

ENERGY STAR and EISA

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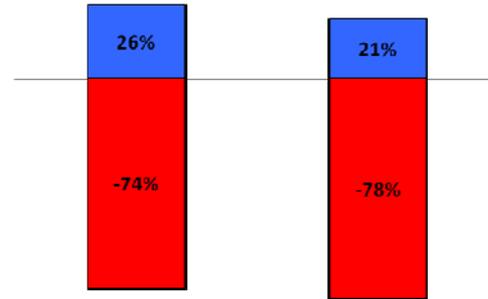


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Research: Consumer Awareness and Preferences

OSRAM SYLVANIA's Annual Socket Survey

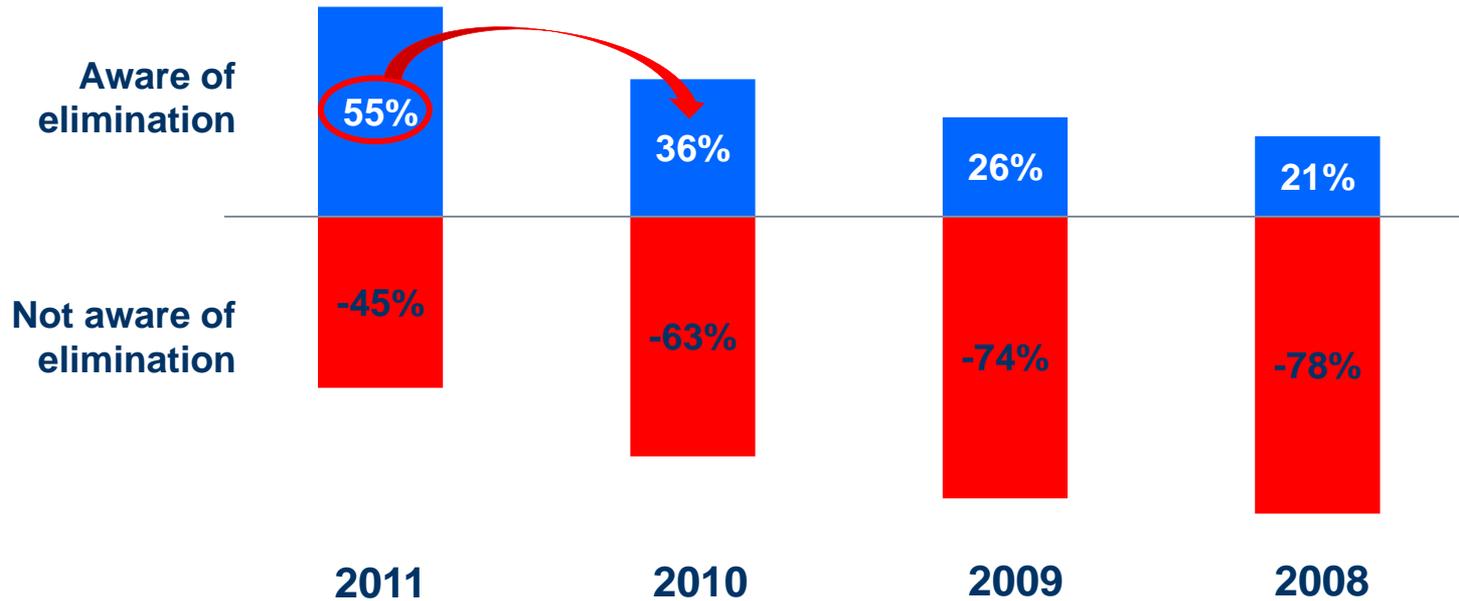


**OSRAM
SYLVANIA**



Awareness of the phase out has increased steadily over time. In 2011 a majority of Americans reported awareness for the first time.

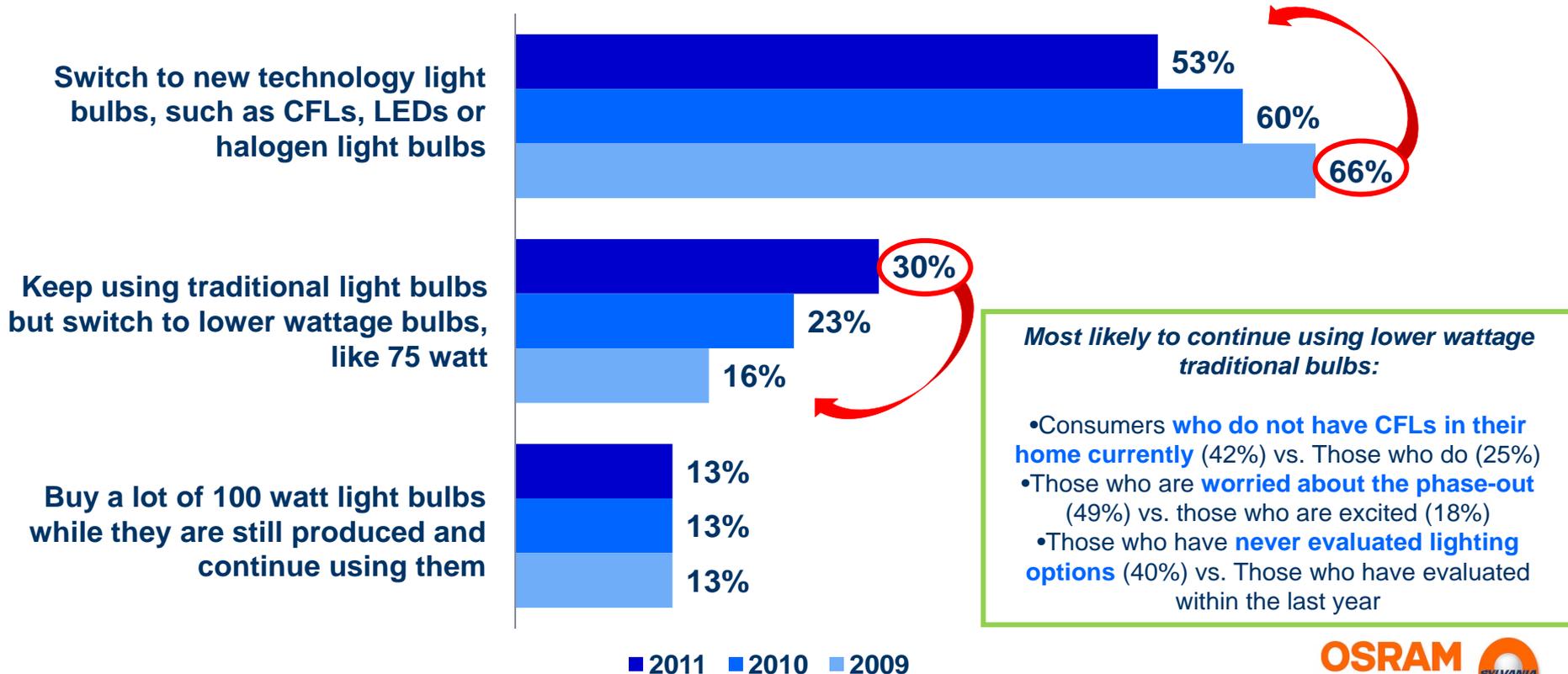
Q9. In 2007 Congress passed legislation that will eliminate most traditional incandescent light bulbs by 2014. Before today were you aware of this legislation?



Base: 2008 N=301; 2009 N=302; 2010 N=309; 2011 N=303

Consumers continue to be most likely to switch to new technology bulbs once traditional bulbs are phased out, although more say they may switch to lower wattage incandescent bulbs.

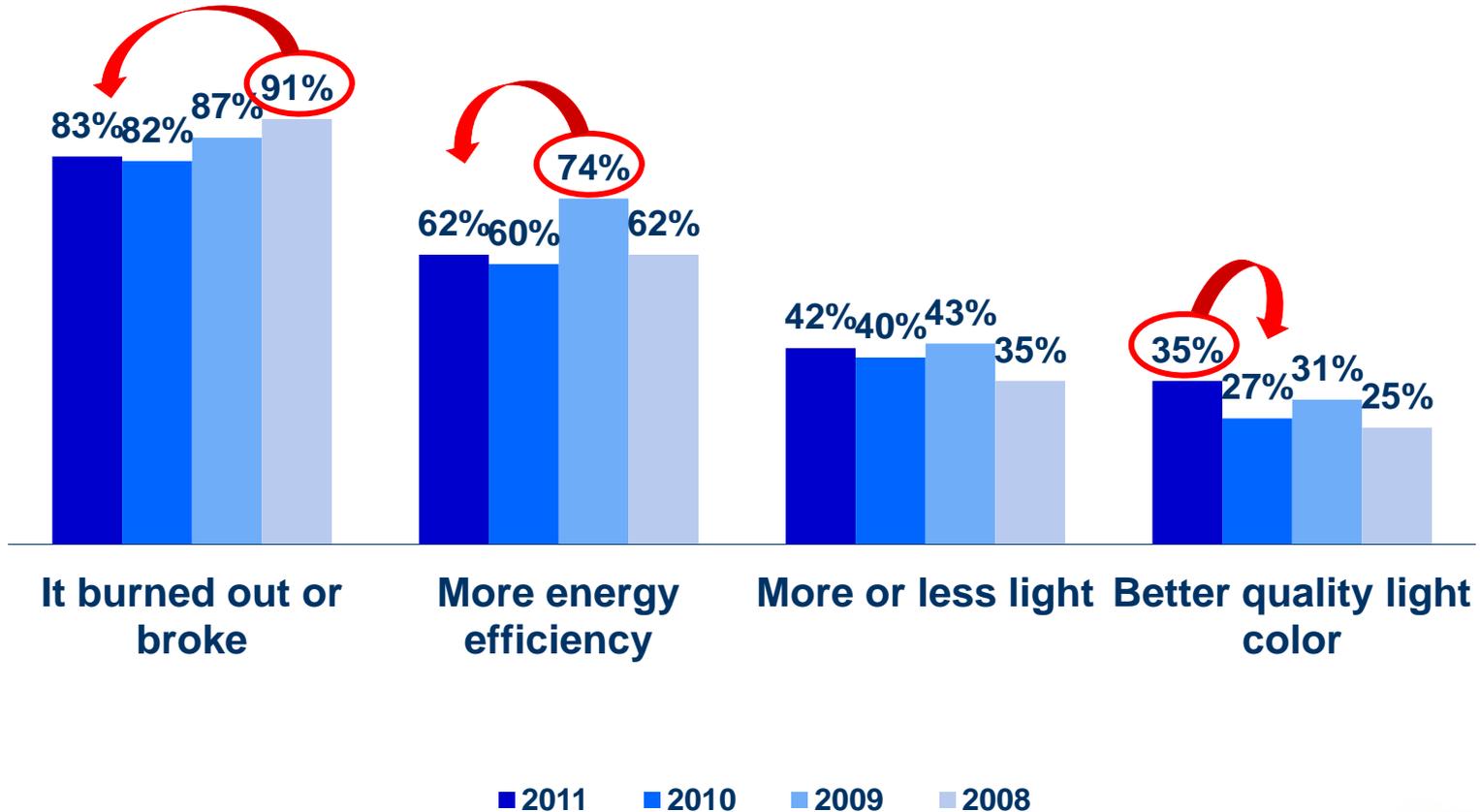
Q11. When traditional 100 watt light bulbs are eliminated, which ONE of the following are you most likely to do?



Base: 2009 N=302; 2010 N=309; 2011 N=303

Similar to 2010, fewer consumers switched bulbs for increased energy efficiency this year than in 2009. But, it remains an important switching driver for two-thirds of Americans.

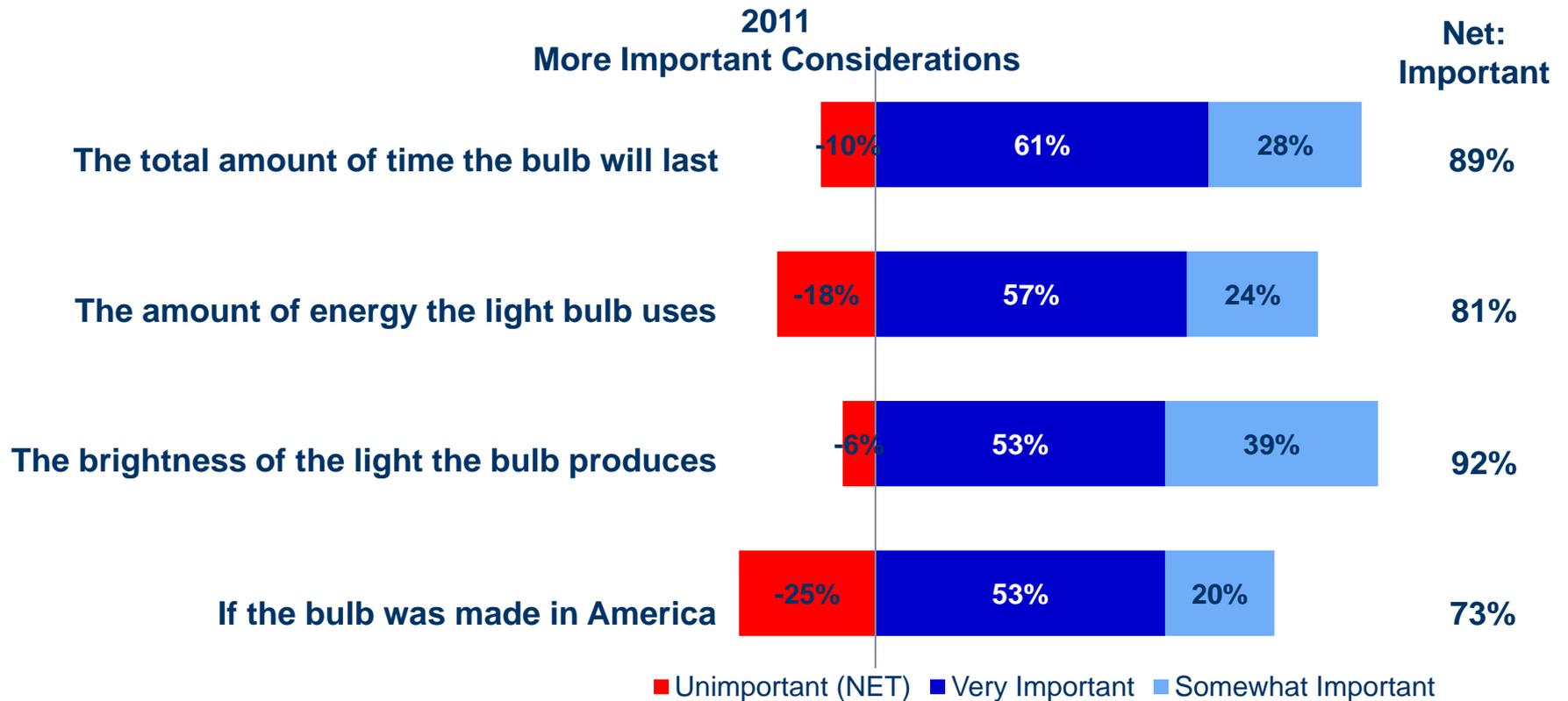
Q3. Please tell me if you have changed or switched out a light bulb for any of the following reasons within the last year:



Base: 2008 N=301; 2009 N=302; 2010 N=309; 2011 N=303

Over half of consumers consider longevity, energy, brightness and American-made very important qualities in bulbs they purchase.

Q4. I'm going to read you a list of various properties of light bulbs some people consider when making purchasing decisions. Please tell me how important each of these is to you personally when you choose a light bulb.



EISA Changes Are Confusing to Consumers

No one wants to admit:

“I don’t know how to buy a light bulb.”

Rather than Educate, We Need to:

Guide Them!

When the product they know is gone...

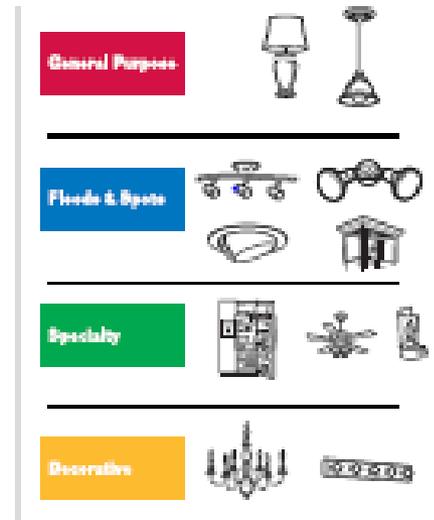
When the labeling they know is gone...

We need to work with what they know.

They know when they need to replace it.

They know where it goes.

They know what they like.

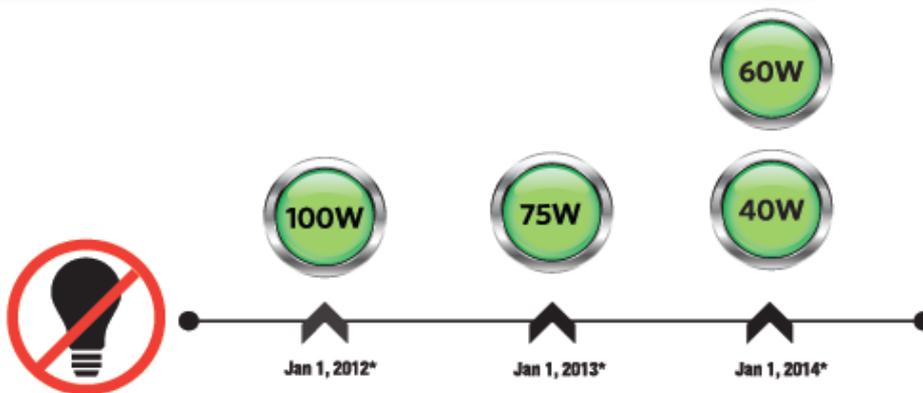


Examples of Point of Sale Materials

Lighting legislation is eliminating some incandescent options and replacing them with energy efficient alternatives.

SYLVANIA is making the transition an easy one by offering a variety of replacement bulbs to choose from.

Phase out time-line



49 states, California is a year earlier

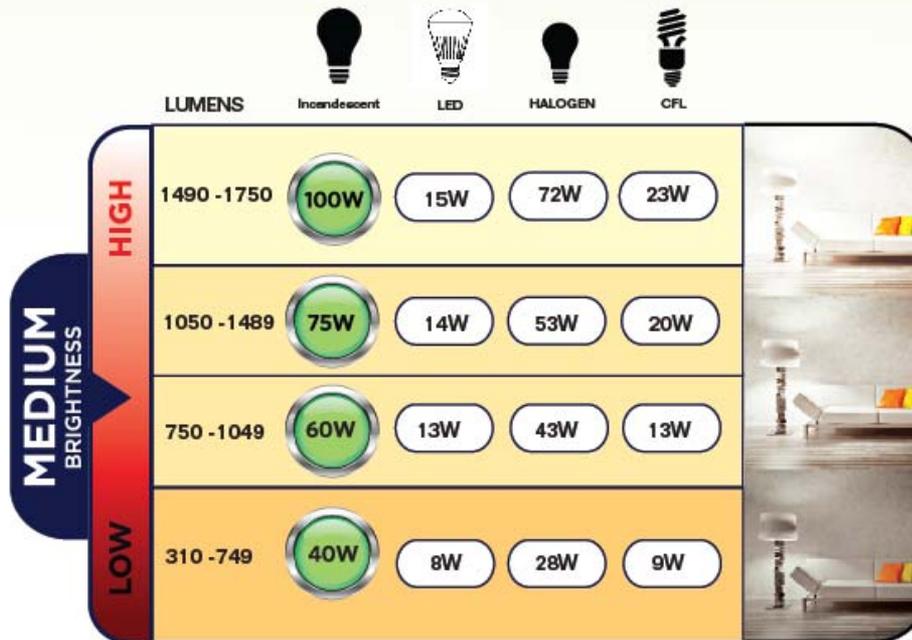
* Effective date that general service wattage light bulbs can no longer be manufactured on or after

Provide simple, easy to understand message showing the phase out time line.



Comparison Chart of Technology Options

Choose the right light



Provide a chart showing technology options for the legacy incandescent wattages.

Lumens = Brightness



Comparison Chart of Technology Options

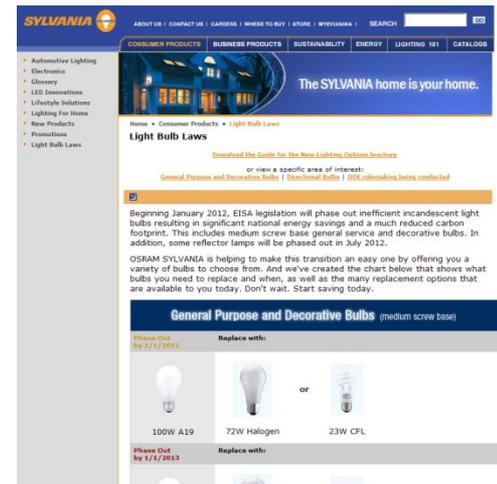
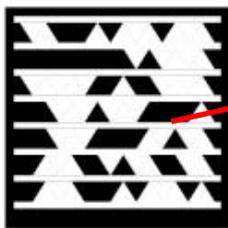
Compare Benefits

	 Incandescent	 LED	 Halogen	 CFL
energy savings (over the life of the lightbulb)	N/A	Up to 84% Savings	Up to 33% Savings	Up to 75% Savings
life	1,000 hours	Up to 50,000 hours	1,000 hours	Up to 12,000 hours
dimmable	✓	✓	✓	select models

Chart quickly shows energy savings and product life.

MS mobile tag, links POP to SYLVANIA.com for further detailed information on Legislation landing page:

<http://www.sylvania.com/ConsumerProducts/LightBulbLaws/>



General Use and Lumen Education

SYLVANIA

Home Lighting

Make your home a brighter place to live.




4' signs

SYLVANIA

Home Lighting

Make your home a brighter place to live.




2' signs

SYLVANIA

Lumens

Did you know that lumens means brightness?

Choose the RIGHT light



Compare Benefits

	Incandescent	LED	Compact Fluorescent	LED
Energy Efficient	✗	✓	✓	✓
Long Life	✗	✓	✓	✓
Low Heat	✗	✓	✓	✓

Remember: Look for lumens on the front of the package to get the right light!



4' signs

SYLVANIA

Lumens

Did you know that lumens means brightness?

Choose the RIGHT light



Compare Benefits

	Incandescent	LED	Compact Fluorescent	LED
Energy Efficient	✗	✓	✓	✓
Long Life	✗	✓	✓	✓
Low Heat	✗	✓	✓	✓

Remember: Look for lumens on the front of the package to get the right light!



FRONT

SYLVANIA

Lumens

Did you know that lumens means brightness?

Choose the RIGHT light



Compare Benefits

	Incandescent	LED	Compact Fluorescent	LED
Energy Efficient	✗	✓	✓	✓
Long Life	✗	✓	✓	✓
Low Heat	✗	✓	✓	✓

Remember: Look for lumens on the front of the package to get the right light!



BACK

Aisle violators