

DES MOINES HOMESTYLE™

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Incognito

Discreet holiday lights are meant to stay up past spring

by JANE SCHORER MEISNER

Permanently installed aluminum channels make unlit holiday lights literally blend into the woodwork.

Now that jack-o-lanterns have nearly completed their tour of duty, check the calendar. It's high time to be untangling strings of holiday lights, climbing ladders and hanging decorations from gutters and porches. Or why not write a check to get someone else to do the job?

While homeowners are contemplating those options, Innovative Lighting Inc. of Roland is already installing a new type of holiday lighting on Des Moines-area homes. The Channelbrite permanent lighting system involves LED – light-emitting diode – elements imbedded in plastic strips that are slipped into rigid aluminum rails, or channels, and affixed to home exteriors.

The system is available with white lights, a combination of red, white and blue lights or a combination of red, green and blue lights. When unlit, the plastic strips are nearly clear,

and the channels – available in white, tan or brown finishes – are basically unnoticeable. The lighting system remains on the house year-round, which eliminates the hassle – or the expense – of the seasonal decorating chore.



After initial installation, a flip of a switch lights homes for the holidays each year.

“LED lights are very energy-efficient,” says Brian Flynn, home products sales manager for Innovative Lighting. “They use 90 percent less energy than incandescent lighting. But the biggest selling point of this system is that when it's not lit, it's very hard to see on a house.”

A mid-sized home would cost about \$1,500 to decorate

with Channelbrite lighting, Flynn says.

“But you are really adding to the value of your home,” he says

Innovative Lighting provides an estimate, and a certified contractor completes the installation work, Flynn says. 🏠