



JUNE 15-17
THE MERCHANDISE MART CHICAGO

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Daily News Monday, April 06, 2009

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Raising the red flag on environmental risks!

ERIS
Repointing Your Environmental Risk

Bright idea

Canadian company BAZZ, an industry leader in the design and production of recessed lighting, is introducing North America's first generation of recessed lamps for the GU24 socket compact fluorescent bulb. The lamps are Energy Star certified.

- "According to ENERGY STAR, consumers that choose this new fixture and bulb combination can expect to reduce their electricity consumption and costs by up to 66 per cent compared to a standard lighting fixture," says Élise Benghozi, director of sales and marketing for BAZZ. "Consumers will be able to benefit from the long lifespan of this GU24 compact fluorescent bulb, which lasts a minimum of five years, which is 5-to-10 times longer than an incandescent bulb."
- The fixtures, called CFL100 (18w) and CFL400 (23w) are available exclusively at all of the major home improvement retailers across Canada, at the suggested retail price of \$24.99, bulb included. In Québec, with the purchase of this lighting-fixture combination and Hydro-Québec's Energy Wise program currently in effect, every consumer will receive a rebate of up to \$15 per fixture for a maximum of five fixtures per household. (\$15 X 5 fixtures).

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