

WATTWORKS

Energy Efficiency Newsletter

August 2009

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Upcoming Green Events

Thursday, August 27th
7-8:30pm

Repower America "Made
in America" Town Hall.
Meeting will be held at
The Ohio State University
- School of Environment &
Natural Resources,
Kottman Hall Room 103.
2021 Coffey Rd. Columbus,

You may notice that this month's newsletter is arriving a little later than usual. We have been working out the details of a new partnership and I wanted to wait until everything was ready to go to send the word out. So...It's with great excitement that I announce Watt Works' new partnership with AEP Ohio on its [gridSMART](#) program! Residential AEP Ohio customers can now receive a discount on our popular [LR6 LED downlight module](#). No forms to fill out, no rebates to mail in - just come in to Watt Works and save. Read below for more information and a few testimonials from past customers who have purchased this product. We know you will be just as happy with the LR6 as they are, especially now that AEP Ohio is offering this fabulous incentive. Call, email or stop by if you have any questions. For contact info, store hours and location, [click here](#).

Oh - and for our commercial readers - there are incentives available for you too. [Contact us](#) for more info on how you can save money upgrading to energy efficient lighting.

See you soon,
April Kasun
Sales Manager, Watt Works, Inc.

➔ AEP Ohio and Watt Works Team Up to Offer Discounts on LED Lighting

Ohio Senate Bill 221 was signed into law in April of 2008. In addition to setting standards for alternative energy generation in the state, SB 221 also requires utilities to implement energy efficiency programs to achieve reductions in energy usage from 2009 to 2025. For more information on Senate Bill 221, [click here](#).

This past month, AEP Ohio took a step towards meeting those energy reduction goals by implementing a program called [gridSMART](#). This program offers cash incentives to AEP Ohio customers for making energy-efficient upgrades in their homes and businesses. The program started out for residential customers with discounts on approved lighting at major retailers and through an online site owned by a company in Vermont.

Excited about the program and wanting to participate, Watt Works

OH 43210

Thursday, September 3rd, 7:30-10am
Central Ohio Clean Energy
Network Meeting
[Click here](#) for details.

Friday, September 4th, 10-11:30am
MORPC Center for Energy
& Environment
Educational Series -
Nurturing a Culture of
Sustainability. For more
info, go to
www.morpc.org.

Monday, September 7th 11am - 6pm
Ohio Green Living Fayre
Zanesville, OH. For more
info, go to
www.ohiogreenliving.org

Thursday, October 1st, 7:30-10am
Central Ohio Clean Energy
Network Meeting
[Click here](#) for details.

October 3rd & 4th
2009 Ohio Solar Tour
Renewable energy-
powered & energy
efficient homes &
buildings in Ohio will be
shown during FREE open
houses across Ohio. [Click here](#)
to learn more.
[Westerville SmartGrid solar sites](#)
by WattWorks
are on the tour too!

Tuesday, October 6th
MORPC Summit on
Sustainability. For more

contacted AEP Ohio and requested a partnership to offer incentives as well. While Watt Works doesn't sell the compact fluorescent light bulbs that AEP Ohio is discounting elsewhere, we do offer cutting-edge LED products that are even more efficient and last even longer than CFLs.

Starting on Friday, August 28th, AEP Ohio is offering its customers an instant \$10 off rebate on the LR6 LED Downlight Module at Watt Works. And to make the deal even sweeter, Watt Works is throwing in an additional \$25 off each unit, making the final cost only **\$89 per unit**. That's a **30% discount** off our regular retail price of \$125!

The LR6 LED downlight module is a patented, Energy Star rated LED fixture that replaces incandescent bulbs in standard 6" recessed cans. Rated at 50,000 hours, this LED light engine uses only 12W of electricity, making it 85% more efficient than the 75W incandescent it replaces. Combining advanced thermal management, along with a new way to generate white light, the LR6 is the first viable LED downlight for commercial and residential applications. It is dimmable, available in warm or cool white, has a color rendering index (CRI) of 92 and is free of harmful toxins. For more information on the LR6, [click here](#).



If you have been thinking about upgrading your lighting but hate the look of compact fluorescents, the time to buy is now!

Is the LR6 is Right For You? Take a Look at These Customer Testimonials...

Lisa and I just replaced a recessed 75-watt incandescent spotlight with a comparable LED light and the result exceeds our expectations.

It looks great, gives off more light than the old bulb, uses a bit less than 12 watts instead of 75 (17% of the old), and we will NEVER have to replace it (50,000 hrs of life, or more).

Plus, we did not have to tear out any of the old fixture. This new one slips INSIDE the old fixture. Of course, since the old fixture is recessed, you cannot see the old part.

Plus, recessed light fixtures are not sealed air-tight, meaning you loose a LOT of air through the old fixture - in both the summer and the winter. Well, when you remove the old incandescent bulb, you can seal the inside of the old fixture air tight (I used duct tape and silicone caulk) before you insert the new LED, and do all of it from

info, go to
www.morpc.org.

Friday, November 6th,
10-11:30am
MORPC Center for Energy
& Environment
Educational Series -
Central Ohio Green Pact,
Objective 4: Adopting
Sustainable Land Use
Policies. For more info,
go to www.morpc.org.

Energy Efficient Products from Watt Works

[LED Lighting](#)

[Home Power Cost
Monitor](#)

[Kill A Watt](#)

[Lexin Heating Panels](#)

[Geothermal HVAC
Systems](#)

Watt Works is proud to be
a Lighting Facts LED
Product Partner and to
sell Energy Star products.

inside your home, not from up in the attic (if you can even get to that top side of the fixture). Leakage of air through recessed fixtures is a major energy loser. The air-tightness is not a concern with the LED because it generates so little heat. After the new LED's been on for a long time, it's still cool to the touch.

Of course, the initial investment is bigger. But in the long run, you spend a lot less and you save energy to illuminate and you eliminate air (energy) leakage.

Fred

We replaced the incandescent lights in our kitchen with LED's LR6 6" Downlight Module and we have been more than pleased with the results. They were simple to install in the existing cans and they worked with the standard dimmers already in place.

Of course the initial cost is high, but we expect to recover it through energy savings and bulb replacement. We feel the quality of the LED light is superior to the incandescent and they do not generate the heat. This cooler operation can be really noticeable in the kitchen when the cook top and oven are in use.

Ruth Ann and Don

We tried out replacing six of our existing incandescent down light fixtures in our kitchen and we absolutely loved them! The LED lights were brighter and whiter than the incandescent down lights. They look more like day light. We couldn't believe how easy they are to install. Just remove the existing diffuser, screw in the new LED fixture and twist to lock in place. We also like the fact that LED's are dimmable. This convinced us to replace the existing down lights in our hall and stairway with the LED lights. Once again the results were dramatic. A longer lifespan, lower utility costs and brighter light... what's not to like about LED's.

Srinath & Kathy



More information regarding the products mentioned in this newsletter can be found on our website at www.wattworks.com. Products can be purchased online, by phone at 614-458-1162 or in our Columbus store.

\$89 LR6 LED Downlight Module

NO COUPON NEEDED!

The \$10 AEP rebate can be used for up to 12 LR6's per address from August 28th and December 31st, 2009. Additional quantities can be purchased from Watt Work at \$99 each during this promotion. Offer applies to residential AEP Ohio customers only. Contact Watt Works for savings opportunities for non-AEP Ohio customers.

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