



Look like a trendy boutique. Save like a dollar store.

The GE HIR™ Plus can save you \$12 per bulb.*

If you want to make your merchandise look its absolute best while saving money on energy, get in on the latest trend—the new HIR™ Plus lamp.

With a 4,200-hour rated life, twice that of standard PAR38s, the HIR Plus is by far the most energy-efficient product of its kind.

Make the switch today and make a contribution to the environment and your company's bottom line by saving energy. Only from GE.

For more information, e-mail retailsolutions@ge.com



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*75-watt standard halogen replaced by a 48-watt HIR™ Plus at 10¢/kWh over bulb life.
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