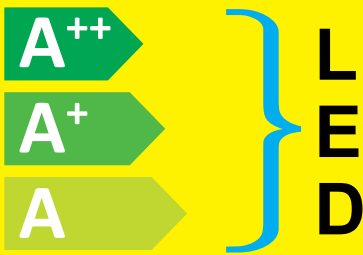


# Why Choose **LED**?

Eterna continue to embrace the industry shift towards LED lighting solutions and it has never been easier to adopt LED lighting

## BUT WHAT ARE THE BENEFITS TO THE CONSUMER AND INSTALLER?

### SAVE MONEY



- ✓ **Reduce Lighting Bills by up to 90%:** LEDs use up to 90% less power than traditional incandescent light sources and offer the potential for a noticeable and significant reduction in energy costs
- ✓ **Increased Product Lifetime:** LEDs offer a lifetime far in excess of traditional lighting, typically tens of thousands of hours, meaning over time fewer replacements are required
- ✓ **Reduced Maintenance Costs:** the long life of LEDs results in reduced labour costs associated with luminaire maintenance such as replacing lamps

### ENVIRONMENTAL



- ✓ **Reduced Energy Usage:** LED lighting typically uses less power for an installation compared with traditional light sources, decreasing the overall power consumption and contributing to lower CO2 emissions
- ✓ **Mercury Free:** unlike fluorescent lighting, LEDs are free from this pollutant
- ✓ **No UV or IR:** increases the range of applications where these can be used

### PERFORMANCE



- ✓ **Instant Light:** unlike fluorescent lighting there is no 'warm up' period – LEDs provide instant full brightness
- ✓ **Dimmable:** LEDs can now be specially designed for optimal dimming performance
- ✓ **Operating Temperature:** LEDs can perform well at low temperatures, increasing the areas within which these can be installed
- ✓ **Simple Retrofit:** there is an LED solution for almost all lamps and luminaires and in some cases it's as simple as changing a lightbulb

Building on over 80 years of industry experience, Eterna continue to expand our portfolio of top quality LED solutions for residential, commercial and public space applications.

**ISN'T IT TIME YOU EMBRACED LED LIGHTING TOO?**