

light bulb moments

Make the Most of Your Exterior Lighting

Winter is right around the corner, which means there is no time like the present to make sure your exterior lighting is up to snuff. Exterior lighting is important for safety and security, but can also act as a design feature on your building or home. Here are some tips to keep in mind:

- 1. Save energy and money with LEDs.** With shorter days and longer periods of darkness, now is the time to switch to LED lamps for your exterior lighting. LED lamps are more energy-efficient and last longer than fluorescent and incandescent bulbs. Plus, you'll get a rebate of \$0.25 per watts reduced from Consumers Energy for all LED exterior lamps. **Contact us** to learn more about the rebates.
- 2. Keep safety in mind.** Be sure that stairs and pathways are well-lit to reduce the risk of falls around your building or home. Also, make sure that areas around doorways are bright enough for a person entering or exiting to see the surrounding space.
- 3. Put lights on a timer.** You can make your exterior lighting no-fuss by putting the lights on a timer or using sensors that recognize when it is getting dark. Tools like these help you save energy costs by making sure lights aren't left on during daylight hours.
- 4. Be mindful of your neighbors.** Whether you're lighting your business or home, be mindful of the other businesses and homes around you. Consider the direction lights are pointed, and avoid aiming bright lights toward your neighbor's windows.
- 5. Get creative.** For spaces like restaurants, office buildings, and homes, it can be fun to get creative with outdoor lighting fixtures. Highlight landscaping features or accentuate doorways with different kinds of fixtures or lights embedded in pathways or stairs.
- 6. Work with an expert.** If you're not sure where to start when it comes to exterior lighting, don't hesitate to contact us. We have 50+ years of experience and are ready to help you find the right lamps for any lighting project.



Want to know more? Check out our new video series:
www.thelightbulbco.com/resources

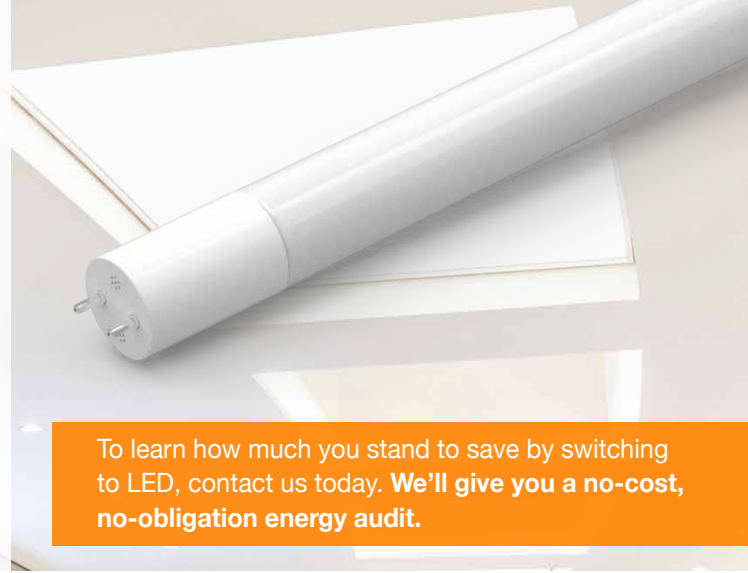


Take on a New Project This Fall

Fall is almost here, which means the end of summer (a.k.a. “vacation season”). With kids back in school and people in the office more consistently, fall is a great time to set a new routine – and take on a project you’ve been putting off.

Have you been avoiding upgrading your lighting to LED?

Upgrade now to take advantage of cooler weather and prepare for the longer winter evenings and more time spent indoors. Your power provider still has record rebates available for upgrading old fluorescent tube lights to LED – **\$7 for tube lights 15’ and higher or \$5 for tube lights lower than 15’**. Plus you’ll get \$0.25 back per watt reduced by switching out old exterior lighting with LED lamps.



To learn how much you stand to save by switching to LED, contact us today. **We’ll give you a no-cost, no-obligation energy audit.**

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Five Decades of Service: The Light Bulb Co. Story

The Light Bulb Co. was founded in 1964 when our parents moved from Sheboygan, Wisconsin to Grand Rapids. Our dad purchased the lighting division of a larger family business – and the rest is history!

At the start, we supplied inventory for small hardware stores. As the economy changed and those stores disappeared, we began to connect with businesses directly. Today, we provide lighting solutions (and expertise) for a wide range of clients – including store owners, restaurateurs, property managers, and doctors’ offices. Plus, we have a retail showroom for walk-in customers.

Our goal is to help you find the best lighting options for your needs – and to provide the best customer service experience in town. We love our community, and plan to continue serving West Michigan for decades to come.

To learn more about the Light Bulb Co. and how we can help you save costs, visit thelightbulbco.com.