



HORTILUX®

horticulture lighting specialists™

REPLACE YOUR GROW LIGHTS REGULARLY

Spectrum Degradation Lowers Profits

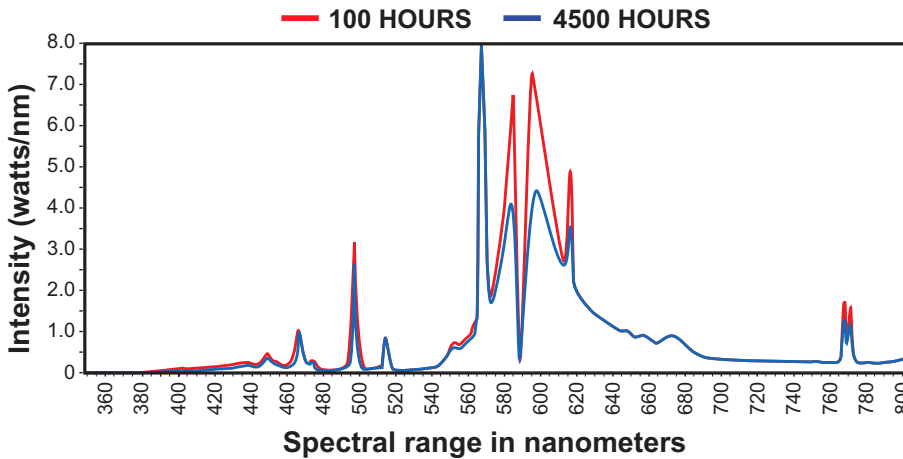
For years, growers have known that spectrum degradation happens even though the human eye can't see it happening. What they can see is the diminishing yields the longer they leave lights running.

With the rapid expansion in the commercial sector, multiplying this loss by hundreds and even thousands can severely dampen return on investment.



1000W Super HPS Change in Intensity

Based on 12 hour burn time per day



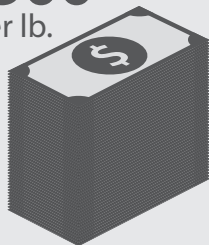
20-22% ENERGY LOSS
AFTER TWELVE MONTHS

1.5 lb



AVG YIELD
per 1000W light

\$1500
per lb.



leads to an approximate

10% DECREASE IN YIELD

10% in lost profit



approximately \$225 per lamp

EQUATION: total yield x decrease in yield x price per pound = total lost profit

*Profit results based on the average yield and estimated price per pound. Actual results may vary.