

light bulb moments

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3 Ways to Optimize Your Exterior Lighting

As the season changes and the days get shorter, it's important to make sure your exterior spaces are properly illuminated. While exterior lighting plays a big role in safety, it can also help create the optimal aesthetic for your facility or business. When planning your exterior lighting, keep these tips in mind:

1. Safety is KEY!

Be sure pathways and stairs are properly illuminated to reduce the risk of injury around your building. Outdoor lighting can also help reduce crime in or around your facility — a recent study found that adequate outdoor lighting led to a 39% reduction in crime in New York City.¹

2. Take Advantage of LEDs.

With the changing of the season comes longer nights and colder weather. Ensure your exterior lighting can withstand the elements by switching to LED. LED bulbs are highly durable and are effective in extremely cold environments. These bulbs are also energy efficient (offering up to 90% energy savings) so you can save money even as your exterior lighting stays on longer this winter.

3. Use Exterior Lighting to Accentuate Your Business or Home.

Exterior lighting is a great way to highlight landscaping and architectural pieces. Using different light fixtures can help you create a unique space surrounding your business or home. It's the first thing people will see as they approach the building, so make it fun and creative with accentuating lighting.

At the Light Bulb Co., we offer a wide array of fixtures, lamps, and solutions to fit various applications and aesthetics.

Contact us to learn about products to light any exterior space. Visit thelightbulbco.com or call us at **616.534.1251**.



Source

¹ <https://www.ledsmagazine.com/articles/2018/03/major-study-finds-outdoor-lighting-cut-crime-by-39.html>



LED: What's the Bright Idea?

- 💡 LED bulbs require about 75% less energy and last 25 times longer than incandescent bulbs.
- 💡 LED bulbs will last up to 50,000 hours, so you won't have to worry about time spent replacing old bulbs.
- 💡 LED bulbs can mimic daylight, helping stimulate circadian rhythms and increasing productivity.

Still not convinced? Rebates are also available! Rebate values range from 50 to 80 percent of the cost of each lamp. Learn more at thelightbulbco.com or call **616.534.1251**.



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Add Color to Your Space

Color can play a huge role in creating the overall aesthetic or “feel” of a space. Typically, you’ll notice that the lighting in a restaurant is different than the lighting in a doctor’s office. That’s because each of these spaces has a unique feel to them, thanks to the different color and warmth of the lighting.

When deciding what color will best fit your facility, it’s important to know how different colors accentuate or benefit certain spaces and activities. White LEDs have three color temperatures that are best used in specific spaces:

Daylight White – Creates crisp and invigorating light. Lamps with this color temperature are best for security lighting and display areas. This color enhances blues and stainless steel.

Cool White – Creates bright and vibrant light. Cool white lamps are best used for task-oriented work environments and outdoor lighting. They’re also great for garages and bathrooms.

Warm White – Great for creating calm and inviting spaces. This color lamp is best for use in restaurant and commercial ambient lighting. Warm white lamps are also great for decorative lighting, living rooms and bedrooms.

Want to learn more about LED color? Check out our video series: thelightbulbco.com/resources.