



MARKET ENTRY

For internal use only.

LED PAR16 lamps

Best LED PAR16 replacement. Best value.

Satco's PAR16 LED replacement for the PAR16 halogen reflector have so many characteristics of the lamps they replace that, except for much lower electric bills, there's almost no way to tell them apart! . This is advanced LED technology made easy. The Satco PAR16 LED has the same lighting capabilities as a halogen PAR16, they're dimmable like a halogen PAR16, and they can be used anywhere a halogen PAR16 lamp is being used now. An environmentally friendly product, they contain no harmful toxins and emit no UV or IR radiation. Satco PAR16 LED lamps are an easy choice and an instant technology upgrade to any older fixture using a halogen PAR16 lamp.

Applications

- Indoor residential and commercial lighting
- Down lighting
- Accent lighting
- Pendant lighting

Quick Facts

- Direct replacement for 35-45W halogen lamps
- Dimmable
- Uniform color rendering from lamp to lamp
- Long life, 25,000 hours
- High efficiency/environmentally friendly
- Innovative design
- No UV or IR radiation
- 3 year warranty
- Designed to be a great LED value
- Retail clamshell package



S8998

S8997

Features & Benefits

Feature	Benefit
Innovative design	Immediate upgrade of older PAR16 technology, value pricing
Non-glare, uniform luminance	No harsh effects; even lighting throughout space
25,000 hour life	Reduces maintenance costs
High efficiency/environmentally friendly	Greatly reduced energy costs over older technologies
Dimmable	Reacts similar to older, familiar technologies Can be used with most current dimmers

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Product justification

With millions of residential and commercial down light and tack light fixtures in operation, the need for this product is clear. This design offers end-users LED performance in an exact-replacement package. And with energy-savings of over 40% compared to their halogen counterparts, and little maintenance due to extremely long life, the justification for this product is clear. There is high growth potential in this product line.

Target industries/customer

These lamps are aimed at both the residential and commercial markets. We see this product making its way into more private homes as the comfort level rises and the stark savings from LED technology become obvious. And it could not have been better designed to exactly replace the PAR16 halogen while delivering exceptional energy savings, which is very important to virtually every consumer.

In the commercial sector, users benefit from reduced energy and maintenance costs, facility cooling costs and the ability to quickly upgrade older technologies in the time it takes to change the lamp. Design considerations relied heavily on residential and commercial input and this product line clearly addresses those needs with its value-based design.

Demand

As consumers become more and more comfortable with LED technology and understand the initial cost vs. lifetime energy reductions, demand in this channel will increase dramatically. This is slowly materializing as most all utilities offer rebates for LED products. Commercial applications are progressing more rapidly. Businesses large and small constantly look for ways to positively affect their bottom-line, and solutions like Satco's LED PAR16, which yields multiple savings and benefits quickly, are more easily identified and acted-on. Cost analysis is SOP for any well-run business, therefore, commercial/MRO demand should increase at a faster pace than residential channels.

Value proposition

Easy replacement, performance, ultra-high efficiency, reduced maintenance costs and great value make this product extremely attractive to all channels of distribution.

PAR16

Item Number	Description	Watts	Volts	Base	CCT	Lumens	Beam	Life	Each
S8997	6PAR16/LED/3000K	6	120	E26	3000	370	40	25,000	\$14.95
S8998	6PAR16/LED/3000K/GU10	6	120	GU10	3000	370	40	25,000	\$14.95

Pack: 12/1 Carded

Available 9/1/12



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