



PROMOTING ENERGY STAR CERTIFIED BULBS

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 bulbs 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 bulbs earn the ENERGY STAR?

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

Why sell ENERGY STAR certified decorative light strings?

- **More than 90%** of Americans recognize the ENERGY STAR label.
- **More than 45%** of U.S. households had someone knowingly purchase an ENERGY STAR-labeled product in the past year. Of these purchasers:
 - ▶ About 74% 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 27% of these households reported they were “extremely” likely to recommend ENERGY STAR-labeled products.
- If every American home replaced its five most frequently used light fixtures or the bulbs in them with ones that have earned the ENERGY STAR, we would:
 - ▶ **Save more than \$5 billion each year in energy costs.**
 - ▶ **Prevent greenhouse gases equivalent to the emissions from more than 6 million cars.**
- ENERGY STAR certified bulbs use up to **90% less energy** than standard incandescent bulbs and last **15 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 certified 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 certified energy-efficient products.
- Offer sales associate training on certified products.