

## The Cost of Buying Obsolete LED Technology

We recently had an interesting conversation with a customer who called in to our sales line. He was comparing our LED Retrofit Kits to a competitor's LED Kits. He was trying to replace 400W Metal Halide in an existing fixture and the competitor's sales person told him that he needed their retrofit kit set at 135 watts to do it. He then asked if we had a 135W retrofit kit.

Unfortunately, many of our customers think this way. They should be thinking first about "How many Lumens do I need to replace a 400W Metal Halide"? And then, they should be checking the product's efficacy, or efficiency, to see how well it produces those lumens.

Here's the reality. LED technology is like the computer industry. Things are changing fast. And if you are not careful, and not keeping up, you might be buying obsolete technology, and this will cost you.

So let's talk about the above customer. He wants to replace 400W MH. The competitor's product produces 13,164 using 135 Watts. That's 97 lumens per watt. Comparatively speaking, our **105W LED Retrofit Kit** produces 15,776 lumens. That's 150 lumens per watt. To produce 13,164 lumens, we would dial our light back to 87.76 watts. That's 47.24 watts less energy consumed to produce the same amount of light.

So let's see how this hurts the pocket book. We will assume .12 kw/h cost and running 12 hours a night, 365 days a year. Our retrofit kit would consume 384 kw and the competitor's would consume 591 kw. Over a year, ours would cost you \$46.12 to run, and theirs would cost you \$70.96. Over 10 years, their light would cost you an additional \$248.40 to run. If you had 100 lights, that's an additional \$24,480.00.

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So that everyone is on the same page, both lights are producing the same amount of light, and are both backed with a 10 year warranty. The only difference is our light is DLC Premium because it is ultra-efficient, and theirs is DLC Standard. DLC Premium = Bigger Rebates.

So if you think in watts, and not lumens and lumens/watt, your pocket book may be taking a big hit. So when buying LED, ask how efficient it is, ask if it is DLC Premium and always ask them how many lumens does it take to replace a Metal Halide or High Pressure Sodium bulb, not how many watts.

Visit us at MyLEDLightingGuide.com to view our [Complete Family of LED Retrofit Kits](#)

## Contact us today!

**My LED Lighting Guide**

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