

Around the House
Electrical Article #18 – Power Save
October 31, 2007

Headline

The 25% Solution. Good for You. Good for the Environment.

Subhead

Now you can save up to 25% on your monthly electric bill...and without changing any of your power usage habits.

Text

It's no secret...the cost of energy consumption continues to climb. And your monthly electricity bill is no exception.

Now you can do something about it, and without having to dim lights or otherwise cut back on electrical power usage.*

That's right...by having (company name) install Power-Save 1200™ in your home, **you can save hundreds, even thousands of dollars on electricity each and every year.**

Power-Save 1200™ also **helps increase motor and appliance life while providing surge and lightning protection for your family's added safety.**

A Product Whose Time Has Come!

Power Save is a small gray box that neatly attaches to your breaker panel. This remarkable unit **reduces the amount of power drawn from the utility by storing and re-using electricity normally lost** by your inductive motors...the kind used in air conditioning systems, refrigerators, washers, dishwashers, vacuum cleaners, and so on. The Power-Save 1200's ability to recycle normally wasted electricity **greatly decreases the amount of power used (kilowatt-hours)**.

Power Save 1200 is **UL tested and approved by the Department of Energy**...so don't be fooled by imitators.

What's it all mean? It means that right now, **people like you throughout the United States and Canada are saving an average of \$450 per year with Power Save**. Plus they're helping to conserve precious energy resources. Just as you can.

Start Cutting Your Electricity Bill Today!

At (company name), we work hard to provide for all your electrical needs. We also enjoy helping you save money. Which is why we now invite you to **save \$150 on the purchase and installation of Power-Save 1200™ with the attached coupon**.

Power Save. It's a great way to save money... "*Around the House.*"

Main Coupon

Power Save 1200™

Save \$150...

...on a fully-installed Power Save 1200™ electricity saver, which also provides you with whole-house surge and lightning protection. This coupon may not be combined with any other discount or promotion.

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Teaser Copy

Now, there's a way to reduce your monthly electricity bill...

...while protecting your family and your home from power surges and lightning strikes.

Plus, 3 coupons you can use now...