



## Roberts Electric | Spring 2014

### Contact Us

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[Roberts Electric](#)

### Use Fans and Take the Bite out of Your Summer Electricity Bill

Summer is here, and those who live in East Bay communities know that air conditioning is a hog, accounting for 60-70% of your summer electricity bill.

Those who live in places like Danville, Concord and Livermore know that you can't completely eliminate your AC, but you can cut back significantly by using fans, running your AC less often and dialing it up a few degrees when you do run it.



Hello {FIRST\_NAME|Valued Customer},

I was recently a panelist at a National Association of the Remodeling Industry (NARI) meeting, and our topic was LED lighting. We get a lot of questions about this fairly new technology that can be more efficient, durable, versatile and sustainable than more traditional incandescent and fluorescent lighting.



### What is LED Lighting?

LED is an acronym for light-emitting diodes—they're semiconductor devices that produce visible light when an electrical current passes through them. LEDs don't burn out or fail; rather, they depreciate. Their life expectancy is based on when their output has decreased by 30%. LED lighting is found everywhere-- Christmas lights, traffic lights, car headlights and brake lights as well as lighting in and around your home.

### Why LED Lighting?

LED lights don't radiate heat; rather, it is drawn away via a heat sink, a passive device that absorbs the heat and dissipates it into the surrounding environment. This keeps the LED from overheating and burning out.



**Turn off fans when you leave a room. Fans cool people--not rooms**

### **Think about these stats:**

- A 2.5-ton central AC system uses about 3,500 watts.
- A floor fan uses 100 watts
- Ceiling fans use 15 to 90 watts

### **How to Save Energy with Fans**

**Make sure your fan is blowing DOWN**, to send air past your body, removing the hot air that surrounds your body. If your fan is blowing air upwards, it won't do any good. Nearly all fans have a switch to change the fan direction—just make sure you've turned the fan off before

- Turn off ceiling fans when you leave the room--fans cool people, not rooms. Fans create a wind chill effect.
- Clean or replace your AC filter every month. A dirty filter makes your AC work harder, which uses more electricity.
- When you shower or bathe, use the bathroom fan to remove the heat and humidity from your home.
- Ceiling fans cost less than you might think—beginning at \$100 or so at your local home



**Bay Lights is the world's largest LED light sculpture, 1.8 miles wide and 500 feet high, marking the Bay Bridge's 75th Anniversary**

### **Look for Energy Star**

LEDs with poor designs may begin flickering, changing color, becoming dim and providing uneven light. Avoid these issues by choosing LEDs with Energy Star ratings.

### **LED and the Bottom Line**

An LED bulb costs significantly more than compact fluorescent lights (CFLs), or incandescent competitors, but its lifespan is dramatically longer. LED can cut your lighting energy use by 75%, and you won't have to change the bulbs for an estimated nine years.

Note that compatibility between dimmers and LED products varies widely--bad performance or product failure will occur with mismatched components. We do expect that these problems will diminish and prices will continue to come down as the technology improves.

### **[Ask us about upgrading to LED.](#)**

Our best,

Dan

### **Roberts Electric at Work: Tenant Improvement Projects**

**We've become tenant improvement specialists**, upgrading facilities for many retail clients throughout the Bay Area. We have become unique in the industry, skillfully moving between commercial tenant improvement projects and residential remodel and service work.

We've recently completed projects at a Van's store in

improvement store, and usually cost less than a penny an hour to run.

- Consider Energy Star fans—better performance, longer life and quieter, these fans use less energy and lower your electricity bill.

[Ask us](#) about installing ceiling fans in your home and save money on your electric bill this summer!

### About Energy Star



[Energy Star](#) is a U.S. Environmental Protection Agency (EPA) voluntary program, launched in 1992, that helps businesses and individuals save money and protect the environment through superior energy efficiency, reducing greenhouse gas emissions to fight global warming.

### An Energy Star upgrade pays for itself in six months

To earn the Energy Star, products meet strict energy efficiency guidelines.

With [Energy Star](#) bulbs, you can cut your lighting energy use by 75%, and you won't have to change the bulbs for an

San Jose, North Face in Gilroy, CVS in Burlingame, Ann Taylor, an H&M store in Fairfield and a Uniglo store in Concord.

### Working the Night Shift at Best Buy

**We're also working on two tenant improvement projects for Best Buy.** They need to stay open during the day to serve their customers, so we're working the night shift to accommodate their schedule challenges. This is not uncommon—we worked on the bar at Pyramid Alehouse in Berkeley, and when the restaurant closed, we went to work. The restaurant never missed a day of service. We make every effort to accommodate our customers in whatever way we can.



### Historical Temescal Alley in Oakland

**We're also doing work in Oakland's historical neighborhood that's being called Temescal Alley.** Former horse stables and carriage houses have been transformed into a miniature village of specialty retailers, including Oakland Dry Goods and Mind's Eye Vintage. **One of our favorite stops is [Doughnut Dolly](#),** where doughnuts are hand-rolled and filled to order. We love owner Hannah Hoffman's Naughty Cream, filled with creme fraiche vanilla bean pastry cream.



**Temescal Alley has been transformed into a miniature village of retailers and service providers**

**Roberts has worked on many historically sensitive homes and businesses over the years,** and they represent unique challenges.

**We know that treating the project with appropriate**

estimated nine years. Energy Star-certified CFLs pay for themselves in about six months.

## About Roberts Electric



When Roberts Electric opened for business in 1895 as Roberts Manufacturing, the company specialized in crafting the prevalent lighting of the times, custom gas light fixtures.

### We've Come a Long Way . . .

We changed our name to Roberts Electric Co., but we've remained family owned for more than 80 years, and we're proud of our strong roots in the community.

### Skilled Artisans and Craftspeople

We hold not only ourselves to high standards but also the people with whom we partner--skilled artisans and craftspeople who place the same premium on quality work and customer service that we do.

**Most of all, at Roberts, we never lose sight of the fact that you've invited us into your homes and businesses.**

**historical sensitivity is critical.** Roberts has worked on many Queen Anne, Tudor, Edwardian and Victorian as well as MidCentury/Modern homes throughout the Bay Area. Installing new wiring and new technologies into these historic residences requires a deft hand and deep understanding of best building practices.

**We think of ourselves as caretakers in these homes and commercial spaces,** taking extra precautions to preserve historical features because we know they cannot be replaced.

## Diamond-Certified for the 13th Straight Year



We're proud to be a [Diamond Certified](#) Company. What does this mean?

### It involves a 12-step certification

**process** that includes surveying a large, random sample of people from our entire customer base.

Companies must score **Highest in Quality** in customer satisfaction and pass all credential-based ratings to earn Diamond Certified.

### We're proud of our 95% customer loyalty and high customer satisfaction ratings.

Diamond Certified conducts ongoing research to ensure all companies maintain their high performances.

[Highlights of our Diamond Certified page](#) include a video of owner Dan Pitcock.



"I'm 93 years old and have been calling Roberts Electric when I need an electrician for years. They arrive on time, are knowledgeable and professional. I never hesitate to

[Forward this message to a friend](#)

refer them to friends."

W.

-- Bill

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