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The new standard in "green" lighting

Public awareness has shifted over the past few years to have an increasing focus on environmental awareness. Companies have met this awareness by trying to be more eco-friendly and aware of the environment, both in the products they sell and their daily operations. The problem has always been that products which are better for the environment are typically inferior in performance.

Philips has always believed that a product can be good for the environment and provide the same, or superior performance. This belief led to one of the industry's most innovative technologies.

In 1995, Philips transformed the market by launching a line of linear fluorescent lamps featuring ALTO® Lamp Technology. This

technology led to some of the lowest mercury lamps in the industry. ALTO Lamp Technology became widely recognized as a leading low-mercury solution for lighting.

Now, 12 years later, Philips is setting a new standard again with new ALTO II™ Technology.

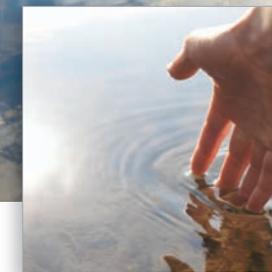
These new lamps have 50% less mercury than the original ALTO, making them the most sustainable linear fluorescents available. Best of all, these lamps offer the same superior performance levels as before. That means you don't have to sacrifice lamp life, light quality, or energy to help your company be more sustainable.



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Going "green" without sacrificing performance

Philips ALTO II™ Technology

PHILIPS
 sense and simplicity



There are many benefits to using Philips fluorescent lamps featuring ALTO II™ Technology

Your company can help the environment, without sacrificing performance.

Mercury in T8 lamps

All fluorescent lamps need a small amount of mercury to operate efficiently but Philips has been working hard to reduce the mercury levels. With the use of ALTO® Lamp Technology, Philips set a standard by reducing the amount of mercury in T8 lamps to a then industry-low 3.5mg. With the new ALTO II™ Technology, fluorescent T8 lamps now have only 1.7mg of mercury and still deliver outstanding performance. And to further help reduce environmental impact, Philips only uses recycled mercury in the lamp.

Better for the environment.

Same performance characteristics.

There is a misconception that lowering the mercury will reduce lamp life, energy savings or light output—this is not the case. Philips has developed an innovative way to lower the mercury level without sacrificing life or any other performance parameters.

The USGBC and LEED

Leadership in Energy and Environmental Design (LEED®), established by the US Green Building Council, evaluates the environmental performance of facilities from an integrated, "whole building" perspective over a facility's life cycle.

LEED provides a complete framework for assessing building performance and meeting sustainability goals and emphasizes state of the art strategies for sustainable site development.

For more information go to the USGBC (US Green Building Council) Web site: www.usgbc.org

Philips Lighting Company is proud to be the first lighting manufacturer to become a member of the USGBC.



You're creating a more sustainable space

The Philips T8 portfolio, as a family, offers the lowest mercury and the longest life in the industry, making it the most sustainable line of T8s available. The portfolio also includes the most energy saving options.

You're not sacrificing performance

With lamps featuring ALTO II™ Technology, you'll receive all the performance benefits while helping the environment.

You're helping the environment

Philips has the lowest mercury T8 portfolio. Purchasing the lowest mercury T8s mean you are reducing the environmental impact throughout the entire lamp's lifecycle:

1. Less mercury used in the lamp.
2. Less mercury leaving the source and going into the environment.

You're reducing your maintenance costs

Purchasing the longest life T8s mean you are reducing maintenance costs by extending the relamping cycle. The Philips T8 portfolio is the only one to offer Extra Long Life lamps with 40,000 rated average life at 12 hours per start on instant start ballasts¹. These Extra Long Life lamps are available in four color temperatures and in two wattages: 32W and 25W.

You're reducing your energy costs

Purchasing fluorescent lamps mean you're using one of the most energy efficient lamps available.

You can save money by refitting older T12 lighting systems with new high performance T8 lamps and electronic ballasts. The more T12s you replace with T8s, the more energy you save. T8 lamps also offer improved life, quality of light and color rendering.

You can also save money by refitting T8s with today's Energy Advantage T8 lamps—

without changing a ballast. Philips Energy Advantage lamps are available in 25W, 28W and 30W. We also have a 25W Extra Long Life for additional TCOO (total cost of ownership) savings. By replacing a standard 32W T8 with a Philips Energy Advantage 25W T8, you save seven watts per lamp instantly. This equals a \$28 energy savings over the rated average life of the lamp².

You're providing outstanding light output

Philips T8s have Hi-Vision® phosphor which delivers at least 95% lumen maintenance and reduced lamp-end blackening. Philips Advantage (32W) and Energy Advantage (25W, 28W and 30W) lamps offer industry-leading 97% lumen maintenance.

¹) Average life under engineering data with lamps turned off and restarted once every 12 operating hours.
NOTE: 36,000 hours rated average life at 3 hours per start on instant start ballast.

²) Based on wattage savings (7w) x rated average life (40,000 hours) x kWh rate (\$.10).