**FOR IMMEDIATE RELEASE:**

**IPCC Climate Change Report Reinforces the**

**Link Between Global Warming and the Human Equation**

**London, United Kingdom – 2013, October –** The UN’s Intergovernmental Panel on Climate Change (IPCC) recently released a report strongly reinforcing the link between humans and global warming.

Additionally, it warned that if significant changes aren’t made to reduce carbon emissions, global warming will continue, spelling disaster for the polar ice caps, rising sea levels, erratic heat spells and changes in rain and climate patterns.

The 2,500-page report is the result of the collaboration of more than 800 individuals from all over the world. It’s been met with some criticism from various groups within the scientific community, but it’s also garnered a lot of support. It will likely be used as the impetus to help drive changes in a number policies and programs and also be used to help support the growth of green energy.

"*Continued emissions of greenhouse gases will cause further warming and changes in all components of the climate system*," explained Thomas Stocker, Co-Chair of the IPCC Working Group I. "*Limiting climate change will require substantial and sustained reductions of greenhouse gas emissions*."

On a personal level, individuals can do number of things to reduce their carbon footprint. In addition to implementing energy-saving changes recommended by the government’s Green Deal, they should also consider exchanging their traditional halogen light bulbs for the more energy-efficient LED bulbs and cutting back on unnecessary activities that consume energy.

Shari Burton, co-founder of SimplyLED.co.uk, stated, “*The IPCC report probably won’t shock many people, but it should definitely reinforce their desire to live cleaner, greener lives. Installing our NxtGen™ Series III LED bulbs are a great way for those who want to help limit their effect on the environment to do so. Besides being energy efficient and cost-effective, the change will also help cash-strapped families save money for many years as energy prices continue to rise*.”

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**Notes to Editors:**

*You have full permission to rewrite this article and feature it online/offline. For photography, high-res images, or interviews - please contact using the details below.*

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**Information About the Business:**

Back in 2010, SimplyLED.co.uk were the first company in the UK to offer a website dedicated to selling LED products to the UK. The company has changed and grown enormously since then, but we still prize our core values of quality, value and service highly.

Our products are characterised by their bright light, excellent beam angle and a colour temperature much closer to our customer’s expectations. We are proud to have a loyal following of hundreds of thousands of happy customers.

We are committed to giving our customers the best in versatile, attractive and efficient lighting products and continually seek to deliver innovative new designs that push back the boundaries of performance and economy. The NxtGen™ Series III range is the latest step in this journey and we're confident it will redefine standards in the spotlighting market.

Key Features

• Up to 90% reduction in power usage compared to equivalent halogen lamps

• Exceptional 30,000+ hour service life

• Available in warm white (3,000K) or cool white (6,000K) models

• Fits all common spotlight fittings – GU10, MR16, E14 and E27

• Drop in replacement – no additional fittings or electrical work required

• Fully compliant with the new EU ErP legislation (1st Sep 2013)

**Research Links:**

<http://news.discovery.com/earth/global-warming/the-ipcc-report-some-questions-and-answers-130930.htm>

<http://www.theguardian.com/environment/2013/sep/27/ipcc-world-dangerous-climate-change>

<http://abcnews.go.com/International/scientists-ipcc-climate-change-report-serve-wake-call/story?id=20408574>

<http://www.telegraph.co.uk/finance/personalfinance/consumertips/household-bills/10232917/Extra-140-on-energy-bills-is-just-the-start.html>