

ENERGYwise

FOR YOUR HOME



a brighter idea

LED decorative lighting – consider the switch – save energy and money!

Did you know that your traditional holiday lights may cost you a lot on your electric bill? Consider switching to LEDs (light emitting diodes) this holiday season. Compared to traditional holiday lights, LED lighting technology is more efficient, has a longer life span, is safer and can save you money on your electric bill. And you are eligible for a rebate of up to \$3 per string* from Dakota Electric when you purchase ENERGY STAR® LED holiday lights.

Benefits of LED lights

INCREASED EFFICIENCY

- LED decorative lights use 80-90 percent less energy than traditional incandescent holiday lights.
- New decorative LEDs will cost 20-50 percent more initially, but you will see energy savings immediately, and they will pay for themselves more than once in their lifetime of use.
- LED holiday lights are easy to find – all major retailers have them in stock. However, they have been quick to clear the shelves in recent holiday seasons, so shop early.



OPTIONS GALORE

- LEDs are available in nearly every color of the rainbow, and can match almost any shape and size of traditional incandescent holiday lights.
- Shapes include traditional bulb design, mini lights, net lights, rope, round, icicle, battery operated and garland, to name a few.



LONGER LIFE SPAN

- LED holiday lights last about 10 times longer than traditional holiday lights, and if one bulb goes out, it does not affect the entire string.
- Holiday LEDs last up to 100,000 hours or more when used indoors and 50,000 hours or more when used outdoors. Some manufacturers provide a limited lifetime warranty.

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DAKOTA
ELECTRIC
ASSOCIATION

Your Touchstone Energy® Partner

There's nothing better than a string of sparkling lights – especially when you know they're energy efficient

SAFER LIGHTING OPTION

- LEDs are cool to the touch.
- With no glass bulbs to break, LEDs are shatterproof, shock resistant and safe to touch.

ANOTHER QUICK TIP

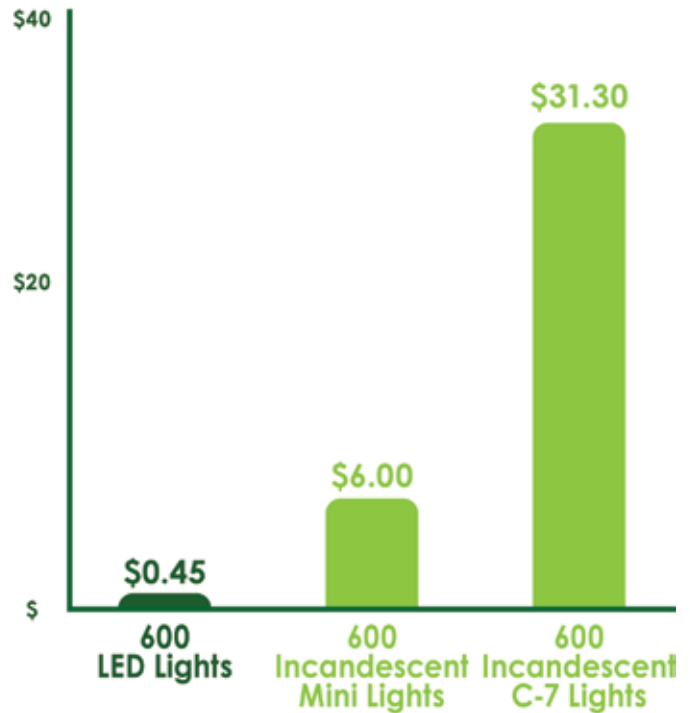
- Use timers to ensure that your lights are turned off during daylight and late evening hours.

Contact the Energy Experts®

Dakota Electric Association
 4300 220th Street West
 Farmington, MN 55024
 651-463-6243 • 800-874-3409
www.dakotaelectric.com

Programs are subject to terms, conditions and change without notice.

Comparing LED holiday lights



Saves up to \$30.85 every holiday season

30 days usage cost (7 hours per day)
 Cost of electricity at 12 cents/kWh

LED holiday lights rebate coupon!

- \$3 rebate per string/unit of **ENERGY STAR**® rated LED decorative lights.*
- Rebate available for residential members only. No limit on number of rebates.
- Rebate will be issued as a credit on your electric bill. Allow 6-8 weeks for processing.
- Fill out this coupon. Indicate number of stings/units purchased (must match receipt). Purchases of 25 or more strings/units require pre-approval and are subject to on-site inspection. Call 651-463-6243 for pre-approval.
- Submit coupon, original sales receipt and **ENERGY STAR** label from package within 60 days of purchase date.

• Mail to: Julie S.
 Dakota Electric Association
 4300 220th Street West, Farmington, MN 55024



Name _____
 Address _____
 City _____ Zip _____
 Account Number _____



Number of strings/units: _____
 X \$3* each: _____
 Total rebate due: _____

*Rebate cannot exceed 50% of purchase price of each string/unit and cannot be used in conjunction with other LED rebate promotions.



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