

Utility Turns To MaxLite In Helping Residents Switch To LED Lighting



"The partnership with Xcel Energy was a great opportunity to reach 40,000 patrons and expose them to the energy-saving benefits of LED lighting," said MaxLite's Utility Solutions Program Manager Joe Pater.

"Instead of just giving attendees the new bulb and hoping they will use it at home, the patrons were enticed to use the bulbs in their lighting fixtures at home to determine if they were winners of the prize giveaways."

Xcel Energy, a utility holding company based in Minnesota that serves more than 3 million electric customers, was in search of a unique way to encourage residents to ditch their incandescent bulbs for energy-efficient lighting. Their solution was to distribute LED bulbs at a Minnesota Twins vs. Boston Red Sox game at Target Field in Minneapolis. MaxLite was their first choice as a product partner for this endeavor.

Xcel Energy purchased seven-watt ENERGY STAR®-listed LED A Type Frosted Lamps through MaxLite and provided one bulb to each of the 40,000 game-day attendees on May 18, 2013.

The LED lamps, handed out as attendees exited the stadium, were stored in specially-printed product boxes with a red side panel and the words, "Screw it in. Red? Green? Blue? You Win!" Attendees were instructed to take home the LED lamps, screw them in to an existing lighting fixture, and if the lamp lit up red, green or blue, they won Minnesota Twins tickets packs or other prizes.

Ideal for use in downlights, pendants, sconces, desk lamps and chandeliers, the LED A Type Frosted Lamp features outstanding efficacy and lumen life maintenance. The seven-watt lamp replaces a 40-watt incandescent lamp and saves more than 80 percent in energy, or \$139 in energy and maintenance costs throughout the L70-rated life of 25,000 hours. The dimmable 3000K-correlated color temperature (CCT) lamp is backed by MaxLite's five-year limited warranty.

The lamp's LEDs are matched for color and CRI to ensure consistency and quality. Lumen maintenance is greatly enhanced by the housing, which is a proprietary design that acts as a heat sink to provide thermal heat conductivity and maintain a low junction temperature, resulting in a cool operation, long lumen life and better performance.

About MaxLite

MaxLite has been committed to providing energy efficient lighting products for the last 20 years, and was one of the first movers into LED technology in the industry. An ENERGY STAR® Partner of the Year, MaxLite established the MaxLED® brand, an extensive line of indoor and outdoor lighting fixtures featuring innovative LED luminaires and lamps using the latest state-of-the-art LED technology.



SCREW IT IN.
RED?
GREEN?
BLUE?
YOU WIN!



Win 2013 Minnesota Twins ticket packs or other great prizes!
Please call 800-294-9420 to claim your prize.



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