

# Energy-Efficient Lighting Highlights and Help



Presented to:  
Energy Star Products Partner Meeting  
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Alliance to Save Energy  
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# 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.*

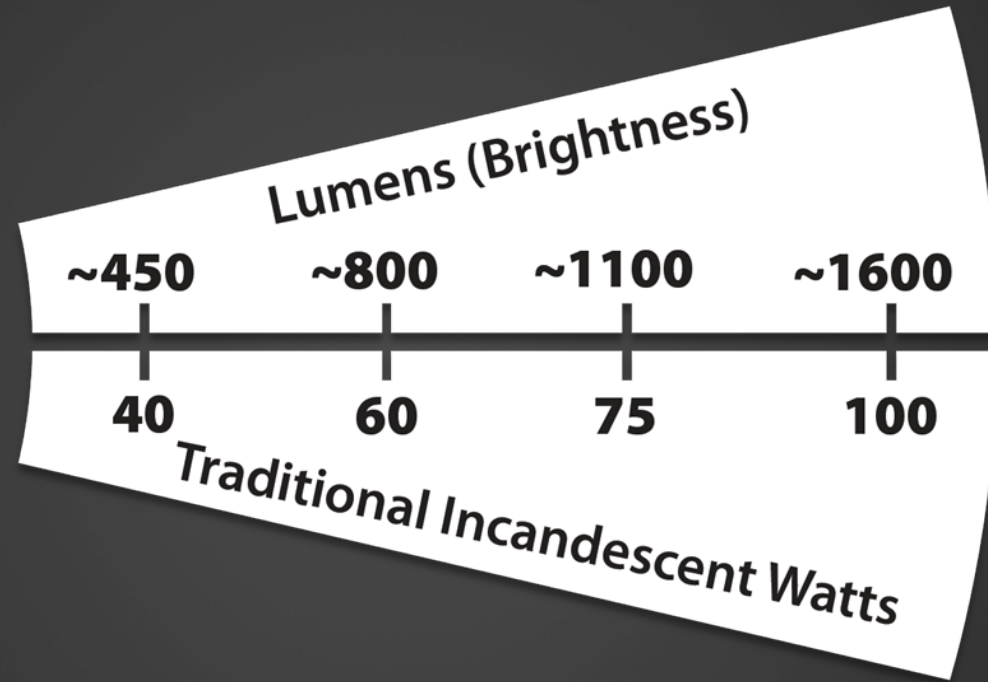
THE NEW WAY TO SHOP FOR LIGHT

Lumens = Brightness

Watts = Energy Used

More lumens means brighter light!

# Lumens vs. Watts



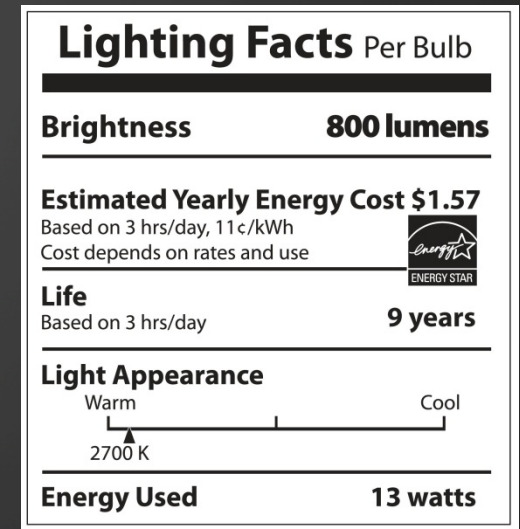
When replacing a 60-watt traditional bulb, look for a new bulb with about 800 lumens.



# 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



# 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](http://www.ase.org/lighting) or [download](http://www.ase.org/lighting)
- [www.ase.org/lighting](http://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**

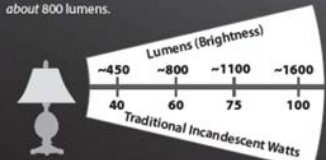
**LIGHT EMITTING DIODES (LEDs)**

**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.



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.



U.S. DEPARTMENT OF **ENERGY** [energysavers.gov/lumens](http://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](http://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 country could save nearly \$6 billion dollars annually.



# Website Help



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

# Video Help



Videos to help explain:

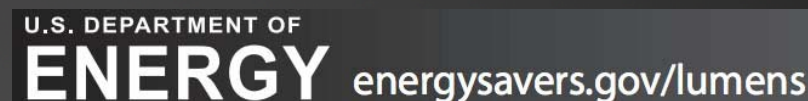
- New choices
- Labeling
- Lumens
- Go to [www.ase.org](http://www.ase.org)
  - Search [Lighting Videos](#)
- Go to [www.EnergySavers.gov/lumens](http://www.EnergySavers.gov/lumens)
  - Click on Learn More



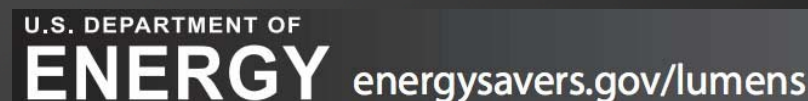
# Webinar Help



**Utilities – October 25 from 4 – 5pm EDT**



**Retailers – November 1 from 4 – 5 pm EDT**



Sign Up at [www.ase.org/lighting](http://www.ase.org/lighting)



# Thank You!



To download a copy of this presentation

[www.ase.org/lighting](http://www.ase.org/lighting)



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