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ENERGY STAR®, a U.S. Environmental Protection Agency and U.S. Department of Energy program, helps us all save money and protect our environment through energy efficient products and practices. For more information, visit [www.energystar.gov](http://www.energystar.gov).

## Promoting ENERGY STAR Qualified Residential Light Fixtures

### What is ENERGY STAR?

ENERGY STAR is the government-backed symbol for energy efficiency. It identifies products in more than 50 categories, including light fixtures, that use less energy without sacrificing quality or performance. ENERGY STAR qualified products are an easy, convenient solution to energy and cost concerns.

ENERGY STAR qualified products:

- Save energy
- Save money
- Save the environment

### How do light fixtures earn the ENERGY STAR?

ENERGY STAR qualified light fixtures meet strict energy efficiency criteria and come with a two-year warranty—double the industry standard. ENERGY STAR qualified light fixtures are designed around efficient light sources, resulting in better optics. Qualified fixtures distribute light more efficiently and evenly than standard incandescent lighting, while saving energy and money.

### Why sell ENERGY STAR qualified light fixtures?

- In 2007, **more than 70% of households** nationwide recognized the ENERGY STAR label.
- Qualified fixtures use about **75% less energy** and produce about **75% less heat** than standard incandescent lighting.
- Replacing a home's five most frequently used light fixtures or the bulbs in them with ENERGY STAR qualified models can **save \$70 a year in electricity costs**.
- By using less energy, qualified fixtures **reduce greenhouse gas emissions** caused by the burning of fossil fuels at power plants.
- On average, CFLs in qualified fixtures only need to be **replaced once every 7 years**—convenient for hard-to-reach fixtures.
- Consumers are looking for ways to reduce their energy bills and help the environment. Partnering with ENERGY STAR can **increase sales and customer loyalty**.

### What in-store promotion ideas are available?

- Print and place ENERGY STAR hang tags on all displayed qualified models.
- Co-brand a poster or banner with a retailer or manufacturer.
- Distribute window decals for display on retailers' windows.
- Use an in-store or event banner to draw attention to a display of all your qualified energy-efficient products.
- Offer sales associate training on qualified products.
- Reach a broader audience by using marketing materials available in Spanish.

To **LEARN MORE** about **ENERGY STAR** and **Qualified Products**:  
Visit [www.energystar.gov/training](http://www.energystar.gov/training) or call **1-888-STAR-YES** (1-888-782-7937)