

# Why Neon

When considering illuminated signage, three key factors to consider are how your sign looks, the energy needed to make your sign look good and initial costs of the light source. The objective of your sign is to attract attention to your name/business while promoting your corporate identity. So the more "punch" your sign has, the better you look.

So consider this. When illuminating your signage, most channel letters will look better, brighter and have more depth when you use/specify the brightest, most energy efficient light source available.

Neon, when used with High Power Factor Ventex electronic neon power supplies is the answer. Been told other stories of how you can save "up to 90% energy with LED's"? Let's look at some facts.

Remember, when comparing apples to apples, energy use and efficiency is simply measured by dividing the lumen output by the watts consumed (kind of like miles per gallon in a car).

COLOR	Neon:		LED:	
	Lumens per Watt	Average	Lumens per Watt	Average
RED	15 – 25	20	10 – 38	24
YELLOW	60 – 76	68	24 – 32	28
GREEN	90 – 114	102	12 – 20	16
BLUE	30 – 42	36	10 – 14	12
WHITE	75 – 89	82	14 – 20	17

So what does this mean to you, the customer who wants the best illuminated sign possible for the least energy? Only the red LED channel letter modules are close to Neon in terms of brightness and energy efficiency. The rest, just don't come close to putting out the same amount of light per watt as neon when used with electronic High Power Factor Ventex neon power supplies.

What other facts should you also be considering when choosing your best light source?

- n LED systems, other than red, costs from four to six times as much initially as neon.
- n Neon has been used for 70+ years and is a proven light source. LED systems have been used for less than five years and already seeing problems in component life span.
- n Neon provides you unlimited color range to match face material.
- n There is NO consistency, NO standards in LED systems. There are too many versions and none are interchangeable. Matter of fact, there may not be interchangeability in same brand if more than a year old. And replacement LEDs will exhibit "hot spots" in existing signs.
- n Ventex electronic neon power supplies make field installation of self contained channel letters a snap with very limited field wiring and no polarity or loading issues.
- n Energy savings. For the same brightness, neon will use less energy than LED (except red) when using Ventex neon power supplies.

Where does this tell you to go. The choice is yours, but the 70 plus years that neon has been used to light the most important signage around, will be around for a whole lot longer than what the LED people want you to think. Better lighting, Better energy efficiency, Better initial costs with a proven technology -

**That's Neon!**



Photos Courtesy of EGL



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We put the **ON** in **NEON**