



THIS IS YOUR LIGHTBULB MOMENT

For a Limited Time, Get Paid to Save Energy and Money.



ARE YOU RELYING ON OLD FLUORESCENT LIGHTING TO LIGHT YOUR BUSINESS?

Not only are T12 lamps inefficient by today's standards, they will also no longer be available as replacement lamps, per a federal mandate, beginning July 14, 2012.

When you do move from T12 to T8 Lighting, you can see as much as a 50% reduction in energy use. Now imagine your utility bill shrinking as a result — something you can achieve without breaking the bank on the installation, thanks to the amazing incentives available now. Contact us today, for help finding a lighting contractor to bid on your T8 Lighting upgrade. / *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

T8 Lighting Saves Valuable Energy and Money.

T8

LIGHTING
PROJECT

UPGRADE YOUR LIGHTING FOR NEXT TO NOTHING

According to the Department of Energy, electric lighting accounts for nearly 40% of all the energy consumed in U.S. commercial buildings each year. That's a lot of energy, and we all pay for it in resources depleted, plus the real costs associated with our monthly energy bill.

The good news is that's all changing. Old T12 lamps and ballasts are being replaced with energy efficient T8 lighting at a rapid pace, especially now thanks to the incredible incentives available on T8 lamp and ballast installation. When you upgrade today, you can pay as little as 30%* of the installed cost.

It's important to note that T12 lamps and ballasts will no longer be commercially available after July 14, 2012. So the move to T8 is coming. You can upgrade now and save on the installation, or you can pay full price later. Plus, the sooner you upgrade the sooner you start to see significant savings on your monthly utility bills. Please contact us today for help finding a lighting contractor to assess your needs, bid on your T8 lighting upgrade and get all the work done in time to save.

*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

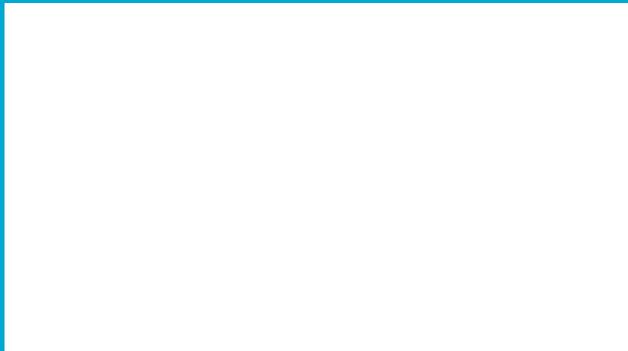
XXX-XXX-XXXX

but

HURRY

INCENTIVES EXPIRE
JULY 2012

Utility Name
Address
City, State Zip





T8

LIGHTING
PROJECT



T8

LIGHTING
PROJECT



COPY

DATE:	Feb 18, 2011	DRAFT:	VF
CLIENT NAME:	BPA Energy Efficiency		
PROJECT NAME:	T8 Lighting Project		
DESCRIPTION:	Utility to End User – Program Overview		

DIRECT MAIL:

HEADLINE: This Is Your Lightbulb Moment

SUBHEAD: T8 Lighting Saves Valuable Energy and Money.

TEASER: Upgrade Your Lighting For Next To Nothing

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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.

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BILL INSERT:

HEADLINE: **This Is Your Lightbulb Moment**

SUBHEAD: For A Limited Time, Get Paid To Save Energy and Money.

BODY COPY: Are you relying on old fluorescent lighting to light your place of business? Not only are T12 lamps inefficient by today's standards, they will also no longer be available as replacement lamps, per a federal mandate, beginning July 14, 2012.

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WEB COPY:

HEADLINE: **This Is Your Lightbulb Moment**

SUBHEAD: Save Energy *And* Money By Upgrading to T8 Lighting

COPY: [Overview](#)

According to the Department of Energy, electric lighting accounts for nearly 40% of all the energy consumed in U.S. commercial buildings each year. That's a lot of energy, and we all pay for it in resources depleted, plus the real costs associated with our monthly energy bill.

Make the move from T12 to T8 Lighting, and you can see up to a 50% reduction in energy use. Now imagine your utility bill shrinking by nearly that much—something you can achieve without breaking the bank on the installation, thanks to the amazing incentives available now.

It's important to note that due to federal mandates requiring energy efficient lighting in commercial buildings, T12 lamps and magnetic ballasts will no longer be manufactured, or made available after July 14, 2012. So the change to T8 is inevitable. The question is how much will you pay for the switch to T8? When you act now, the answer will be, "Not much!"

Clear Benefits Of T8 Lighting

- 1) T8 Lighting saves you money on future utility bills
- 2) T8 Lighting doesn't cost much to install when you act today
- 3) T8 Lighting makes a big difference for the environment
- 4) T8 Lighting is the new standard which makes upgrading inevitable (it's the price you pay that's variable)
- 5) T8 Lighting provides better and longer lasting illumination, making for safer and more productive workplaces and stores

The Environmental Impact of Better Lighting

In 2009, a medium-sized auto parts store in Sisters, Oregon replaced 34 old lamps and ballasts with new energy efficient T8 Lighting and started saving close to 4000 kilowatt-hours and hundreds of dollars a year on their utility bills.

There are lots of steps to take on the path to energy efficiency. But conservation of energy is the first and arguably the most important step. It also happens to be one of the easier steps to take and one with a big upside.

Bottom line, if your company begins to save 4000 kilowatt-hours per year, and others in your industry and neighborhood do the same, the demand for energy will go down throughout the region and there won't be a need to bring more power plants online; thus, preserving the quality of life in the Pacific Northwest for future generations.

How T8 Lighting Benefits Retailers

Bad lighting is bad for business.

When customers visit your store, the products for sale need to be showcased in bright light, so people can readily find what they're looking for.

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 14, 2012.

Over time all lamps begin to lose their intensity and brightness. But T8 lamps have a slower period of decrease, losing only 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.

How T8 Lighting Benefits Office Owners And Lessees

Property values have been in a tailspin. We can't fix that, but we can offer you a proactive investment that will pay out, over time.

Because lighting accounts for over a quarter of all energy used in commercial buildings, when you show your office space buyers and tenants want to know about lighting. Poor lighting means poor performance and there's clearly no room for that in today's tough economy.

Naturally, it takes money to make money, but right now it doesn't take very much money, thanks to incentives on T8 Lighting upgrades where you pay as little as 30%* of the project cost for new T8 lamps and ballasts.

Given how many outside factors that go into determining property values, isn't it nice to know there's something you can do that adds long-term value? In residential real estate, we point to "curb appeal" as an important asset. In this case, it's more like lamp and ballast appeal.

How T8 Lighting Benefits Warehouse Owners And Lessees

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. Generally speaking, it will take 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 achieve.

Studies also show that well lit workspaces boost worker productivity and make the workplace a safer place to be.

Frequently Asked Questions About T8 Lighting

Q **What is a T8 lamp?**

A A type of fluorescent lighting commonly used in many commercial spaces including offices, retail spaces, warehouse, industrial, churches and classrooms.

Q **What's the difference between a T8 lamp and what I have now?**

A Fluorescent lamps are named according to their size, measured in eighths of an inch. So, a T8 lamp is one inch in diameter. Currently, you likely have T12 lamps which are one and half inches in diameter.

Aside from being skinnier, high-performance T8 lamps provide significant energy savings due to lower energy use. A high-performance T8 system can save up to 50% of the energy used from your current T12 system.

Q **Why do I need to change the lights I currently have installed?**

A Federal standards for general service fluorescent lighting are pending changes under the Energy Policy Act of 1992.

Current T12 and some first generation T8 lighting technology will not meet minimum efficiency standards as of July 14, 2012.

As of this date, manufacture of these products will cease and it is expected that within a few months of this effective date these products will no longer be available in stores and supply houses as inventories are exhausted. So now is the time to get paid to upgrade to more efficient lighting.

Q **How long will it take me to recoup installation costs?**

A With the current incentives offered by your local utility, many business owners have seen recouped project costs via energy savings in as little as 1-2 years.

Q **Will the new lights hum like my current ones?**

A The new ballasts associated with T8 lighting operate differently than the old magnetic ballasts. New electronic ballasts are much quieter and more efficient eliminating the humming typically associated with fluorescent lights.

Q **How do you know the lighting quality is better?**

A Most lighting technologies have a color rendering index (CRI) rating associated with their lighting quality. The CRI for T8 lights is higher than the CRI for T12 lights.

Frequently Asked Questions About The T8 Lighting Program

Q **How do I know if I qualify for incentives?**

A (tbd by the utility)

Q **How do I find an eligible lighting contractor?**

A (tbd by the utility)

Q **How long does it take to process the incentive?**

A (tbd by the utility)

Q **Do I have to fill out any forms?**

A (tbd by the utility)

Q **Do I need to prequalify for my lighting project?**

A (tbd by the utility)

EMAIL & NEWSLETTER COPY: LONG

SUBJECT: Energy efficiency meets costs savings in this special lighting program

HEADLINE: **This Is Your Lightbulb Moment**

SUBHEAD: Upgrade to T8 Lighting While Incentives Last. Pay As Little As 30%* of the Installed Cost.

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Make the move from T12 to T8 Lighting, and you can see up to a 50% reduction in energy use. Now imagine your utility bill shrinking by nearly that much—something you can achieve without breaking the bank on the installation, thanks to the amazing incentives available now.

Incentives are due to expire by July 2012, and while that may seem like plenty of time to consider your options, the reality is it can take several months to source the right lighting contractor, have them perform a lighting audit, estimate the cost of an upgrade, and complete the installation. Plus, the sooner you decide to upgrade to energy efficient lighting, the sooner you can see significant savings on future utility

bills.

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DISCLAIMER

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