Selling Specifically against corn cobs VS Vega's D4A

- Hours of life rated – average is 50,000 hrs. – D4A is 100,000 hrs. – Twice the life.
- Twice as many truck rolls to replace corn cobs because ⇧ point above.
- Can use lower wattage because of directed light. Lower wattage = energy savings over the life of the D4A.
- Save $400 in energy cost VS competitor LED – over the life of the light.
- D4A has a standard 7-year warranty - at best a corn cob is maybe a 5-year warranty?
- D4A has a 36kV surge protection – most corn cobs are 6kV – additional protection using the D4A.

	100w Corn Cob	60w D4A	150w HPS
Purchase	2 x $65 = $130	$230	$25
Truck Rolls	2 x $150 = $300	$150	3 x $150 = $450
Wattage Cost	$1,000	$600	$1,300
Total:	$1,430	$980	$1,775

D4A Total Savings over life vs LED Corn Cob: $450

D4A Total Savings over life vs 150w HPS: $795

The cost numbers we present are based on a 20 year service life for all 3 light sources.

Additional Selling points

- Directional light – more light on the ground than a corn cob. Additional safety considerations. 5 times the light coverage over competitors
- DLC listed, UL listed.
- Bluetooth options to control back light and front light separately.
- Future proof with 7 pin receptacles (not available with corn cobs)
- D4A -Made in the USA, Veteran owned company.