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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 Bulbs

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 bulbs 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 bulbs earn the ENERGY STAR?

ENERGY STAR qualified bulbs meet strict energy-efficiency and performance requirements. Qualified bulbs also have minimum two year manufacturer-backed warranties. For more information on how to choose the appropriate ENERGY STAR qualified light bulb for the right application, visit www.energystar.gov/lightbulbs.

Why sell ENERGY STAR qualified bulbs?

- More than **80%** of Americans recognize the ENERGY STAR label.
- More than **40%** of U.S. households had someone knowingly **purchase** an ENERGY STAR-labeled product in the past year. Of these purchasers:
 - About 75% report the label as influential in their purchasing decision.
 - About 80% report they are likely to recommend products that have earned the ENERGY STAR to friends and 29% of these households reported they were "extremely" likely to recommend ENERGY STAR-labeled products.
- If every American home replaced just one standard bulb with an ENERGY STAR bulb, we would **save enough energy to light more than 3 million homes for a year**, save about \$650 million in annual energy costs, and prevent 9 billion pounds of greenhouse gas emissions per year, equivalent to the emissions of about 800,000 cars.
- ENERGY STAR qualified bulbs use about **75% less energy** than standard incandescent bulbs and **last 10–50 times longer**.
- 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, manufacturer, or utility.
- Check with your local utility to see if there are incentives that you can market in-store.
- 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.

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