



FOR IMMEDIATE RELEASE

Light Up Your Holidays with Simple Tips from the Pros

GLENVIEW, Ill, (Nov. 12, 2015) – One way to reduce stress during this hectic time of year is to stay ahead of the game when it comes to holiday lighting. Whether you are the first one on your block to hang lights the day after Thanksgiving or the last-minute decorator hurrying to decorate your tree on Dec. 23, being prepared will help you avoid having that epic Clark Griswold moment.

“There’s nothing more discouraging than gathering the family to decorate the tree or house and finding that some of your light sets don’t work,” says John DeCosmo, CEO of Ultra-Lit Technologies. “Each year our holiday hotline receives about 5,000 phone calls from folks whose Christmas lights won’t illuminate, and most of the time the failure to light is caused by a single bad bulb.”

DeCosmo and his team addressed this issue by developing a simple tool that brings the lights back to life. “The LightKeeper Pro is an easy-to-use tool that brings the Christmas magic back by sending a harmless charge through the wire that not only finds the bad bulb but also illuminates the rest of the working bulbs,” he explains. “With just a few pulls of the trigger you’ve got your special family moment back, and you are the hero who saved Christmas!”

The LightKeeper “Pros” have several other tips to keep your holidays bright and stress levels low when it comes to holiday lighting:

- **Measure:** To estimate the number of lights needed for your tree, plan an average of 100 lights per every foot of tree height. Serious decorators often double that.
- **Inspect:** Before stringing lights, check for broken bulbs and sockets, frayed cords, burned out lights, and loose connections. For sets with bulb outages, use the *LightKeeper Pro*® for incandescent lights or the *LED Keeper*® for LED lights to find and fix the problem. Squeeze the trigger a few times and most light sets will illuminate in seconds.

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- **Connect:** When using incandescent lights, connect no more than three strands of mini string sets together. LED light sets can handle connecting more than 30 strands together.
- **Indoor vs. Outdoor:** Commercial-grade light sets are more reliable for outdoor use because of their durability and thicker insulation.
- **Live and Artificial Trees:** When stringing lights on a tree, begin at the top of the tree and wind the strands through its center, widening with the tree's shape. Real trees should be watered daily. When the tree is purchased, request a half of an inch be sawed off so when you get it home the tree can take in more water.
- **Replace and Repair Lights:** To get the most out of your light sets, do occasional visual checks for any bulbs that are no longer working. Replace those bulbs as soon as possible. Two burned out bulbs can decrease the lifespan of the light set by 39 percent; four burned out bulbs by 67 percent. If a light set stops working or a section goes dark, use the *LightKeeper Pro*® or *LED Keeper*® to find and solve the issue.
- **LED vs. Incandescent:** LEDs are more expensive than incandescent lights, but last longer. Likewise, more sets of LED lights can be strung together end-to-end than traditional incandescent light sets. When it comes to energy use, a tree with 1,000 incandescent lights can cost \$10 over an average holiday season while the same tree using LED lights costs around only \$1.50.
- **Holiday Hotline:** Highly trained lighting tech pros are at your service year round and 7 days a week between Thanksgiving and Christmas: 888-ULTA-LIT (858-2548), or visit www.UltalLit.com.

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