Observations about Bulb Shopping

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What do we want?

• Buy the energy-saving bulb (LED) that....

• Is the right bulb:
  • right amount of light
  • fits into the socket
  • shines the light where the consumer wants it (omni vs directional)
  • right color temperature

• Works well – won’t fail too early, no gross noise, flicker, etc. BUY ➔
LEDs are great and sales are growing, but...

- Per NEMA data, halogens and incandescents still make up roughly 55% of recent bulb sales.
- Why are we still “losing” more than half the time?
- Unlike CFLs, where almost all products were ENERGY STAR certified, a lot of LED products on the shelf are not. Why?
Best advice for color temperature? (try one of each first?)

TO00 white.

1.0 out of 5

TO00 white.

Was this helpful? 0 0 0

So bright...

5.0 out of 5

So bright

Was this helpful? 0 0 0

Performing much better than expected with a day light bulb...

5.0 out of 5

Performing much better than expected with a day light bulb rather than a warm light rating. Satisfied so far.
Lets hear from our panelists

- How are we doing at the store with:
  - In-store product availability?
  - Store displays?
  - Packaging?