



LifeLamp Dimmable CFL's
with Detachable, Reusable Ballasts
and Replacement Lamps

Wholesalebulbs
January 2010

- **S**imple
 - Installs in seconds, no need to do an expensive retrofit to Fluorescent fixtures, just twist the LifeLamp Edison CFL Ballast Converter into your current Edison Incandescent fixture and it will perform for over 50,000 hours guaranteed. In many installations the LifeLamp Smart Ballasts last as long as 100,000 hours! When the bulb burns out, you just pop it out and snap in a new LifeLamp replacement bulb in its place.
- **E**cological
 - Today every time a CFL is thrown away, a ballast is thrown away with it. This means a leaded PCB and all of its electronic components as well as the plastic housing are headed for a landfill near you. With the LifeLamp Edison CFL Detachable, Reusable Ballast you no longer need to purchase a CFL with an integrated ballast as the ballast is no longer required when replacing a burned out CFL bulb!
- **E**conomical
 - When you don't need to change out a fixture and can still use a CFL without an integrated ballast you save big money...especially if your fixtures are on a dimming switch! With each replacement CFL you purchase you save between \$1.00 and \$7.00! Over the life of the LifeLamp Edison CFL Reusable Ballast you can expect to save between \$5 to \$70 and prevent up to 10 circuit boards and plastic housings from ending up in the landfill! This equates to a minimum cost savings per fixture of between 50% to over 300%!

LifeLamp provides a great opportunity to save Money AND the Environment

LifeLamp's Detachable, Reusable Ballast uses a Custom Semiconductor which enables:

- *Smallest Possible Size for Dimmable 15-23 Watt Electronic Ballasts
- *Faster start up times "Instant Start"
- *Expected Minimum Life of 50,000 Hours
Replace **5 Lamps** before replacing Ballast
- *True Performance Smooth Dimming down to **BELOW 10%** of overall light output or lamp wattage



WATTS	DESCRIPTION	10 Units Box	60 Units		240 Units	480 Units	960 Units	1,600 Units	3,200 Units
		\$	CASE	\$	\$	\$	\$	\$	
BALLAST & LAMP									
Farmer Pricing	15	15 WATT LIFELAMP	\$ 7.79	\$ 7.49	\$ 7.29	\$ 6.99	\$ 6.79	\$ 6.49	\$ 6.29
Farmer Pricing	19	19 WATT LIFELAMP	\$ 7.99	\$ 7.69	\$ 7.49	\$ 7.29	\$ 6.99	\$ 6.79	\$ 6.49
Farmer Pricing	23	23 WATT LIFELAMP	\$ 8.29	\$ 7.99	\$ 7.69	\$ 7.49	\$ 7.29	\$ 6.99	\$ 6.79

Replacement Lamps Rated at 10,000 Hours

Easy Snap In-Snap Out Design with Ballast

Come in 15W, 19W and 23W

2700K Incandescent Color Temperature Stocked
Other colors available through special Order



			10 Units Box	60 Units CASE	240 Units	480 Units	960 Units	1,600 Units	3,200 Units
			REPLACEMENT LAMPS						
Farmer Pricing	15	15 WATT LIFELAMP	\$3.90	\$3.75 \$	3.65 \$	3.50 \$	3.40 \$	3.25 \$	3.15
Farmer Pricing	19	19 WATT LIFELAMP	\$4.00	\$3.85 \$	3.75 \$	3.65 \$	3.50 \$	3.40 \$	3.25
Farmer Pricing	23	23 WATT LIFELAMP	\$4.15	\$4.00 \$	3.85 \$	3.75 \$	3.65 \$	3.50 \$	3.40

LifeLamp vs. Incandescent Lamps For The Poultry Industry

LifeLamp Offers Huge Cost Improvements over Incandescent Lamps!

The OLD way....purchase a standard Incandescent
Bulb for your Edison Incandescent Fixture
And Dimming Switch



- More Expensive (Total Cost is FAR Higher when Bulb Life & Energy Expenses are considered)
- Lower Maintenance Costs, Change 5 Incandescent Bulbs/Lamps (rated at 2000 hrs.) for each LifeLamp (rated at 10,000 hours)
- Environmentally Unfriendly: Higher Energy Use Means more emissions

The NEW way....purchase the LifeLamp
Modular Dimmable Ballast and Lamp
combination, then when the lamp burns out,
purchase ONLY The LifeLamp Lamp
Replacement (without the Ballast)



- LifeLamp bulb Lasts for 10,000 Hours (5 times as long as Incandescent)
- LifeLamp uses 80% LESS energy then the comparable lumen output Incandescent bulb



Case Study Metrics for 50 Light Poultry House in the State of Maryland

Number of units	50	
Electricity Rate (\$/kWh)	\$ 0.091	
Hours used per day	21	
	ENERGY STAR Qualified Unit	Conventional Unit
Initial cost per unit (estimated retail price)	\$4.68	\$0.50
Wattage (watts)	15 *	60 ▼
Lifetime (hours)	10,000 ▼	750 ▼



Annual Savings per 50 Lamp Chicken House

	<u>STAR Qualified Units</u>	<u>50 Conventional Units</u>	<u>Savings with ENERGY STAR</u>
Annual Operating Costs *			
Energy cost	\$517	\$2,097	\$1,581
Maintenance cost	\$0	\$1,054	\$1,054
Annual Bulb cost	\$234	\$192	-\$42
Total	\$751	\$3,343	\$2,593

***Incandescent Bulb Cost Assumes:**

Annual Bulb Usage is 21 Hours Per Day Times 365 Days/Year= 7665 Hours
 Incandescent Life per bulb is 1,000 Hours, need 7.665 incandescent bulbs per fixture per year
 Number of Incandescent bulbs required per year for 50 Fixture Chicken House is therefore 50X7.665=383
 Cost Per Incandescent bulb is \$0.50 each so annual incandescent bulb cost is \$191.63

***LifeLamp Annual Bulb Costs Assumes:**

Annual Bulb usage is 7665 hours from above. LifeLamp Life per bulb is 10,000 hours...one bulb per year!
 Average cost of LifeLamp over five years is $(\$7.79 + 4(\$3.90)) / 5 = 4.68$ per bulb

***Maintenance Cost Assumes**

Also assumes 383 Light bulbs are changed per year as per above
 \$15 Hourly Labor Rate and 9 minutes to change out a light bulb

LifeLamp Delivers \$2,593 Cost Savings Per Year Per Chicken House!

LifeLamp vs. Integrated CFL Lamps For the Poultry Industry

LifeLamp Offers Huge Performance and Cost Improvements over Integrated Dimmable CFL Lamps!

The OLD way....purchase a Dimmable CFL
With an integrated ballast to work directly
With your Edison Incandescent Fixture
And Dimming Switch



- More Expensive (you pay for the Electronic Ballast with each lamp purchase)
- Environmentally Unfriendly: The ballast is thrown away (land filled) with each bulb
- Only capable of being dimmed down to 20%

The NEW way....purchase the LifeLamp
Modular Dimmable Ballast and Lamp
combination, then when the lamp burns out,
purchase ONLY The LifeLamp Lamp
Replacement (without the Ballast)



- Ballast Lasts at least 5 times as long as the Lamp
- Extremely simple snap in removal and installation
- Ballast controls dimming process allowing the use of inexpensive STANDARD non-dimming CFL's for dimmable lighting
- Enabling dimming down to 10%

15 Watt Standard Dimmable CFL Versus LifeLamp Dimmable Modular CFL Case Study



- Purchase 5 10,000 Hour Rated Dimmable Integrated CFL Lamps
 - Average Cost of \$6.49 per Lamp
- Total Cost of \$32.45**



- Purchase LifeLamp 10,000 Hour Rated Dimmable Modular CFL Lamp at Price of \$7.49
 - Purchase Four Additional LifeLamp Mini Spiral **Replacement** Lamps at a total cost of \$3.45 each (LifeLamp Ballast is rated at 50,000 Hours)
- Total Cost of \$21.30**

More than 50% Cost Savings PER Fixture!