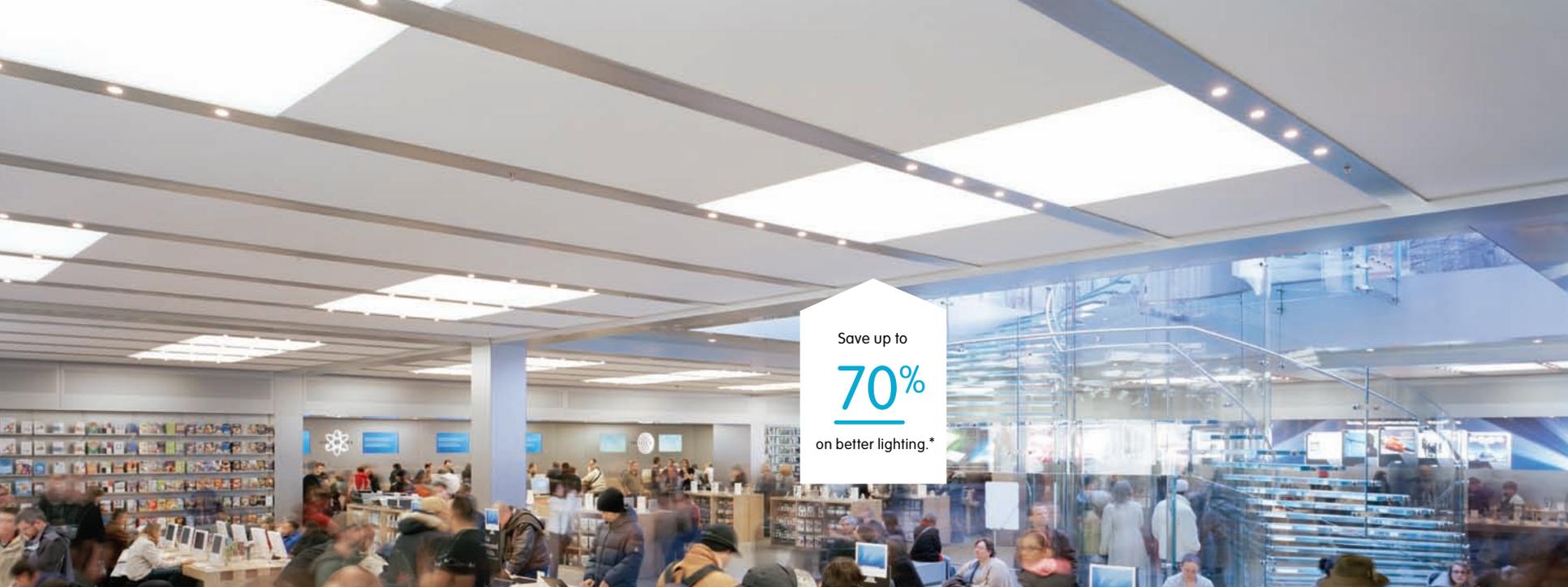
WEB

UTILITYWEBSITE.COM

but

HURRY

INCENTIVES EXPIRE
JULY 2012



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SWITCH TO HIGH QUALITY T8 LIGHTING WHILE INCENTIVES LAST

Do you want to save money on your future utility bills, but you're concerned about what an energy efficient lighting upgrade might do to the quality of light in your store?

No need to worry. T8 Lighting is not only highly efficient, the lamps provide better and brighter light than the old T12 lamps — which will no longer be available after July 2012.

Over time all lamps begin to lose their intensity and brightness. But T8 lamps have a slower period of decrease, losing only 10% of their initial brightness after 7,000 hours of use. By comparison T12 lamps can lose 20% after the same number of hours.

A move to T8 Lighting conserves energy, but that's not all you save. When you upgrade now, you pay as little as 30%* of the installation thanks to our current incentives. But like T12 lamps, the incentives expire next year. / *Savings vary by utility and project.



place your logo here (the white box remains)

FIND THE RIGHT LIGHTING CONTRACTOR

Contact us today for help finding the right lighting contractor to handle your T8 lighting upgrade without disrupting your day-to-day business.

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 – Retail Lighting Quality		

DIRECT MAIL:

SUBHEAD: Good Lighting is Good For Business. Let the Light Shine on Your Store.

HEADLINE: **This Is Your Lightbulb Moment**

TEASER: Switch to High Quality T8 Lighting While Incentives Last

COPY:

Do you want to save money on your future utility bills, but you're concerned about what an energy efficient lighting upgrade might do to the quality of light in your store?

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Find the right lighting contractor.

Contact us today for help finding the right lighting contractor to handle your T8 lighting upgrade without disrupting your day-to-day business.

BILL INSERT:

HEADLINE: **This Is Your Lightbulb Moment**

SUBHEAD: Good Lighting Is Good For Business. Let The Light Shine On Your Store.

CALLOUT: Upgrade to T8 Today And Save

BODY: Do you want to save money on your future utility bills, but you're concerned about what an energy efficient lighting upgrade might do to the quality of light in your store?

No need to worry. T8 Lighting is not only highly efficient, the lamps provide better and brighter light than the old T12 lamps (which will no long be available after July 2012).

Incentives expire by July 2012, so contact us today, for help finding the right lighting contractor to handle your T8 lighting upgrade without disrupting your day-to-day business.

EMAIL AND NEWSLETTER COPY: LONG

SUBJECT LINE: Upgrade your store's lighting for all the right reasons

HEADLINE: **This Is Your Lightbulb Moment**

SUBHEAD: Good Lighting Is Good For Business

COPY: Do you want to save money on your future utility bills, but you're concerned about what an energy efficient lighting upgrade might do to the quality of light in your store?

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10 percent of their initial brightness after 7,000 hours of use. By comparison T12 lamps can lose 20 percent after the same number of hours.

A move to T8 Lighting conserves energy, but that's not all you save. When you upgrade now, you pay as little as 30%* of the installation thanks to our current incentives. In most cases you will see significant return on investment in one-to-two years, and in all cases you will see reduced utility bills as soon as the upgrade to T8 is complete. Plus, your new energy efficient lighting makes for a safer, more visually appealing store. As you can see, it's win-win-win.

Do right, right now. Contact us today, for help finding a lighting contractor to handle your T8 lighting upgrade—without disrupting your day-to-day business.

EMAIL AND NEWSLETTER COPY: MEDIUM

SUBJECT LINE: Upgrade your store's lighting for all the right reasons

HEADLINE: **This Is Your Lightbulb Moment**

SUBHEAD: Good Lighting Is Good For Business

COPY: Do you want to save money on your future utility bills, but you're concerned about what an energy efficient lighting upgrade might do to the quality of light in your store?

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Best of all, when you upgrade now, you pay as little as 30%* of the installation thanks to our current incentives, which are due to expire in July 2012.

Do right, right now. Contact us today.

EMAIL AND NEWSLETTER COPY: SHORT

SUBJECT LINE: Upgrade your store's lighting for all the right reasons

HEADLINE: This Is Your Lightbulb Moment

SUBHEAD: Good Lighting Is Good For Business

COPY: Do you want to save money on your future utility bills, but you're concerned about what an energy efficient lighting upgrade might do to the quality of light in your store?

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For more information, please contact us today.

DISCLAIMER

*****: Savings vary by utility and project.