

Energy Efficiency Newsletter

March 2010

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Featured Product



Kichler Design Pro Series LED undercabinet lighting delivers high brightness, a cooler operating temperature, superior color rendering LED (CRI >90) and premium energy efficiency. A long-life light source (40,000 hours) that uses 75% less energy than incandescent fixtures. Plus, it's high-tech meets high-style: a beautifully sleek unit that brings futuristic LED into the present - and it installs simply and intuitively.

Hooray - spring is almost here. Time to come out of hibernation and get out and enjoy the warmer weather. If your looking for things to do, check out some of the "green" events coming up later this month and next.

Also in this months newsletter is an article that will provide some guidance for purchasing LED lighting. This should help clear up some of the confusion over this ever-evolving technology. If not, well you know who to ask!

And finally, to follow up on last month's article on the upcoming "Cash for Clunkers" Appliance program, Ohio has finally released it's guidelines for the Ohio Energy Efficient Appliance Rebate Program. For a complete list of details, [click here](#).

→ [How do I choose the right LED bulb?](#) by April Kasun, Sales Manager

We get a lot of phone calls, emails and store visits from people interested in LED technology. They hear LEDs are the most efficient, longest-lasting light sources available today, but that's about all they know. Oh - and they know they are expensive compared to incandescent or compact fluorescent (CFL) bulbs. So on their next visit to Lowes or Walmart they see a display of LED lights 2 for \$20 and they think they are getting a great deal, right? You know the saying "you get what you pay for"?

LED technology isn't new, but using them in our homes is a fairly recent trend. The technology has advanced to where, for certain applications, an LED can replace an incandescent or compact fluorescent. And by replace, I mean give you the same features, functions and light output. My favorite story to tell is about the LED lights at a certain warehouse store whose packaging boasted something like "Replaces a 60W incandescent". Sure, but it's only as bright as a 25W incandescent.

So how do you know what LED light to purchase? How can you make sure you are spending your money wisely? Well, your best bet is to come to Watt Works and talk to us. We sell LEDs from multiple manufacturers for many different home applications, and we can help you decide what will work best for you. But I know you will still be tempted to shop on-line and at the big-box stores, so if you are looking for a true replacement for your incandescent



3, 6 & 9 LED Strips



3 LED Pucks

Available in Bronze, Brushed Nickel and White finishes (pucks also available in black).

Stop by the Watt Works showroom to see these products and learn more.



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bulbs, here's what you need to look for:

Lumen Output: The only true way to know if an LED light will have a comparable light output to the incandescent or CFL you have now is by looking for the lumen output. Unlike with CFLs, the wattage of the LED might not give you the full story so it's important to know the lumen output. A 60W incandescent gives off around 630 lumens. If the LED bulb is giving off less - or even worse they don't even tell you lumen output - it's not going to be as bright as your 60W incandescent.

Dimmability: I can't tell you how many times someone has told me they heard LEDs aren't dimmable. The good ones are and if you need it to dim, don't settle for an LED that won't. Some LEDs will dim with even the cheapest dial dimmers and some need more expensive electronic dimmers. A reputable manufacturer will make that information available to you so you know whether or not the bulb is compatible with your system.

Lifetime Rating: A quality LED light is built with an extensive heat sink that dissipates heat from the LEDs and keeps them cool. A cool LED is a happy LED. A happy LED will burn for 50,000+ hours before reaching a point where it's only 70% of its original brightness. Notice I didn't say it burns out. So if the bulb isn't rated for 50,000 hours, it's not designed properly. You know the bulb I mentioned before? The warehouse store had to send a letter to everyone who bought the bulb because the manufacturer overstated the life rating on the packaging. You can tell if an LED is made properly. Look for the heat sink fins - the aluminum surrounding the light source designed to keep the LEDs cool. If it's not there, the LED will not last 50,000 hours. It might not even last longer than an incandescent.

Color Temperature: So important! Do you like the nice warm white output of your incandescent bulbs? Most of us do and we have decorated around how colors look under warm white light. Hate those bluish CFL's and LED's? Well guess what - warm white LEDs are more expensive. The standard, and cheapest, way to make "white" light in a LED is to take a blue LED and cover it with a yellow phosphor coating. In low-quality LED's, this coating is thin, inconsistent and will fade over time. So your LED bulb is blue to begin with and will turn bluer and bluer as it ages. Cree uses a patented array of yellow-green and amber LEDs that blend to create the perfect 2700K color temperature of an incandescent, or the 3500K of a fluorescent. Enlux uses an array of red, green and blue LEDs to create warm white (2700K), neutral white (3500K) and cool white (4500K). The point is, with a well-made LED, you choose the color temperature to match your décor.

UL Rating: Make sure the LED has been properly tested before you install it in your home. A UL, CSA, ETL or CE rating assures that the bulb has been independently tested for safety. If you don't see one of these marks on the box, don't buy it!

Warranty: As mentioned before, an LED will last 50,000+ hours. That's 17 years at 8 hours per day. I have come across LED bulbs

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



Be sure to visit these other local green businesses!

(click store logo for a link)



with a warranty as low as 6 months! Watt Works doesn't sell an LED bulb that has a warranty less than 3 years. Some of our outdoor LED products are warranted for 7 years. The point is - if the manufacturer won't stand behind the product, there's a reason.

Hopefully this article will help you understand what to look for in LED bulbs. Unfortunately there is a lot of junk out there. If you get burned, please keep trying. There ARE quality LED products out there, you just need to look for them - and expect to pay quite a bit more for them. But you will get your payback with a LED. When you included the initial cost of the bulb and the electricity it uses, a 75W incandescent will cost an average of \$34 per year to run; an LED of the same brightness, costs only \$13 per year to run. Which one is really more expensive?

As always, we are here to help. [Call, email or stop by](#) Watt Works to learn more about LED lighting.

→ Upcoming "Green" Events

Custom Home Building Camp: Making it a Green World

Saturday, March 27, 11am-1pm

Decor Blvd, 3436 Millennium Ct., Columbus, OH 43219

From the practical to the exotic find out how you can save thousands of dollars in energy costs every year while helping to preserve the earth's precious resources. Tyler Steele of Greenovate will discuss various products and procedures to help create a Green home. Don Hall of Watt Works will be presenting products that will lessen or eliminate your dependency on the "Grid". To register, [click here](#).

Room-by-Room: Green Building and Your Health Workshops - Introduction to Indoor Environmental Health

Thursday, April 1, 6-8pm

Greenovate, 9 East Second Avenue, Columbus, OH 43201

Phillip Bouton of Columbus Public Health (CPH) will lead an introductory discussion on issues affecting indoor environmental health. Registration, limited to 30 participants per workshop, is free of charge and open to the public. Make reservations online at www.greenovate.com.

2010 Eco Dublin Expo

Saturday, April 10, 9am-Noon

Dublin Community Recreation Center, 5600 Post Rd., Dublin, OH 43017

Kick-off the spring cleaning season by joining the City of Dublin and the Eco Dublin team at this year's Eco Dublin Expo. For more information, [click here](#).

Green Building Expo and Get Green Business Conference

Wednesday, April 14th, 8:30am-4:30pm

Nationwide & Ohio Farm Bureau 4-H Center, 2201 Fred Taylor Dr.,

Columbus, Ohio 43210

Participate in Ohio's largest Green Building and Business Conference! The massive trade show showcasing Green product vendors and service providers is free & open to the public. [Click here](#) for details and to register.

Earth Day 2010: The Update Celebration

Thursday, April 22, 3-10pm

Franklin Park Conservatory, 1777 E. Broad St., Columbus, OH 43203

After a weekend of community service, it's time to celebrate!

Earth Day 2010: The Update keeps the green going with a festival at Franklin Park. Admission is FREE to all. For more details, [click here](#).

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

Available to all residential AEP Ohio customers - NO COUPON NEEDED!
To learn more about the LR6, [click here](#).

The \$10 AEP rebate can be used for up to 12 LR6's per address until December 31st, 2010. 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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