

What Did This Facility Do To Cut Their Energy Costs By \$300,000 Per Year?

From the Desk of Mark Klipsch | June 17, 2012

Dear William,

How many meetings have you sat in discussing ways to cut costs?

And how many of those solutions cut costs by only a few thousand dollars?

My guess is that you didn't get to where you are now by increasing costs and decreasing revenue.

I'm assuming that you've implemented ways to cut costs, even if they only added up to a few thousand dollars per year.

Well, what if I told you that there was a simple way to cut your energy costs by up to 90% and reduce maintenance costs and headaches at the same time?

There is.

In fact... depending on the size of your facility, your savings can reach **hundreds of thousands of dollars per year** - like they did for one facility in South Dakota that saw annual savings of \$300,000! (more about them in a minute...)

Not only that, this "wonder" solution will help you achieve your environmental initiatives and will require very little of your time.



What is this "wonder" solution?

It's LED lighting.



Did you know that (according to the U.S. Dept. of Energy) 20% of all electricity used in commercial buildings in the U.S. is used for lighting?

LED lighting will cut this portion of your electric bill by **50% to 90%** (on average).

With LEDs, not only will you see immediate savings on your energy bill, you'll also be setting yourself up for long-term savings.

New LED bulbs last 10 to 100 times LONGER than the bulbs you're now using.

That means you'll spend less time and money replacing burned out bulbs.

LEDs last 50,000 to 100,000 hours (or more) on average. This lifespan is 100 times longer than incandescent bulbs and 10 times as long as fluorescents (CFLs). This means that you won't have to pay for replacements every 12 or 16 months like you do with your current lighting system. When you retrofit with LED lighting, you won't have to replace bulbs for as many as 5 to 15 years!

Not only that, the cooler operating temperatures of LED lamps often results in HVAC savings, another way that LEDs can add to your bottom line.

When you add everything up, your total annual energy cost savings can be in the **hundreds of thousands of dollars.**

Remember the facility in South Dakota I mentioned a minute ago?

The GSA (General Services Administration) Federal Building in South Dakota did a full retrofit of their building that included 510 4' LED tube lights.

And as a result of switching to LEDs, their annual energy savings hit \$300,000!

Running for 12 hours a day, 285 days a year, their LED lamps are expected to last for over 14 years.

Pretty impressive.

Now, in addition to *massively* reducing your energy costs...

Switching to LED lighting will slash your maintenance costs and eliminate many of your maintenance headaches.

From talking to a lot of facility owners and managers, I know that maintenance can be a constant headache.

With LEDs you won't have to worry about switching out all of your lights for another 5 to 10 years (sometimes longer).

Imagine ***eliminating*** the need to replace all of your lights every year and everything that goes along with that...

- Service requests, work orders, bills of materials, etc
- Labor and injury risk
- Maintenance costs
- Disposal and replacement bulb costs
- Shutting down your facility for maintenance interruptions
- And the loss of productive hours

In addition to that...



Switching To LEDs Will Help You Achieve Your Environmental Initiatives & Get LEED Certification



Switching to LED lighting is one of the best (and easiest) things your company can do to be more sustainable. It's a quick way to cut energy consumption by a substantial amount overnight.

Allowing us to install LEDs in your facility will be good press for your company, increase your standing in the community, and help you achieve your environmental initiatives.

If one of your objectives is LEED Certification, then LED lighting will also play a pivotal role in reaching that goal.

So, with one simple retrofit (that we'll do most of the work for) you will...

**Save Your Company Up To \$300,000 Per Year (maybe more)
Reduce Maintenance Costs & Headaches
And Make Progress On Your Environmental Initiatives**

Not bad.

Now imagine for a minute...

Your facility has just been retrofitted with LEDs.

You're sitting back at your desk (your feet up), knowing that you've done a great (and responsible) thing for your company from both a financial and environmental standpoint.

Imagine going home to your spouse that night and saying, "Honey, I just saved our company a LOT of money, and I helped the environment in the process."

Then imagine the meeting when you tell the board that you saved \$274,675 (or whatever the exact amount is) in energy costs this year.

Feels pretty good, huh?

Now, the first step to reaching these goals is running a quick estimate on how much your facility can save in energy costs per year. I'll tell you how you can do that in a minute, but first I need to tell you who I am...

Who I Am And Why You Should Care



My name is Mark Klipsch and I'm the Chief Marketing Officer and a partner at LEDs Unlimited LLC.

We are based right here in Austin, and we exclusively distribute a line of LED products manufactured by a company called SeeSmart, Inc. We have chosen to partner with SeeSmart because they make the highest quality LED products for commercial applications on the market.

You see, the LED industry is in a "Wild West" phase. Unfortunately there are a few "bad eggs" out there that are producing and selling cheap LEDs before regulations become standardized.

For that reason, we've chosen to work with SeeSmart, which has been around longer than any other LED manufacturer in the country.

SeeSmart products have a proven track record and a history of meeting the high standards of various testing bodies including UL® (Underwriters Laboratories) and IESNA (Illuminating Engineering Society, North America).

SeeSmart is the largest supplier of LEDs to the federal government and major players in the private sector have chosen their LEDs over the competition, including AT&T, Bank of America, and Memorial Sloan-Kettering Cancer Center in New York City.

We know that choosing the wrong LEDs can be disastrous for your business - which is why we ONLY sell SeeSmart LEDs - nationally recognized and backed up by 3 to 7 year warranties.



Note: SeeSmart does not sell its LEDs directly to commercial customers - you need to go through a distributor like LEDs Unlimited.

LEDs Unlimited has built up a reputation as a trustworthy and reliable LED distributor. Today, we are the largest distributor of SeeSmart LEDs in Texas and the fastest-growing distributor in all of the Midwest and South.

I tell you this not to brag, but rather to show you that we have a track record of saving our clients a LOT of money and providing them with quality LED lighting.

In fact, here are just a couple of the commercial facilities that have switched to the SeeSmart LEDs we provide...

Memorial Sloan-Kettering Cancer Center

Memorial Sloan-Kettering Cancer Center in New York City switched from fluorescent T8s and T12s to SeeSmart T8s in the hospital's parking garage. Their energy costs were reduced by 160,000 kWh annually (roughly 57%) and their energy company, Con Edison, awarded them \$22,000 in rebates.

Note: You may be eligible for utility rebates from your energy company (more on this in a minute...)



Pasadena City College

Pasadena City College replaced more than 34,000 fluorescent tubes with SeeSmart LED retrofit tubes in 2012. The college projects annual energy savings of \$720,000 and a carbon footprint reduction of 5 million pounds.

As you can see from the example above, the amount you save in energy costs per year can actually exceed \$300,000 (depending on the size of your facility).



“Ok... But How Do I Find Out How Much I Will Save?”

Fair question.

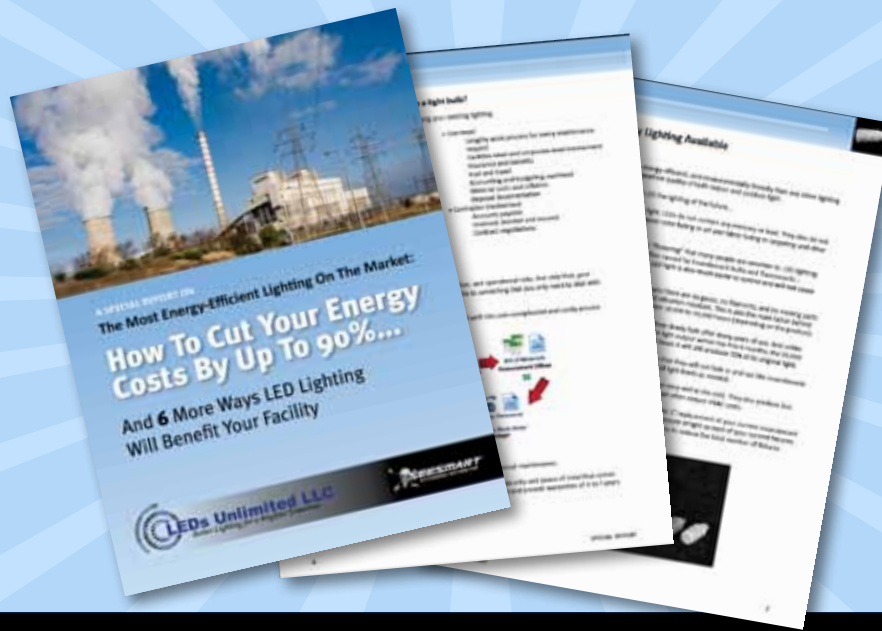
I'd like to mail you a **Savings Report** that I've put together that will show you:

- 1) How to instantly get a rough estimate on your energy cost savings.
- 2) How to get a free on-site analysis of your current lighting system AND a detailed **customized financial summary** showing a breakdown of your facility's energy and cost savings.

Not only that, this report will give you crucial information that you need to know **BEFORE** making any decision about LED lighting.

Remember, the LED industry is in a “Wild West” phase and if you don't have access to the right information you could make a very costly mistake.

Whether or not you decide to go with LEDs Unlimited, I want you to have the most up to date and accurate information on LED lighting in order to make an informed decision.



The savings report I've put together for you - called
**“How To Cut Your Energy Costs By Up To 90%...
And 6 More Ways LED Lighting Will Benefit Your Facility”**
- will show you...

- Why LEDs are more durable, cost-effective, energy-efficient and environmentally friendly than any other lighting in history
- A detailed breakdown on your maintenance cost savings and why LEDs act as a direct hedge against commodity, inflation, and operational risks
- Why LEDs are a revolution in lighting technology and produce a safer, healthier light for the human eye
- How to qualify for tax rebates and utility rebates of up to \$50,000 or more
- Projections that LED lighting will save the U.S. \$250 billion in energy costs over the next 20 years and prevent 1.8 billion metric tons of carbon emissions
- The mechanics behind why LEDs produce an excellent quality of both indoor and outdoor light
- How to choose the right LEDs for your facility
- How to instantly get a rough estimate on your energy cost savings
- How to get a free on-site analysis of your current lighting system AND a customized financial summary showing your cost savings in detail

To get Instant Access to your Savings Report, go to:
www.LEDSavingsReport.com



WARNING: Every day you wait is costing you money...

Every day you wait to switch to LEDs is costing your company money... as much as \$1,000 a day (or more). Every month could be costing your company \$30,000. And if you wait another 6 months to year... that's lost savings of \$150,000 to \$300,000 (or more). Do NOT set this aside. This should be at the top of your To Do list.

PLUS... the Energy Policy Act (EPA) of 2005 provides tax deductions for commercial facilities that make energy-efficient improvements, including LED retrofits.

If you retrofit your facility by December 31st, 2013 you may be eligible for tax deductions of \$0.30 to \$0.60 per square foot. If your facility is 100,000 sq ft, that's a deduction of \$30,000 to \$60,000.

Request your savings report today for more information on these tax deductions and potential utility rebates from your energy company.

Go the to link below now to get Instant Access to your report:

www.LEDSavingsReport.com
Or call me at: (855) 492-LEDS (5337)

Sincerely,

Mark Klipsch
CMO - LEDs Unlimited, LLC

