



ROBERTS ELECTRIC • DECEMBER 2016



Hello {FIRST_NAME|Valued Customer},

Our holiday this year arrives with much for all of us to reflect upon, and to be deeply empathetic about recent events in our community.

RECO is more involved in our community than ever

We appreciate the trust and confidence that is placed in us on a daily basis. It's been our pleasure to serve you this year, and we want to thank you for your continued loyalty. We pledge to work very hard in the new year to improve our service and continue to earn your trust.

We hope that all of you can take time out this holiday to spend time with those you love. From all of us at Roberts Electric, we wish you a wonderful holiday season.

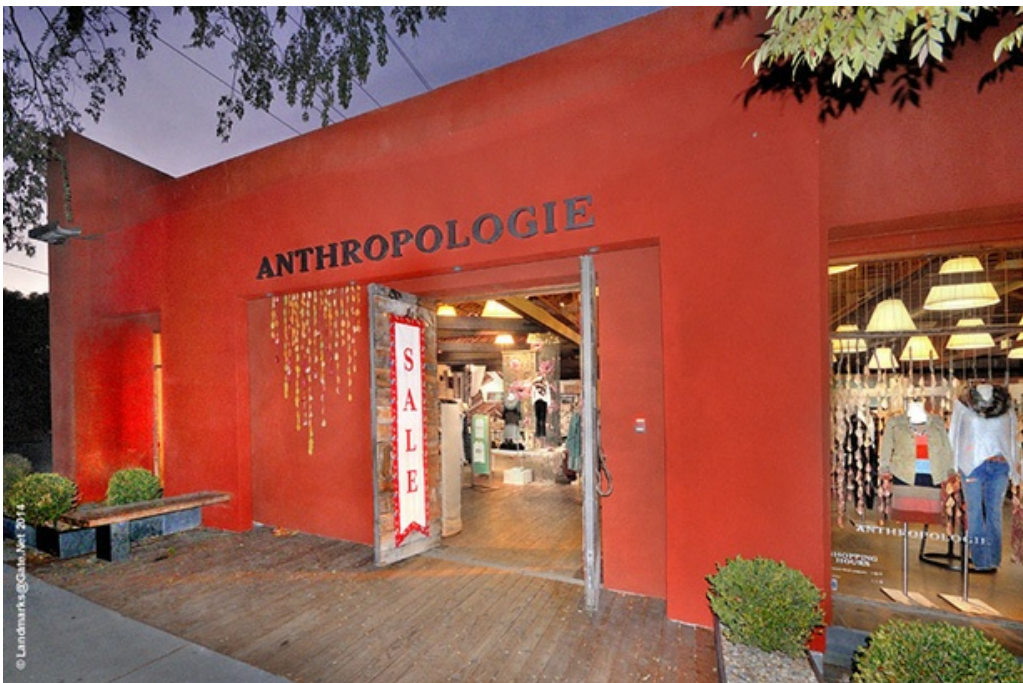
Best,

Dan Pitcock and the RECO Team



Anthropologie Moves to Stanford Shopping Center

This has been a good year for Roberts Electric. We've worked on a number of interesting and challenging residential and commercial projects, including Anthropologie's new-concept department store in Palo Alto.



Anthropologie tripled its floor space, added furniture and bridal lines and a cafe, Terrain

The new Anthropologie store in the Stanford Shopping Center is part of the new flagship format the company has

rolled out in just seven stores across the country. The store now occupies two floors and features a cafe, furniture and bridal lines along with clothing, gifts, accessories and items for the home.



Anthropologie's farm-to-table cafe, Terrain, added an extra level of complexity to the electrical system

Roberts Electric was the electrical contractor for this project, and we worked closely with Anthropologie's GC, Bogart Construction. We installed multiple areas of both recessed LED lighting and the fixtures that showcase the retail displays.



The new-concept store features a wedding boutique

The project required complex circuiting and control systems that helped automate lighting throughout the facility. Project Superintendent Mark Torney managed an aggressive schedule with a creative team approach to successfully meet the needs of our client.

RECO's Holiday Safety Tips

The holidays are upon us, and Roberts Electric would like to share a few electrical tips to help keep the holidays safe.



Is it time to switch to safe LED or battery-operated candles?

Inspect all electrical decorations for damage and replace or discard. Cracked or damaged sockets, loose or bare wires and loose connections may cause a serious shock or can start a fire.

- **Overloaded electrical outlets and faulty wires** are a common cause of holiday fires. Plug only one high-wattage appliance into each outlet.
- **Never connect more than three strings of incandescent lights.** More than three strands may not only trip a circuit breaker, but also can cause a fire. To think about: upgrading to LED lights—energy efficient and cooler.
- **Turn off all indoor and outdoor lights** and other electrical decorations before leaving home or going to sleep.
- **Check decorations for UL certification label.** If they're not UL-rated, they haven't been tested, putting you at risk.
- **Be careful with extension cords.** Avoid potential tripping hazards--especially if seniors, children or pets are joining you for the holidays. If using outdoors, make sure they're designed for outdoor use.

About Roberts Electric

We've been family-owned for more than 80 years, and we're proud of our strong community ties and the relationships we've built.



As the City has evolved, so has Roberts

We like that people recognize the RECO brand--our trucks as we drive through the City's neighborhoods. We're proud to have played a role in Oakland's historic development and excited to be part of the vibrant city that Oakland is today. We're a company that's transcended the old and embraced the new.

Our own little neighborhood is exploding with growth

We feel the energy and spirit, along with an emerging attitude that if we all work together we can get it done. We're solving problems every single day, finding new and better ways to work with our partners, our clients and our City. This has always been a fundamental principle at [RECO](#), and it's key to our continued success.



ROBERTS ELECTRIC CO.
High Powered Electrical Work Since 1932

510.834.6161

info@robertselectric.com

robertselectric.com

2408 Webster Street

Oakland, CA 94612

CA Lic #728215

[Click to view this email in a browser](#)

If you no longer wish to receive these emails, please reply to this message with "Unsubscribe" in the subject line or simply click on the following link: [Unsubscribe](#)

[Click here](#) to forward this email to a friend

Roberts Electric
2408 Webster Street
Oakland, CA 94612
US

[Read](#) the VerticalResponse marketing policy.

