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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.

Promoting ENERGY STAR Qualified Decorative Light Strings

What is ENERGY STAR?

ENERGY STAR is the U.S. government-backed symbol for energy efficiency. It identifies products in more than 60 categories, including lighting, that use less energy without sacrificing performance or quality. 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 decorative light strings earn the ENERGY STAR?

Decorative light strings that carry the ENERGY STAR label are more efficient than traditional incandescent light strings, last up to 10 times longer, and provide a three-year warranty. Additionally, products labeled for outdoor use must pass strict weathering tests.

Why sell ENERGY STAR qualified decorative light strings?

- **More than 80% of households** nationwide recognize the ENERGY STAR label.
- ENERGY STAR qualified decorative light strings **use about 70% less energy** than traditional incandescent light strings.
- For every three ENERGY STAR qualified decorative light strings a consumer purchases, they can **save \$9 over the lifetime** of the lights.
- ENERGY STAR qualified decorative light strings also offer customers **savings without sacrifice**:
 - Available in a variety of colors, shapes and lengths.
 - More durable than other light strings because they do not have moving parts, filaments, or glass.
 - Reduce risk of fire because they are cool to the touch.
 - Available with different features, such as dimming or color shifting.
- By using less energy, qualified decorative light strings **reduces greenhouse gas emissions** caused by burning fossil fuels at power plants.
- If all decorative light strings sold in the United States meet the ENERGY STAR requirements, greenhouse gas emissions would be reduced by the equivalent of nearly **80,000 cars** annually.

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.

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