



Denver LED Lights

August 11, 2015

Greetings! Welcome to yet another year of energy efficiency and savings. Denver LED Lights has unveiled a new line of products aimed at helping consumers save money on their energy bill. In addition to the existing energy efficient light bulbs, our new lighting features glass and compatible T8s, lotus bulbs and Edison-filament style products. Remember that high output LED lighting is the new standard of green energy which offers many benefits to all customers:

- Reduction of overall energy consumption by 30 to 50% on average.
- Lumen output ranging from 100-150/watt.
- Lifetime ranging from 50,000 to 100,000 hours.
- Average ROI (return on investment) equals 8 to 10 months.
- Complementary efficiency standard with other forms of renewable energy such as solar and wind.

Denver LED Lights offers its own set of benefits for customers who would like to retrofit properties using high output LED light bulbs:

- Tiered pricing / volume discounts
- Energy audits performed by Xcel energy on commercial properties
- Installation services provided by the IBEW (International Brotherhood of Electrical Workers)
- Made-to-order business model means light bulbs are produced at the time of ordering.

High output LED lighting is the best way to maximize energy efficiency and savings while increasing lumen output and lowering the cost of electricity.

BRIGHT LIGHTS CAMPAIGN

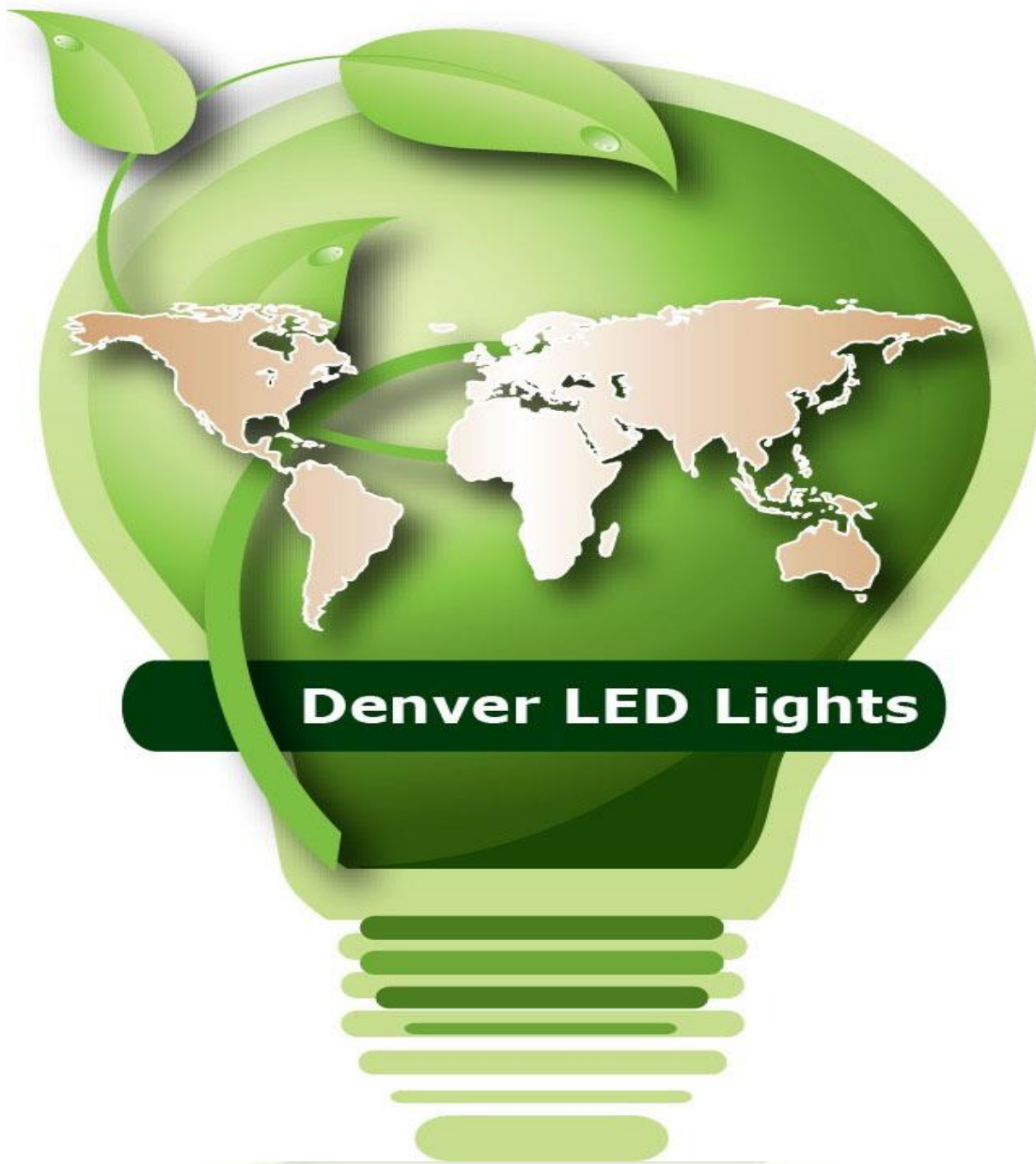
October - December 31, 2015

20% off on residential and commercial products

Mention "Bright Lights" when ordering to receive the discount

Disclaimer: Offer cannot be combined with any other offers or discounts

Rodell Reddix
Denver LED Lights
Managing Business Partner



Denver LED Lights

"North America's premier exclusive high output LED distributor"

COMPANY OVERVIEW

Denver LED Lights became the **first high output exclusive LED distributor** in North America in February, 2013. Our business encompasses the distribution of high output LED lighting, fixtures and accessories for every industry. While this may seem like a broad spectrum, the focus is specifically on providing exceptional high output lighting products and accessories to our customers.

SCOPE OF SERVICES

High Output LED Lighting

“A new standard in green energy lighting that increases lifetime and output based on a modern energy usage standard. Lumen output for high output LED ranges 100 – 140 lumens/watt and lowers energy consumption over regular fluorescent tubes, CFL (compact fluorescent lamps) or standard output LED lighting.”

NOTE: Denver LED Lights emphasizes a second generation standard in LED lighting that is not widely used in the United States. The most commonly used standard is standard-output LED but many consumers are starting to understand how **high-output** LED saves 30-50% more energy while producing better lumen output.

Optional Services

Xcel Energy audit provides a dedicated Denver LED Lights representative knowledgeable in our products that will consult consumers on applicable energy rebates.

IBEW (International Brotherhood of Electrical Workers) performs ballast removal and installation of lighting fixtures and bulbs.

BENEFITS

Volume Discounts

Reduction in pricing primarily used for large commercial orders. Discounts are offered on residential orders as well to incentivize energy saving purchases.

Tiered Pricing

Specific dollar amount assigned to a product purchase that gives the consumer an additional discount based on the original manufacturers price.

Combined Billing


Receive one bill for Denver LED Lights and IBEW installation charges. We are working on future billing and financing options for both residential and commercial customers.

Savings, savings and more savings

Direct reference to lower energy bills witnessed by consumers who switch to high output LED bulbs. The efficiency standard is unprecedented by any other LED technology on the market today.


Standard output LED Lighting – a standard in green energy lighting that patterns lifetime and output based on an existing energy usage standard. Lumen output for standard output LED is typically 40-60 lumens/watt but can be as high as 75 lumens/watt which does not achieve energy independence standard for solar implementations.

NEW PRODUCTS


Edison-style LED Filament Bulb	Descriptions and Options	Starting Price
	5W Edison Filament LED bulb	\$20 each
	6.5W Edison Filament LED bulb	\$25 each
	120 lumens per watt with glass finish 360 degree pitch CRI 80 (option of 90)	

LED T8 tubes are a common green energy replacement for fluorescent light bulbs in the commercial workspace. In addition, high output LED T8 tubes provide expanded lifetime, brightness (lumens/watt) and lower energy consumption. Denver LED Lights has added new types of T8 tubes that provide additional benefits to the consumer:


Glass T8s = 330° beam angle
Compatible T8s = 120 lm/w and works with most ballasts

Glass T8	Descriptions and Options	Starting Price
	<ul style="list-style-type: none"> • High Power Factor > 0.96 • 1.2M(4ft) T8 Glass Tube Light • High luminous efficiency 100lm/W • 96pcs SMD 2835 LEDs, 1800lm • Constant current LED driver, wide range AC input from 100V to 277V. • CCT: 3000K/4000K/6000K • 3 years warranty 	\$35 each

NEW PRODUCTS (cont.)

Compatible T8s	Descriptions and Options	Starting Price
	<ul style="list-style-type: none"> • High luminous efficiency 120lm/W • 96pcs SMD 2835 LEDs, 2160lm • Constant current LED driver, wide range AC input from 100V to 277V • Kelvin rating: 3000K/4000K/5000K • Works with or without ballast • 5 years warranty 	\$50 each

Lotus Bulbs are the newest retrofit light on the market with a 7 year warranty. Distinguishing characteristics of this retrofit bulb is lighter, shorter and more efficient than other LED retrofit bulbs on the market. Direct replacement bulb for canopy and street lights.

Lotus Series LED	Descriptions and Options	Starting Price
	<p>Watts: 30W(175W),40W(200W),50W(250W)</p> <p>Lumens: 3750lm,5100lm,6350lm</p> <p>Color Temp: 2700k-6500k</p> <p>Certification: TUV, UL, cUL, SAA, T-Tick</p> <p>Replacement: HPS,MHL,CFL</p> <p>()=HPS or MHL equivalent</p>	<p>30W=\$140</p> <p>40W=\$160</p> <p>50W=\$180</p>

High output LED Lighting – a new standard in green energy lighting that increases lifetime and output based on a modern energy usage standard. Lumen output for high output LED ranges 100 – 140 lumens/watt and lowers energy consumption over regular fluorescent tubes, CFL (compact fluorescent lamps) or standard output LED lighting.

Energy Lighting Audit



RESPONSIBLE BY NATURE™

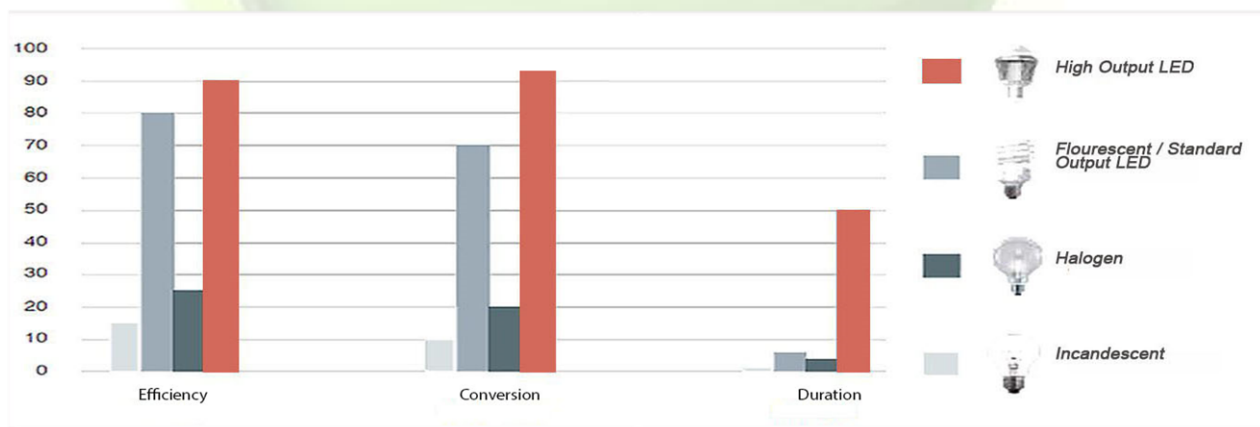
Xcel Energy performs an energy audit during the ordering process and in the final assessment phase after installing LED lighting. Both checkpoints analyze and confirm several different factors used to calculate overall energy savings. The energy audit uses total cost of project, annual cost savings and energy usage to determine any return on investment (ROI) for customers. Xcel Energy happens to be our partner; however, any energy cooperative can perform a similar audit.

Usage Standards

Another factor in extending the lifetime of high output LED lighting are usage standards. The default standard in terms of product ratings is 24 hour / 7 days per week equals 50,000 hours (5.7 years). However, products used for only eight hours a day can dramatically extend the lifetime of the bulb. Observe the following chart that references usage standards and how the lifetime is extended:

Time	50,000 hours	60,000 hours	75,000 hours	100,000 hours
24 hours / day	5.7	6.8	8.6	11.4
12 hours / day	11.4	13.6	17.2	22.8
6 hours / day	22.8	27.2	34.4	45.6
3 hours / day	45.6	54.4	68.8	91.2
8 hours / day	17.1	20.4	25.8	34.2

*All numbers in grayscale are in years.



Discounts for Community/Non-Profit Organizations

Denver LED Lights will donate up to a 20% discount to any community / non-profit organizations depending on order size. By doing so, we hope to encourage these organizations to upgrade their aging light bulbs and fixtures to a modern electricity usage standard.

CUSTOMER INFORMATION

Reason to upgrade using high output LED bulbs:

Standard Output LED	High Output LED
First generation LED technology	Second generation LED technology
Minimum efficiency	Maximum efficiency
Marginal lumen output	Enhanced lumen output
Not Affordable – Price of product and cost savings	Affordability – Energy savings and price
Slow Return on Investment	Quick Return on Investment
Lack of testing	Tested/compared to Standard output
Dependent LED standards	Energy Independent LED standards
Under 100 lumens/watt Under 50,000 hour lifetime rating	100 lumens/watt and above 50,000-100,000 hour lifetime rating

Side-by-side comparison truly tells the story on standard output versus high output LED technology. Denver LED Lights has a short list of what our customers can expect:

- Reduction of overall energy consumption by 30 to 50% on average.
- Lumen output ranging from 100-150/watt.
- Lifetime ranging from 50,000 to 100,000 hours.
- Average ROI (return on investment) equals 8 to 10 months on average across residential and commercial customers. Residential (3-8 months); Commercial (2-3 years)
- Complementary efficiency standard with other forms of renewable energy such as solar and wind.

WARRANTIES

Residential and Commercial product warranties are offered through our manufacturers and all fully guarantee product replacement. Denver LED Lights stands behind any manufacturer defective products by offering our customers the same warranties:

Residential Products (i.e. Edison-filament, bubble, corn-style)	2 year manufacturer warranty / 50,000 hour
Commercial Products (i.e. T8 tubes, Floods, Street and shoebox)	3 year manufacturer warranty / 60,000 hour

Limited warranty: <http://www.denverledlights.com/www/warranty/LimitedWarranty.pdf>

Extended warranty: A new extended warranty plan will be released soon allowing customers to purchase replacement products after 5 years of usage.

CALL US TO INQUIRE OR ORDER

1-855-864-5700

info@denverledlights.com



(Under construction)

Save Money Both Now and Later!

