



Press Release

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Lighting Supply Leads in Maximizing DTE Energy Lighting Rebate Program

SE Michigan company assists local businesses in acquiring \$643K in cash incentives

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Lighting Supply Company, Michigan's leading commercial lighting distributor, has successfully positioned itself as Southeastern Michigan's number one trade ally when it comes to cash rebate incentives paid to customers for qualifying lighting upgrades under DTE Energy's Your Energy Savings Program.

Since 2009, Lighting Supply has assisted customers in obtaining over \$643,000 in DTE Energy rebates. As the number one originator of paid rebate applications in 2011, Lighting Supply surpassed all other lighting suppliers by nearly 100 paid claims.

"Over the last three years our customers have saved approximately 8.8 million kilowatt-hours annually. That's an estimated total energy savings of \$971,000 based on \$.11 per kilowatt-hour," explained Matt McIntosh, Lighting Supply sales manager. "Plus, the combined environmental benefit from these customers has eliminated more than 17.5 million pounds of carbon dioxide from the atmosphere - equivalent to removing 1,510 cars from the road or planting 26,189 trees."

Two showcase customers, Livonia Public Schools and Hines Property Management, qualified for cash rebates of approximately \$15,000 and \$28,000 respectively. Livonia Public Schools updated 20 buildings throughout the district, resulting in an estimated annual energy savings of \$30,000. Likewise, Hines retrofitted 1,400 bulbs in the Compuware Building and will experience energy savings of nearly \$17,000 per year.

Opportunities for businesses to perform lighting enhancements are also becoming more prevalent as a result of rapidly changing lighting technology. Energy efficient bulbs, such as LEDs and CFLs, continue to evolve, providing improved light output at lower wattages. Additionally, stronger legislation impacting energy standards continues this year, eliminating the manufacturing of older, inefficient light sources and ballasts.

"There are many economic and practical reasons for customers to make lighting upgrades," said Matt. "We've placed a strong focus on training our expert staff in order to position Lighting Supply as the leader in energy saving lighting. We assist customers from start to finish, making the process easier. This includes performing free lighting audits, providing lighting recommendations with return on investment analysis and assisting with the rebate application process."

About Lighting Supply

Lighting Supply Company is one of the Midwest's largest commercial lighting distributors. With locations in Ferndale and Wixom, MI, and on the web at LightingSupply.com, Lighting Supply has serviced electrical contractors, property managers, business owners, schools, hospitals and municipalities with the highest quality replacement lighting for over 28 years.

Lighting Supply's selection of over 8,000 trusted commercial lighting products spans more than a century of changing technology, including lamps, ballasts, fixtures, controls and lighting accessories from respected manufacturers such as Philips, Philips Advance, Universal, Toshiba, Sylvania, GE, TCP and others.

By offering unmatched industry expertise, same day shipping and a commitment to 100% satisfaction, Lighting Supply does whatever it takes to deliver an incredible customer experience.