

## LED Lighting and Surviving Eskom's Electricity Hikes

The article “Small Firms may not survive Eskom hikes” in the Cape Argus on (published: Thursday, 15<sup>th</sup> of October 2009) has raised a lot of concern and flared tempers well into the red for electricity users. So it affects all of us and similarly all of us need to start becoming proactive about the reality rather than simply complaining. Complaining about it and even demonstrating over it (which is the reaction of 90% of those quoted in the in the Argus article) is not going to stop Eskom from cutting off your electricity if you don't pay. Nor is it going to convince the government / Eskom to push down the prices to an acceptable level. Whether it's 45% over 3 years or 34% or 28%, its still going to add up to a massive bill, unless you DO something about it.

To reinforce the point that Eskom and the Government really don't mind hiking up the price of what all of us in the modern world have come to depend too much on is that on the very same page of the Argus on the same day (and obviously above the article about Eskom's hike) is an article talking about the arms deal that will cost tax payers at least 11 billion rand but will cost something closer to 47 billion Rand as Zuma's government will likely opt to pay it off over a number of years. I'm not going to harp on about the obviousness of this situation and the fact that our government has before become involved in shady arms deals and that hundreds of millions of Rands worth of military equipment and funding has been embezzled and “lost”. Who are we going to fight? Why do we need these things? Wouldn't at least some of that money be well spent helping to fund a new power station or subsidize the effects the hike is going to have on small businesses and home owners alike? These are the kind of obvious questions we should be asking about the Eskom hike. But again, there is likely little we can do to stop these big deals, so we have to think for ourselves, adapt, survive and over time push for change together.

Newspapers and media really love presenting bad news. Let's face it – it sells for some rather sick reason. It's possible that they don't have the foresight or creativity to provide hope more than they do despair. So let's change gears a little and put a positive spin on this situation – because there can be one if you look for it. Small Businesses are the very backbone of South Africa and their survival and upkeep is what will save our country from total economic degradation, rampant socialism and the real floodgates from opening on a mass exodus. Their survival has never become more important. They have by in large never relied on government hand outs nor have they ever pandered to any other major influences besides the desire for independence, a decent financial return and a chance to help and services their customers better than the next guy.

Albeit... Eskom is not making things easy for us so it boils down to asking the right questions. *Is using less electricity the solution?* Does this mean turning out the lights more often, switching off the geyser at noon, boarding up parts of the house you don't use? Changing your lifestyle and the way you do things is admirable but for most people not *realistically consistent*... The benefits of doing so will not deliver massive power savings over the short term. And besides unless something starts hurting your pocket, one is loath to change and this is exactly the attitude and one of the factors that has supposedly put pressure on Eskom to raise pricing.

Why is this? It's because *how you're using energy has not changed*. If you drive a car that uses a lot of petrol and petrol prices sky rocket, is driving your car less a solution? The practical solution, and one that will require you to detach a little bit, is to sell your car and buy one that uses less petrol so as to maintain the reason behind owning a car in the first place – which is really for most people to get from a to b. When it comes down to energy, the world has got to first start using energy differently not just more responsibly. So start with what we have all enjoyed for tens of thousands of years – lighting (for creationist, this time span may seem shorter...).

Fact - Lighting is one of the big costs that will hurt your pocket when Eskom starts hiking their prices. Using less

lighting for most people and businesses is simply not practical. If you've got 20 60W Incandescent light bulbs burning in your house, imagine the cost savings of using let say 20 3W LED light bulbs? If you do the simple maths, you'll be getting basically the same lighting with a 95% saving because you're using 1/20 of the energy required to produce that light. Lighting uses up on average about 25% of most households' electrical bills so that's quite a big saving and great place to start reducing your electrical usage. LEDs (or Light Emitting Diodes) are the next evolution in lighting technology and besides using up a fraction of the electricity to operate, they last seemingly forever (+50,000 hours).

Put in an LED bulb and the next time you have to change it, you'll be 30 years older. LED bulbs, tubes, down lights, strip lights and spotlights cost more than any of the alternatives but they are the best, most energy efficient and long lasting lighting investment you can make if you want start taking some smart and proactive steps to surviving the looming Eskom increases. But you've got to invest in your preparations now while the going isn't tough. Check out [Light Savers quality LED Lighting products](#) for more and you can even conveniently and securely buy these product online and have them delivered to your front door anywhere in South Africa!