



OPTING FOR GREEN SIGN TECHNOLOGY

Part Two- Green Options for Neon: Flexible LED and Capital Ale House Branding



“The lighting around our brand attracts attention and is also energy efficient.”

SUSTAINABLE SIGN LIGHTING

Energy efficiency is an important element of sustainable design. When considering signage for new buildings or renovating signs at older ones, always take into account the extreme energy efficiency of LED.

- 94% energy savings over traditional neon.

NAME IN LIGHTS- WHY LED?

- Bright and colorful lighting- a requirement of urban retailers;
- Old generation neon lighting effectively replaced by LED;
- LED technology fully capable of balancing both attention and energy efficiency.

FLEXIBLE LED VERSUS OPEN TUBE NEON

In addition to lighting up channel letters and logos of many brands, LED lighting can also be incorporated into strip lighting, similar to the old open tube neon designs. Flexible LED is a sustainable alternative to old neon tube technology for detail and accent lighting, offering tremendous energy and maintenance cost savings while achieving the same aesthetic results.

HIGHLIGHTING YOUR BRAND

When Capital Ale House opened its new Harrisonburg, Virginia location, they chose Holiday Signs to renovate the signage. In addition to new awnings, wall signs and parking lot signs, the existing oval shaped electric sign was retrofitted with flexible LED.

“The LED lighting around our Capital Ale House brand draws the attention we needed like the old style neon, yet uses much less power to operate,” said Matt Simmons, President of Capital Ale House.

Implementing and promoting the earth-friendly benefits of low-energy sign lighting is just one part of an overall effective green marketing plan.

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