

Energy-Efficient Lighting Highlights and Help



Presented to:
Energy Star Products Partner Meeting
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Alliance to Save Energy
October 22, 2012

What is the Alliance to Save Energy?



Mission:

- To promote energy efficiency worldwide to achieve a healthier economy, a cleaner environment, and greater energy security.

Organization:

- Staffed by 80+ professionals
- 35 years of experience
- \$15 million annual budget
- Recognized as the premier energy efficiency organization in the world



DOE Partnership



Education on energy efficient lighting choices

- Choosing new lighting choices
- Highlighting the energy and money savings
- Shopping by lumens (not watts)
- Understanding the new lighting facts label

Who?



People and organizations that consumers seek out for information on new lighting options

- Retail Sales Associates
- Nonprofit Organizations
- Utilities

ALA Reports Consumer Confusion



- More than half the ALA retailers say 75% of customers are confused.
- Over one-third say nearly 50% of their customers are confused about lighting.
- 10% say customers *somewhat* understand light bulb options.



ALA survey for July 2012
LUMEN Coalition Meeting

LED Interest



- Only 27% of Americans know that LED bulbs last 20 years (Source: Wakefield Research)
- Beginning in 2016 IKEA only sells LEDs
- Consumer Reports says most bulbs they tested cost \$24 to \$60 before rebates, but experts estimate in 2 -3 years 60-watt replacements will cost \$10 or less

What Consumers Want



ALA reports consumers want information on:

- Replacement Bulb Types
- Cost
- Quality of Light Output and Color (brightness, warm vs. cool)
- Energy Efficiency

New Bulbs Choices



- More Choices
 - Three types of new bulb choices
- Energy and Money Savings
 - Energy saved between 25% and 75%+
 - Help save on utility bills
- Last Longer
 - Over their lifetime the bulbs are typically less expensive than traditional bulbs, even with the higher purchase price added in.

New Bulb Costs



Lighting Choices SAVE YOU MONEY

Bulb Choice	Annual Bulb Energy Cost	Annual Savings
Traditional	\$6.00	Zero
Energy-Saving Incandescent 	\$4.50	\$1.50
CFL 	\$1.50	\$4.50
LED 	\$1.50 or less	\$4.50 or more

Cost of electricity only, replacing a 60W incandescent used 2.5 hrs./day at \$0.11kWh

Other Bulb Information



- Energy Star bulbs meet rigorous government standards and therefore are expected to perform better and last longer.
- Burned-out CFLs need to be recycled
- Broken CFLs need to be disposed of properly
- Purchase dimmable bulbs for dimmable fixtures
- Look for energy-saving specialty bulbs for decorative and other special fixtures



New Way to Shop



GOODBYE, WATTS.
Hello, LUMENS.

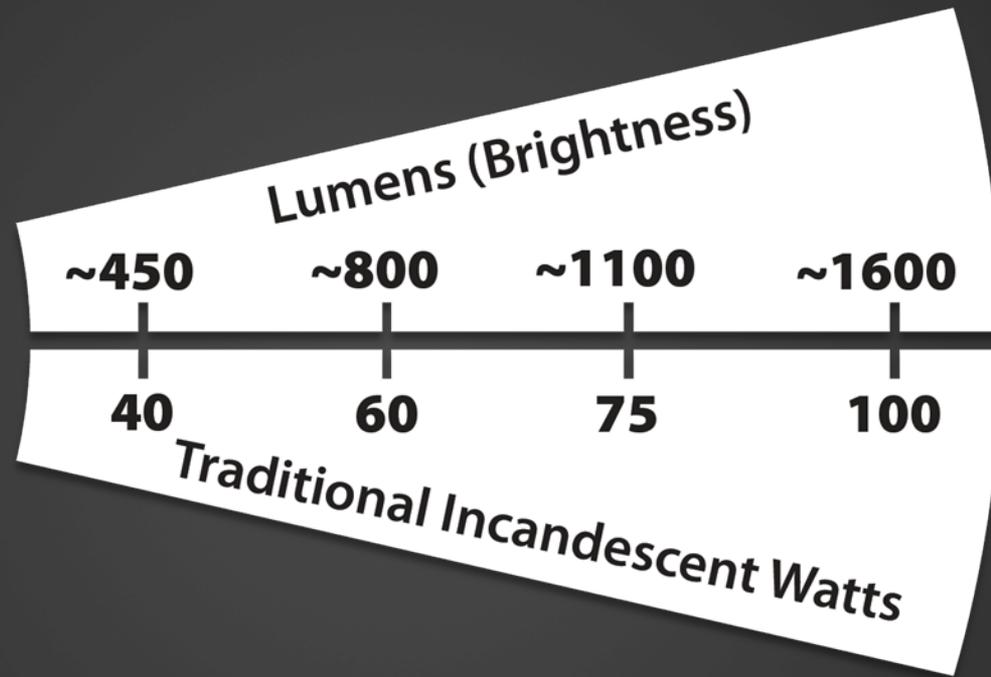
THE NEW WAY TO SHOP FOR LIGHT

Lumens = Brightness

Watts = Energy Used

More lumens means brighter light!

Lumens vs. Watts



When replacing a 60-watt traditional bulb, look for a new bulb with about 800 lumens.

Lighting Facts Label



- The **Federal Trade Commission (FTC)** worked with manufacturers to develop a new label
- The new label includes:
 - Brightness (in Lumens)
 - Estimated operating cost
 - Life-expectancy
 - Color of Light (**warm**, white, **cool**)
 - Energy used

Lighting Facts Per Bulb	
Brightness	800 lumens
Estimated Yearly Energy Cost \$1.57 Based on 3 hrs/day, 11¢/kWh Cost depends on rates and use	
Life Based on 3 hrs/day	9 years
Light Appearance Warm ————— Cool 2700 K	
Energy Used	13 watts

DOE Resources



DOE's Energy Savers website includes information and downloadable resources to help customers better understand energy-efficient lighting choices:

<http://www.energysavers.gov/lighting>



DOE Resources for Utilities



Available Resources:

- Placards
- Tip Cards
- Presentation
- Images
- And more...



Tools to Help You



Tip Card

- For sales associates, utility professionals, and NGOs
- 18,000+ distributed
- Go to Alliance website [to order](#) or [download](#)
- www.ase.org/lighting



Lighting Choices SAVE YOU MONEY

New Light Bulbs: What's the Difference?

Simply put, many new bulbs save money by using less energy and lasting longer.

\$6 What you may be paying each year to light a space in your home with one traditional bulb.

\$1.50 About what you would pay to light the same space with a CFL or LED. That's \$4.50 in savings each year.

Note: Cost of electricity only, replacing a 60W incandescent used 2.5 hrs./day at \$0.11/kWh.

10 to 25 The number of times longer ENERGY STAR CFLs and LEDs last compared to traditional bulbs.

Over their lifetime, energy-saving bulbs are typically less expensive than traditional bulbs, even with a higher purchase price added in.

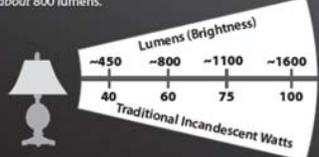
What Are My Money-Saving Lighting Choices?

ENERGY-SAVING INCANDESCENTS (also called "halogen" bulbs)	
25% ENERGY \$ SAVED	
COMPACT FLUORESCENT LAMPS (CFLs)	
75% ENERGY \$ SAVED	
LIGHT EMITTING DIODES (LEDs)	
75%+ ENERGY \$ SAVED	

GOODBYE, WATTS.
Hello, LUMENS.
THE NEW WAY TO SHOP FOR LIGHT

Choose your next light bulb for the brightness you want.

Lumens tell you how bright a bulb is. More lumens mean brighter light. When replacing a 60-watt traditional incandescent bulb, look for a new bulb that gives you about 800 lumens.



Lumens (Brightness)	Traditional Incandescent Watts
~450	40
~800	60
~1100	75
~1600	100

The Lighting Facts Label helps you understand your purchase.

The label has the lumens – or brightness – of the bulb, the estimated operating cost and life, and the color of the light (from warm/yellow, to white, to cool/blue). Energy-saving bulbs come in a wide range of colors.



Lighting Facts Per Bulb	
Brightness	800 lumens
Estimated Yearly Energy Cost \$1.57	
Hours per Month You Can Use	
Cost Compared to Incandescent	
Life	9 years
Based on 3 hours/day	
Light Appearance	Cool
Wattage	12 watts
Energy Used	12 watts

U.S. DEPARTMENT OF ENERGY energysavers.gov/lumens

Tools to Help You

- For sales associates, utility professionals, and NGOs
- Go to Alliance website [to order](#) up to 500 copies
- [Download](#) one pager
- www.ase.org/lighting

One Pager



Lighting Choices **SAVE YOU MONEY**

New Lighting Standards Begin in 2012 **Did you know?**

Beginning in 2012, common light bulbs sold in the U.S. will typically use about 25% to 80% less energy. New lighting standards, which phase in from 2012-2014, do not ban incandescents or any specific bulb type; they say that bulbs need to use about 25% less energy. Many bulbs meet these new standards, including energy-saving incandescents, CFLs and LEDs, and are already available for purchase. The bipartisan Energy Independence and Security Act of 2007 established these efficiency standards.

You'll save about \$6 each year if you replace a traditional 100-watt incandescent with an ENERGY STAR CFL.

Energy-saving incandescents, CFLs and LEDs are available in warm white.

Traditional incandescents waste 90% of their energy to produce heat – that is money you are throwing away.

Most older lighting fixtures accept the newer bulbs.

Lighting Choices

Three of the most common energy-efficient lighting types include energy-saving incandescents, CFLs and LEDs. The newer bulbs provide a wide range of choices in color and brightness, and many of them will last much longer than traditional light bulbs. For high-quality products with the greatest energy savings, choose bulbs that have earned the ENERGY STAR label.

		
ENERGY-SAVING INCANDESCENTS	COMPACT FLUORESCENT LAMPS (CFLs)	LIGHT EMITTING DIODES (LEDs)

The Savings

The savings can add up. Upgrading 15 inefficient incandescent bulbs in your home could save you about \$50 per year. Since most of the bulbs also have longer life spans, you'll continue to save into the future. Nationwide, lighting accounts for about 10% of home electricity use. With new EISA standards, if households switch just 15 light bulbs, the county could save nearly \$6 billion dollars annually.



Website Help



- Department of Energy
www.EnergySavers.gov/lumens
- Federal Trade Commission
www.FTC.gov (search lighting)
- Environmental Protection Agency
www.EnergyStar.gov/lighting
- Alliance to Save Energy
www.ase.org
- LUMEN Coalition
www.lumennow.org

Video Help



Videos to help explain:

- New choices
- Labeling
- Lumens
- Go to www.ase.org
 - Search [Lighting Videos](#)
- Go to www.EnergySavers.gov/lumens
 - Click on Learn More



Webinar Help



Utilities – October 25 from 4 – 5pm EDT



Retailers – November 1 from 4 – 5 pm EDT



Sign Up at www.ase.org/lighting

Thank You!



To download a copy of this presentation

www.ase.org/lighting



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