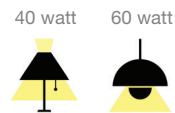




Selling Tips

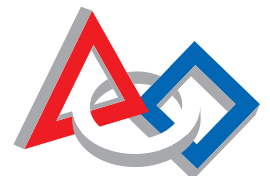


- We recommend initial sales efforts aimed at family, friends, schools, and small local businesses. Teams should select a team member to lead this effort. These members should begin making a sales strategy now.
- *FIRST*® strongly advises against teams selling door-to-door. In the interest of safety and security, teams should work under the supervision of adult team members.
- *FIRST* suggests \$19.99 as a competitive selling price. “Sell” the advantages of this bulb using these key selling points (more on reverse):
 - » *Environmentally friendly (NO mercury, NO lead, NO special disposal requirements)*
 - » *Directly replaces a 40-watt incandescent bulb using only 7 watts in most applications (when used in a downlight or spotlight, replaces a 60-watt incandescent bulb)*
 - » *Lasts 9.1 years (when used 3 hours/day)*
 - » *Over time, saves money on energy used and on bulb replacement costs*
 - » *Instant ON and OFF*
 - » *Similar size and form of an incandescent bulb*
 - » *Latest LED bulb technology by Cree (US-based, global leader in LED lighting)*
- Use the enclosed sales record form to track orders, purchaser information, and payment status (pre-paid at time of sale or collection upon delivery). Timing to collect payment is up to each team.
- Do not collect sales taxes at the time of sale. Price includes all applicable sales tax. Bulbs are actually owned by *FIRST* until you deliver them to customers.



For more information about this program or the light bulb product, please refer to the FIRST® Green e-watt resources page at:

www.usfirst.org/e-wattresources



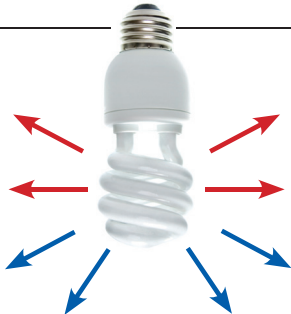
Technical Specifications

— light output — wasted light output

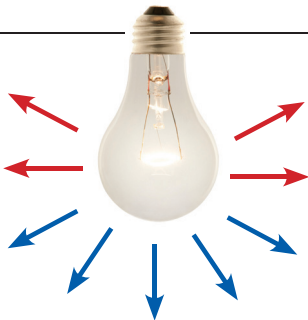
CFL Energy saver & Incandescent lamp

Because of the structure of light emission, around 30-40 percent of the light is not actually output. The actual lumens output is only 60 to 70 percent.

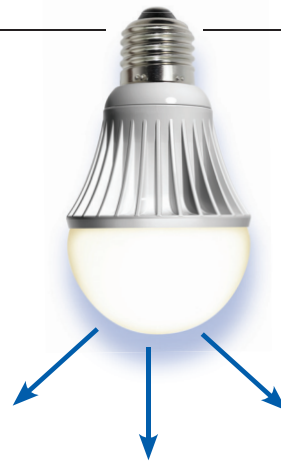
CFL energy saver



Incandescent lamp



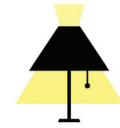
TESS LED lamp



TESS LED bulb
100 percent of the light is output.

Comparing Incandescent and LED Bulbs

40 watt



60 watt



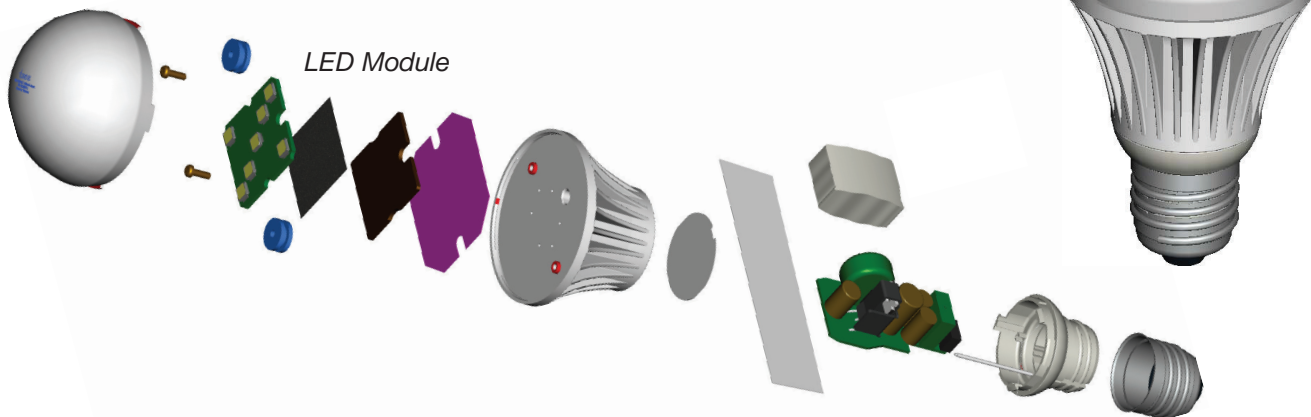
The lumen output of incandescent bulbs is only 60 to 70 percent of the available lumens.

A typical 60 watt incandescent bulb outputs about 700 lumens. In addition, the mounting of the bulb also affects the light output. An LED bulb from *FIRST* is roughly equivalent to a 60 watt bulb when mounted as a downlight and 40 watt if mounted in a table lamp.

(See illustration above)

Model #	Color	Wattage	Replaces	Color Temp.	Lumens Output	Efficiency (Lumens/W)
T-67004 S	Warm	7	up to 60W incandescent	2700K	450	64

- » LEDs are purchased from Cree U.S. and assembled on high-speed placement equipment by TESS.
- » TESS designed and produces the electronic board to power the LEDs at their plant.
- » The base, heat exchanger and globe come from local sources.
- » Assembly takes place at the plant near Taipei, Taiwan.
- » Bulbs are burned in for 8 hours after assembly and final test.
- » A serialized date code stamp is laser etched on the bulb base.



For more information about this program or the light bulb product, please refer to the *FIRST*® Green e-watt resources page at: www.usfirst.org/e-wattresources

