



PROMOTING ENERGY STAR CERTIFIED DECORATIVE LIGHT STRINGS

The simple
choice for
energy
efficiency.



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 certified products are an easy, convenient solution to energy and cost concerns.

ENERGY STAR certified 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 certified decorative light strings?

- **More than 90% of households** nationwide recognize the ENERGY STAR label.
- ENERGY STAR certified decorative light strings **use about 75% less energy** than traditional incandescent light strings.

- For every three ENERGY STAR certified decorative light strings a consumer purchases, they can **save nearly \$15 over the lifetime** of the lights.
- ENERGY STAR certified 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, certified decorative light strings **reduce 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 **940,000 cars** annually.

What in-store promotion ideas are available?

- Print and place ENERGY STAR hang tags on all displayed certified 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 certified energy-efficient products.