

GE  
Lumination

# Tetra<sup>®</sup> PowerStrip

LED lighting for box signs



imagination at work

# Tetra® PowerStrip LED system

## Raising the bar in box sign lighting

**Tetra PowerStrip and Tetra PowerStrip DS** from GE Lumination are the innovative LED systems that replace fluorescent tubes in box signs resulting in reduced energy expenses, improved uniformity and lower maintenance costs.

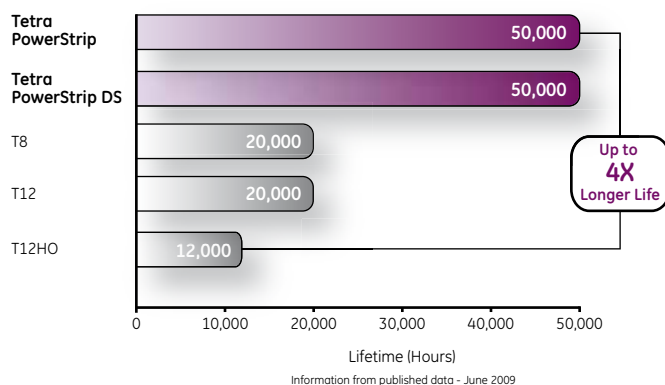
**Tetra PowerStrip** is our 12 Volt LED system for single-sided box signs, and **Tetra PowerStrip DS** is our 24 Volt LED system for double-sided box signs.

### Slash Maintenance Costs

Fluorescent tubes require regular maintenance, which can cost over \$750 per visit. That's about what a repair crew and bucket truck or crane costs every time a fluorescent tube burns out and needs to be replaced\*. It's expensive. Tetra PowerStrip can save an impressive amount on maintenance costs because of its rated system life is up to 4 times longer than fluorescent lighting.

\*Source: Estimates calculated using Sign Leasing & Maintenance Pricing Guide, 10th Edition (2008). Check with your installer for your specific estimation

#### Long Life Reduces Maintenance Costs

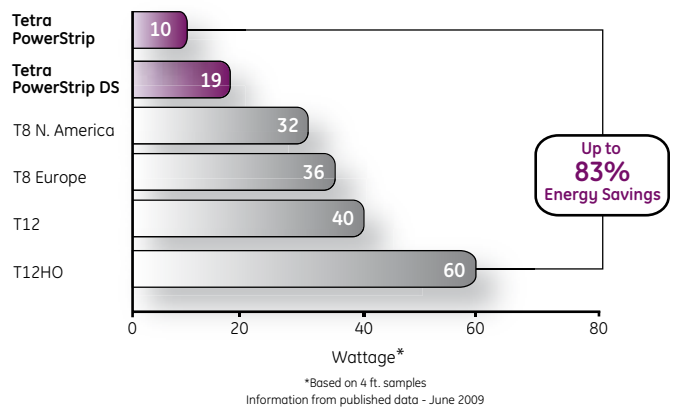


### Cut Energy Expenses

Compared to T12HO fluorescent systems, **Tetra PowerStrip** can save up to 83% in energy costs annually. As the cost of electricity continues to climb, LED systems can help control operating costs. If a sign owner who operates their sign 10 hours a day changed their 10 ft. x 10 ft. box sign lighting from T12HO fluorescent to Tetra PowerStrip the sign\* owner could save an additional \$400 per sign in annual operating costs.

\*Sign running 10 hrs per day, 365 days per year at \$.11 kwh

#### Energy Efficiency Reduces Energy Costs

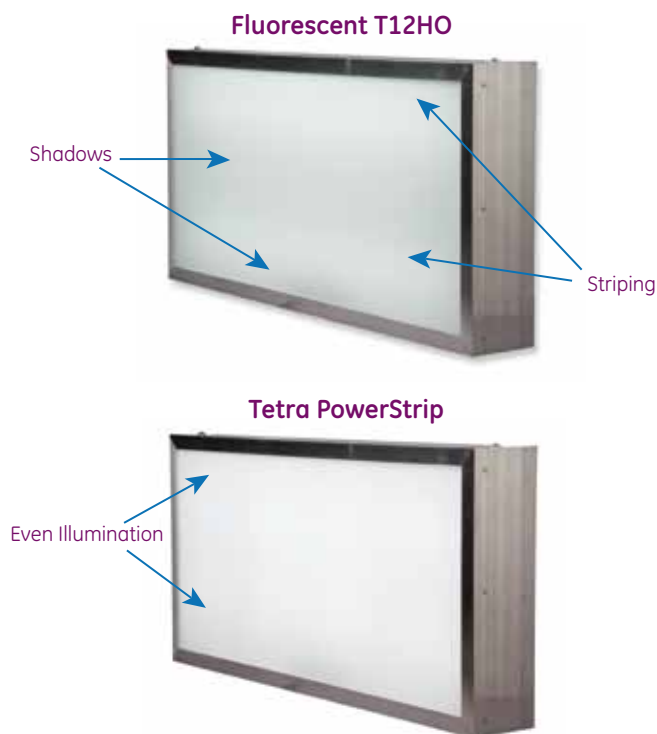




## Send the right message to your customers

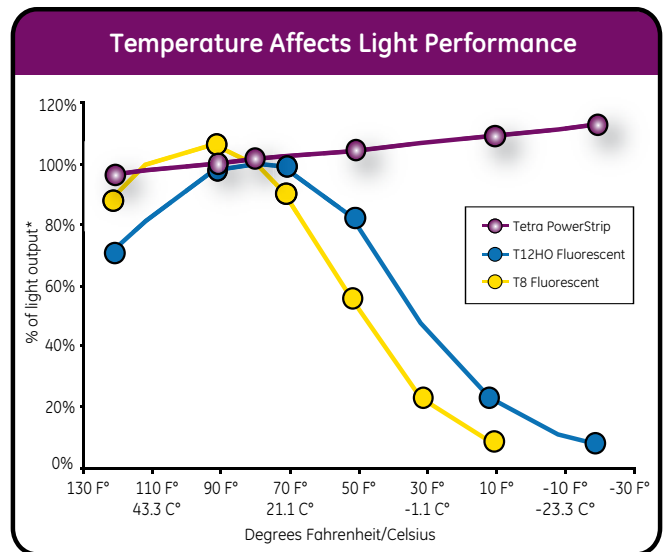
In a business like yours, projecting the right brand image is essential to your continued success. Burned-out or flickering fluorescent signs create a negative impression, erode consumer confidence and can threaten potential sales.

**Tetra PowerStrip LED** system features patent-pending Optilens™, an innovative technology that evenly distributes all available light exactly where it is needed most—on the sign face. Fluorescent tubes can create light striping. This can diminish the overall look of the sign. With Tetra PowerStrip, striping and hot spots are eliminated, and the overall impression of your brand is enhanced.



## Don't Leave Your Sales Out In The Cold

Did you know that the light output of fluorescent lamps is reduced due to fluctuating temperatures? At 41°F (5°C) a fluorescent sign can drop in brightness by up to 80% compared to its output at 77°F (25°C). Tetra PowerStrip performs better in cold weather and more consistent in extreme heat than fluorescent, so your LED sign will look better—and attract more customers—all year long.





## Curb Environmental Impact

Today's business climate demands a focus of driving down costs and improving energy efficiency. That's why GE is continually introducing new products that use energy more efficiently to deliver benefits to our customers and help protect the environment.

Tetra® LED Lighting Systems provide a significant reduction in energy consumption while simultaneously improving performance of commercial signage.

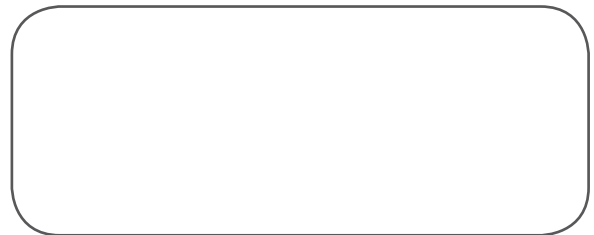
For example, a major retailer switching 450 pylon signs from T12HO fluorescent tubes to the **Tetra PowerStrip DS LED System\***, reduces carbon emissions by 710 metric tons annually. That's like planting 192 acres of trees for every year the LED lighting is in use. Plus, the the retailer would save 1,177,500 kilowatt hours of electricity a year, resulting in an operational cost savings exceeding \$129,500 per year.

Tetra PowerStrip LED system is RoHS compliant and contains no lead, glass or mercury. If you're still using fragile fluorescent tubes, you are stuck with the added hassle and expense of special handling and disposal of products that contain mercury.

\*Sign running 10 hrs per day, 365 days per year at \$.11 kwh

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