

Bright Lights for Holiday Nights

Everything you need to know about holiday lighting and LEDs!



GLOW & GROW

LEDs Are a Holiday Hit



2 out of 5

strands of holiday lights sold this year will be LEDs

35%

of consumers prefer



multi-color lights

65%

of consumers prefer



white lights

GE's Color Choice™

Dual-color technology allows homeowners to alternate between **multi-color** and **warm, white lights** on the same strand.

LET IT SPARKLE

Simple Tips to Light Up Your Home

TRY SYNCING holiday lights with music

HIGHLIGHT with LED spotlights

when decorating your tree, plan on using an average of **100–150 lights** for every vertical foot of tree

connect up to **25** strands of LED lights to 1 plug (That's more than **4x** what you can do with traditional holiday lights)

SAVE & SHINE

GE LED Holiday Lights

available in **6** colorful options:

soft, warm white bright, cool white multi-color red blue green

use **80%** less energy

will shine for up to **20,000 hours**



Always look for the UL logo on holiday light sets!

It highlights that the product has met UL standards for safety and performance.

A Look Back at Lighting a National Treasure



- 1963** GE designs the lighting and decorations for the National Christmas Tree for the first time.
- 1978** A 15-year-old, 30-foot-tall Colorado blue spruce is chosen as the new National Christmas Tree and relocated to President's Park.
- 2007** In an effort to make the National Christmas Tree more energy efficient, GE LED Christmas lights were used for the first time.
- 2008** Thanks to GE LED technology, the 2008 National Christmas Tree was 50% more energy efficient than the 2007 display.
- 2016** GE proudly celebrates 54 years of designing the National Christmas Tree, decorating it with all LEDs, in partnership with the National Park Service and the National Park Foundation.