

Outsmart FUD Manipulation When It Comes to Energy Efficient Lighting

You may or may not have heard of FUD but you've definitely seen it play out around you everyday in both business and personal settings. FUD stands for Fear, Uncertainty, and Doubt. The FUD strategy uses negative marketing or personal messages to raise fear, uncertainty, and doubt to dissuade the recipient from taking action in a timely matter. In business settings, a well-established company which is behind in technology or product development will disseminate this type of marketing message to its customers and effectively cause them to postpone making purchasing decisions on better, more advanced technology or products from an "upstart" competitor.

Recently, a major lighting company started to play its FUD card recently. It successfully induced quite a bit of confusion in the market. For several years, this company had an LED tube product line with an internal driver, but cumbersome wiring instructions. Also, it could only support a non-shunted lampholder. After several fumbles, it began to lose market share to a new UL 1598C classified double-ended LED T8 from an "upstart" LED lighting company. After this loss, the company decided to turn their focus to *external*-driver LED T8 tubes. Its FUD message stated that LED T8 tubes with internal drivers are not safe, and that UL, the industry safety certification body, will no longer accept double-ended LED T8 tubes with an internal driver.

Do not be fooled by FUD tactics. Here are the facts:

1. If an LED T8 tube with an internal driver is not safe, why did the company sell it for the last several years?
2. UL specifically guards against un-safe LED products. Just because this company could not come up with an LED T8 tube with an internal driver that meets UL safety standard, doesn't mean no one else could.
3. Aleddra's EasiRetrofit® LED T8 tube with an internal driver and double-safety switch (DSS) meets the new UL 1598C safety standards on retrofit luminaire kits, and protects the installer from electrical shock hazards. (Its UL listing, IFAR.E325073, is available at [UL website](#).)
4. EasiRetrofit® LED T8 with an internal driver has more benefits than an LED T8 with an external driver:

EasiRetrofit® LED T8 Tube	LED T8 Tube with External Driver
<ul style="list-style-type: none"> • A stand-alone lamp • Minimal re-wiring, easy installation • Only need to bypass ballast • Can be used with either shunted or non-shunted lampholders • Saves 50-70% on installation labor costs • Single SKU for spare lamps • Lowest total cost of ownership • No electric shock hazards; UL 1598C classified 	<ul style="list-style-type: none"> • Not a stand-alone lamp; needs an external driver to operate • Need to remove ballast • Extra time needed to install the external driver • When the driver fails, the entire fixture is out of service • Requires a certified electrician to replace the external driver • Complicated wiring for 2/3/4-lamp configuration • Multiple SKUs in inventory for external drivers

Don't fall victim to a FUD manipulation when it comes to energy efficient lighting. If you have T12/T8 linear fluorescent lamps in your facilities (offices, classrooms, factories, warehouses, hospitals, convention centers, malls, retail stores), you can maximize the ROI (return on investment) on your energy efficient lighting project. Contact Aleddra at +1-425-430-4555 or sales@aleddra.com today