



PROMOTING ENERGY STAR CERTIFIED RESIDENTIAL LIGHT FIXTURES

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 light fixtures 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 light fixtures earn the ENERGY STAR?

ENERGY STAR certified light fixtures meet strict energy efficiency guidelines and come with a minimum two-year manufacturer warranty. ENERGY STAR certified light fixtures are specially designed around extremely efficient light sources, resulting in better, more efficient performance. The advanced design allows the fixtures to distribute light more efficiently and evenly than traditional lighting, while saving energy and money.

Why sell ENERGY STAR certified light fixtures?

- More than **90% of households** nationwide recognize the ENERGY STAR label.
- Certified fixtures use up to **90% less energy** and produce **up to 90% less heat** than standard incandescent lighting.

- By using less energy, certified light fixtures **reduce greenhouse gas emissions** caused by burning fossil fuels at power plants.
- Replacing a home's five most frequently used light fixtures or the bulbs in them with ENERGY STAR certified models can save **\$45 a year in electricity costs**.
- Consumers are looking for ways to reduce their energy bills and help the environment.
- Partnering with ENERGY STAR can **increase sales and customer loyalty**.
- Certified fixtures have dedicated efficient light sources that **last 15 times longer** than traditional bulbs—convenient for hard-to-reach fixtures.

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.
- Offer sales associate training on certified products.
- Collaborate with your local utility to co-market certified products.