

Value Proposition

How are LEDs different from traditional light bulbs... and how can Your Customers Benefit?

Incandescent light bulbs haven't changed much since Thomas Edison invented them. They contain a thin, wire filament inside a vacuum or gas-filled glass bulb. When electric current is passed through the filament, it glows white-hot and produces light. This is a very inefficient way to produce light; in fact, more than 90% of the energy is wasted on heating the filament. Eventually the filament burns through or breaks and the bulb must be replaced.

Light-emitting diodes, on the other hand, give off their wasted energy as *light* rather than heat. There is no filament to burn out or break. LEDs are encased in clear plastic resin, which makes them shockproof and nearly unbreakable—you *literally have to smash them with a hammer to break them*. LEDs have a rated life of **10,000+ hours**. They will last well over three years if you turned them on *every evening* at 6 p.m. and left them on *all night* until 6 a.m.! **Reliability can be your best form of customer service.**

In actual use with LEDs, batteries will last 20 to 30 times longer than they will with standard flashlight bulbs. Over their lifespan, LEDs flashlights will save you thousands of dollars on batteries and replacement bulbs. Clearly, LEDs flashlights provide the best return on investment! **Your customers will applaud your insight.**

LED lighting goes a step further in benefit. As flashlight batteries weaken, light output from bulbs diminishes. LEDs behave differently. When batteries weaken, LEDs continue to provide usable light for many, *many* more hours. **Ideal for safety conscience users.**

Incandescent bulbs produce a red-yellow light. LEDs produce a bluish hue of white light, much closer to natural daylight, causing less eyestrain. This higher-quality light helps the eye to identify between white and yellow objects as electricians have attested.

Call your representative today for product recommendations and a cost/benefit analysis.

Bottom line... you will save money everyday, guaranteed.

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