

## Getting Started 1: Change Your Light Bulbs NOW!

The first and easiest thing you can do is change your incandescent light bulbs to compact fluorescents. It Saves Money, Saves Energy and Saves the Environment!

Compact Fluorescent Light Bulbs : (Maybe more than you wanted to know)The first and easiest step you can take in making your home or business energy efficient is changing your lightbulbs.You probably figure everyone has done that already, but you're wrong. Less than 10% of the country has changed. Here's the deal... if you change out (10) ten 100 watt incandescent light bulbs with (10) 25-27 watt compact fluorescents.....YOU CAN SAVE \$130 DOLLARS IN ONE YEAR! The compact fluorescents pay for themselves in 4 months and last 8 to 12 times longer than incandescents!The Energy Store, makes its own brand of compact fluorescent light bulbs called "PhotoClear". We make them different than the ones you buy in the big discount stores. "How so?", you ask.We make ours lights to be quick starting so they come on without delay. That shortens their life from about 8,000 hours to 6,000 hours, but we feel the extra performance is worth it.Also, we make ours to a whiter white. We make them to approximate the color of lights used in TV Studios, professional photography and on movie sets.Our lights are color balanced to 3200 degrees Kelvin and 5500 degrees Kelvin, which is the color most professional films are balanced for. (3200K for indoor white and 5500K for outdoor white (HMI's).The "soft white" lights you buy in the discount stores are usually 2700K and we feel they are just too yellow. The "cool white" lights (daylight) that you get at the discount stores are usually 6400K and that is too blue. Ours are just right and are especially good for photography and video.Yes, we also know that fluorescent lights technically don't have Kelvin color temperature, so we blend the phosphors to approximate the kelvin temperatures described.Because we are the manufacturers we offer them at manufacturer's direct prices...Check them out under "Products" on the left side of the home page.