



Resources for Educating Consumers on Energy Efficient Lighting

ENERGY STAR Partner Meeting
2011 Charlotte, NC
Taylor Jantz-Sell
EPA



Learn more at energystar.gov

Agenda



- Consumer education challenges with lighting
- ENERGY STAR Resources
- Mercury update
- EISA update – LUMEN Coalition and Consumer reactions to the changes

What are the issues?



- EISA - People don't know/understand what is happening to light bulbs and think the government is making everyone switch to CFLs
- Brightness - CFLs take too long to get bright
- Dimmers - CFLs don't work with dimmers
- Mercury - CFLs contain mercury
- Cost – CFLs and LED bulbs are too expensive
- Appearance/Color - The color of CFLs/LED bulbs is yucky and they look funny
- Lifetime - CFLs don't last

New lighting landing page



- General lighting info
 - Fun facts carousel
 - How to choose: ABCs of efficient lighting
- Important tips for efficient lighting
- Interactive experience
 - Choose a light guide
 - FTC video
- Graphics, tables and charts
- Links to resources

www.energystar.gov/lighting



The screenshot shows the ENERGY STAR Lighting landing page. At the top is a banner image of a man and a child playing. Below the banner is a navigation bar with links: Home Room, FAQs, KIDS, and social media icons. A search bar is on the right. Below the navigation bar are four tabs: HOME IMPROVEMENT, NEW HOMES, BUILDINGS & PLANTS, and PARTNER RESOURCES. The main content area is titled "Lighting" and includes a paragraph about energy efficiency. Below this is a section titled "Get the Facts" with an image of a hand holding a light bulb and a text box about switching to ENERGY STAR qualified lighting. To the right of this section is a "Resources" sidebar with links to "Get the Facts on the new light bulb legislation", "Purchasing checklist", "Savings calculator", "Special Offers", "The value of ENERGY STAR qualified lighting", "Learn more about CFLs", "Learn more about LED lighting", "Partner list", "FAQs about Lighting", and "CFL recycling and clean up". Below the "Get the Facts" section is a section titled "How to Choose: The ABCs of Efficient Lighting" with a table with three columns: Appearance, Brightness, and Cost. Below the table is a text box about choosing light fixtures. To the right of this section is a "Related Products" sidebar with links to "Decorative Light Strings", "Fans, Ceiling", "Fans, Ventilating", "Light Bulbs", and "Light Fixtures". Below the "How to Choose" section is a "Choose a Light Guide" interactive tool, which is circled in red. Below the interactive tool is a link to "Text only version".

U.S. ENVIRONMENTAL PROTECTION AGENCY

ws Room • FAQs • KIDS • Social media icons

Search

HOME IMPROVEMENT NEW HOMES BUILDINGS & PLANTS PARTNER RESOURCES

Home > Products > Lighting

Lighting

You may have heard that light bulbs are becoming more energy efficient to help you save energy, money and protect the environment. Looking for the ENERGY STAR can help you navigate the world of efficient lighting options with confidence.

Get the Facts

One small switch:
Switching from traditional lighting to ENERGY STAR qualified lighting is a smart move. With energy savings of 75% or more you can save about \$6 per bulb or about \$14 a fixture annually on your energy bill. The new light bulb standards only require bulbs to be 25% more efficient that leaves a lot of savings on the table.

Resources

- » [Get the Facts on the new light bulb legislation](#) (336KB)
- » [Purchasing checklist](#) (4.6MB)
- » [Savings calculator](#)
- » [Special Offers](#)
- » [The value of ENERGY STAR qualified lighting](#)
- » [Learn more about CFLs](#)
- » [Learn more about LED lighting](#)
- » [Partner list](#)
- » [FAQs about Lighting](#)
- » [CFL recycling and clean up](#)

Related Products

- » [Decorative Light Strings](#)
- » [Fans, Ceiling](#)
- » [Fans, Ventilating](#)
- » [Light Bulbs](#)
- » [Light Fixtures](#)

Related Sites

- » [Lumennow.org EXIT](#)
- » [DOE Energy Savers- Lighting Choices EXIT](#)

How to Choose: The ABCs of Efficient Lighting

Appearance	Brightness	Cost
<p>How to choose starts with the knowing which light you want to replace and being informed about your energy efficient options.</p> <p>If you are looking to install a new fixture you're probably most concerned with how it will look. ENERGY STAR qualified fixtures are available in a wide assortment of styles. Just ask your local retailer to show you their ENERGY STAR qualified models.</p>		

[Text only version](#)

A = Appearance & Tips



Lighting

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How to Choose: The ABCs of Efficient Lighting

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When replacing bulbs consider the tips below.

Light color or appearance



Think about the purpose and the mood you want from your light. Most people prefer soft yellowish light in bedrooms, dining rooms and living rooms, or rooms with warm paint tones and opt for cooler white light in work spaces such as home offices, garages, outdoors or in rooms with cooler paint tones. ENERGY STAR qualified lighting products are available in a wide range of warm to cool white light. This information is available on the packaging in the Lighting Facts label (shown to the right). [Learn more about light color.](#)

Lighting Facts Per Bulb

Brightness	870 lumens
Estimated Yearly Energy Cost	\$1.57
<small>Based on 3 hrs/day, 11 c/kWh Cost depends on rates and use</small>	
Life	5.5 years
<small>Based on 3 hrs/day</small>	
Light Appearance	
<div><div></div><div>Warm</div><div>2700 K</div><div></div><div>Cool</div></div>	
Energy Used	13 watts

Lighting Facts label required by law

Resources

- » [Get the Facts](#) on the new light bulb legislation (336KB)
- » [Purchasing checklist](#)
- » [Savings calculator](#)
- » [Special Offers](#)
- » [The value of ENERGY STAR qualified lighting](#)
- » [Learn more about CFLs](#)
- » [Learn more about LED lighting](#)
- » [Partner list](#)
- » [FAQs about Lighting](#)
- » [CFL recycling and clean up](#)

Related Products

- » [Decorative Light Strings](#)
- » [Fans, Ceiling](#)
- » [Fans, Ventilating](#)
- » [Light Bulbs](#)
- » [Light Fixtures](#)

Related Sites

- » [Lumennow.org EXIT](#)
- » [DOE Energy Savers - Lighting Choices](#)

Dimmer Switches



If the light is controlled by a dimmer switch look for an ENERGY STAR qualified bulb that is marked "dimmable" because not all are. The package or the manufacturer's web site should provide a list for dimmer compatibility.

Recessed lighting



Recessed lighting is a perfect place for ENERGY STAR qualified reflector bulbs. ENERGY STAR qualified reflector bulbs are designed and tested to operate efficiently in this hot environment while non qualified bulbs and other types like spirals generally are not. ENERGY STAR qualified LED reflectors provide excellent light instantly in one direction and last about 22 years. CFL reflectors are also a good choice but have a less distinct beam of light and take a little while to reach full brightness.

Three-way bulbs



Does the fixture have a three way switch to provide three different light levels? If it does you'll need to look for an ENERGY STAR qualified bulb that is specially designed to provide three different light levels and marked "Three-way". Note: Three-way bulbs are among the list of bulbs exempt from the [new light bulb standards](#).

Lighting controls



Is the fixture connected to any controls such as a timer, a motion sensor or a photo sensor? Check your controls and the bulb package to make sure they are compatible.

[Learn more tips](#) for how to get the most out of your bulbs.

B = Brightness



How to Choose: The ABCs of Efficient Lighting

Appearance

Brightness

Cost

How to Choose – Look for the Lumens (not watts)



About lumens and the lighting facts label: From www.ftc.gov

- Watts are simply a measure of power – the amount of electricity a bulb needs to operate, while the light output or brightness of the bulb is actually measured in LUMENS.
- As light bulbs get more efficient they use less watts to produce the same amount of light as traditional bulbs. As familiar wattages disappear because of new federal standards their replacements will save money and resources – about \$150 a year per household. With this change we need to learn something new – lumens – the measurement of light a bulb puts out. Luckily this information is right on the front of light bulb packaging and will be printed on bulbs by 2012.
- As part of an effort to save energy and reduce United States dependence on foreign energy, Federal legislation is requiring the most common light bulbs (regardless of technology) to produce familiar light levels using less watts. The good news is that light bulb manufacturers support the new standard because it is already possible using today's technology and it fosters innovation!
- Light bulbs of a variety of technologies, including incandescent, compact fluorescent and LED can already meet the new standard.
- Below is a handy reference for those familiar wattage ratings. [Learn more about brightness.](#)



You can find the brightness in lumens right on the front of the package.



HOW MUCH LIGHT DO I NEED?

INCANDESCENT BULBS (WATTS)	MINIMUM LIGHT OUTPUT (LUMENS)	COMMON ENERGY STAR QUALIFIED BULBS (WATTS)
25	250	4 to 9
40	450	9 to 13
60	800	13 to 15
75	1,100	18 to 25
100	1,600	23 to 30
125	2,000	22 to 40
150	2,600	40 to 45

See the typical lumens from traditional bulbs so you can find the lumens you need in a more efficient ENERGY STAR model. Remember, to save energy costs, find the bulb with the lumens you need, then choose the ENERGY STAR qualified one with the lowest watts.

C = Cost

How to Choose: The ABCs of Efficient Lighting

Appearance

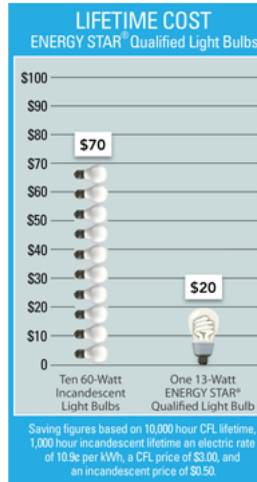
Brightness

Cost

Choose the bulb that will cost you the least in the long run, not just the lowest first cost.

- New labeling requirements give you the information you need to compare bulbs true operating cost right on the front of the package.
- Stop throwing your money away. Replace traditional bulbs that are still operating with ENERGY STAR qualified CFLs and recover your costs in about 6 months. Then rest easy knowing you've cut your lighting energy use by 75% and you won't have to change the bulb(s) for about 9 years.
- ENERGY STAR qualified bulbs are 75% more efficient than traditional light bulbs, while initial compliance with the law only requires bulbs to be about 25% more efficient. To get the biggest savings, long life, and quality you can trust look for the ENERGY STAR.

- [Find out how much you can save](#)



13W ENERGY STAR qualified CFL

Brightness	Estimated Energy Cost
800 lumens	\$1.57 Per year



12.5W ENERGY STAR qualified LED bulb

Brightness	Estimated Energy Cost
800 lumens	\$1.50 Per year



43W Incandescent halogen

Brightness	Estimated Energy Cost
800 lumens	\$5.18 Per year



60W Incandescent

Brightness	Estimated Energy Cost
800 lumens	\$7.32 Per year

Related Products

- » [Decorative Light Strings](#)
- » [Fans, Ceiling](#)
- » [Fans, Ventilating](#)
- » [Light Bulbs](#)
- » [Light Fixtures](#)

Related Sites

- » [Lumennow.org](#) EXIT ↗
- » [DOE Energy Savers- Lighting Choices](#)



EISA Background



- Explains the law
 - Purpose
 - Timeline
 - Benefits
- Shows support for the law
 - Manufacturers
 - Innovation

Energy Independence and Security Act of 2007 (EISA)
US EPA Backgrounder – Spring 2011

ENERGY INDEPENDENCE AND SECURITY ACT OF 2007 (EISA)

FREQUENTLY ASKED QUESTIONS

What is this "light bulb" law?

The Energy Independence and Security Act of 2007 (the "Energy Bill"), signed by President George W. Bush on December 18, 2007 is an energy policy intended to make better use of our resources and help the United States become energy independent. The law provides important benefits to consumers, industry, our country and our environment.

Part of the law sets energy efficiency standards for light bulbs; the first phase goes into effect January 2012. This document addresses frequent questions and some common misconceptions about the law.

What does the law require?

Under the new law, screw-based light bulbs will use fewer watts for a similar lumen output. The standards are technology neutral, which means any type of bulb can be sold as long as it meets the efficiency requirements. Common household light bulbs that traditionally use between 40 and 100 watts will use at least 27% less energy by 2014. The law applies to the manufacturer date and will begin affecting 100-watt bulbs in January 2012 and end with 40-watt bulbs in January 2014. California began the transition one year earlier.

The law is being phased in over the next three years:

Today's Bulbs	After the Standard	Standard Effective Date
100 watt	≤ 72 watts	January 1, 2012
75 watt	≤ 53 watts	January 1, 2013
60 watt	≤ 43 watts	January 1, 2014
40 watt	≤ 29 watts	January 1, 2014

Efficiency is measured by the number of lumens per watt a bulb provides. Lumens tell us how bright a light bulb is. Watts tell us how much energy the light bulb uses.

How do light bulbs compare?

- The standard 60 watt incandescent light bulb provides 13 to 14 lumens per watt.
- An equivalent CFL provides between 55 and 70 lumens per watt.
- An equivalent LED can range between 60 and 100 lumens per watt.

The second part of the law requires that most light bulbs be 60-70% more efficient than the standard incandescent today; this will go into effect in 2020. Many compact fluorescent light bulbs (CFLs) and many Light Emitting Diodes (LEDs) can meet this requirement today, shaving energy usage compared to standard incandescents by 75%.

Purchasing check list



Bulb Purchasing Guide

LEARN MORE AT energystar.gov

My Fixture Has A ...

Dimmer	Look for an ENERGY STAR® qualified bulb that is marked "Dimmable". Learn more
Three-way socket	Look for an ENERGY STAR qualified bulb that is marked "3-Way". Learn more
Electronic control	Check with the manufacturer of your photocell, motion sensor, or timer for compatibility with energy efficient lighting. Learn more

What Color Would Work Best For My Use?

With ENERGY STAR light bulbs you have options for your white light. Light color is measured on the Kelvin scale (K). As you see below, lower numbers mean the light appears yellowish and higher numbers mean the light is whiter or bluer.
[Learn more](#)

Warm White, Soft White	Cool White, Neutral White	Natural or Daylight (think blue sky at noon)
Standard color of incandescent bulbs.	Good for kitchens and work spaces.	Good for reading.
2700K 3000K 3500K 4100K 5000K 6500K		

How Much Light Do I Want?

To determine which ENERGY STAR qualified light bulbs will provide the same amount of light as your current incandescent light bulbs, consult the following chart but focus on lumens to make sure you get the right amount of light:
[Learn more](#)

Incandescent Bulbs (watts)	Minimum Light Output (lumens)	ENERGY STAR Qualified Bulbs (watts)
40	450	9 to 13
60	800	13 to 15
75	1,100	18 to 25
100	1,600	23 to 30
150	2,600	30 to 52

Notes: _____



= ??

- It's not so simple
- Consumers need to know more
 - How much light?
 - What color of light?
 - Dimming?
 - Type of fixture?

How to Choose the right ENERGY STAR® Qualified Bulbs

	Table/Floor Lamps	Pendant Fixtures	Ceiling Fixtures	Ceiling Fans	Wall Sconces	Recessed Cans	Track Lighting	Outdoor Covered	Outdoor Flood
Spiral									
Covered A-shaped									
Globe									
Tube									
Candle									
Indoor Reflector									
Outdoor Reflector									

Images & charts for download



www.energystar.gov/lightbulbs
www.energystar.gov/lightingresources



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Partner Resources

Manufacturers

Retailers

Now Home Industry

Utilities/EEPS

Service & Product Providers

Buildings & Plants

Small Businesses

Congregations

For Contractors

For Federal Agencies

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Home > Partner Resources > Manufacturers > Resources for Lighting Equipment Manufacturers and Retailers


Resources for Lighting Equipment Manufacturers and Retailers

Menu

- Light Bulbs (CFLs and LED Lamps)
- Luminaires (Residential Light Fixtures and Solid State Lighting)
- Decorative Light Strings
- Advanced Lighting Package Sales and Marketing Materials
- ENERGY STAR Training Center
- ENERGY STAR Logos
- Campaigns
- Case Studies

General and Program Resources

- ENERGY STAR Shipment Data
- Verification testing and program integrity
- ENERGY STAR Partner Meeting
- 2011 ENERGY STAR Summary of Lighting Programs (1.33MB)
- 2010 ENERGY STAR Summary of Lighting Programs (1.2MB)
- Lighting Integration Proposal (56KB)
- EPA-Recognized Lighting Laboratories and Certification Bodies
- Product Specification Archive
- Revisions to Existing Specifications
- New Product Specifications in Development
- ENERGY STAR Awards



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PRODUCTS HOME IMPROVEMENT NEW HOMES BUILDINGS & PLANTS PARTNERS

Home > Products > Find ENERGY STAR Products > Light Bulbs for Partners

Light Bulbs for Partners

(Not a partner? [For Consumers](#))

Program Requirements

Archived Current In Development

Includes eligibility criteria and partner commitments, which are required in order for your product to qualify for the ENERGY STAR label.

- [Integral LED Lamps Program Requirements Version 1.4](#) (833KB)
- [Integral LED Lamps Version 1.4 Cover Memo](#) (66KB)
- [Compact Fluorescent Light Bulbs Program Requirements Version 4.2](#) (271KB)

Program Guidance

Applying for the ENERGY STAR

If your product meets our criteria, then apply for an ENERGY STAR label.

To qualify a new product, contact an EPA-recognized Certification Body (CB) to have the product's performance certified. A list of EPA-recognized CBs, as well as an overview of EPA's third-party certification procedures, is available at www.energystar.gov/3rdpartycert.

Partners & Products

[Current light bulb partners](#)

Qualified CFLs (medium and candelabra screw bases only)
[Excel](#) | [Text \(CSV\)](#)

Qualified CFLs (GU24 base only)
[Excel](#) | [PDF](#)

Qualified LED Bulbs
[Excel](#) | [PDF](#)

Tools & Resources for Lighting Products

[Icons for Non-Standard Lamps](#) (ZIP 540KB)

[Ceiling Room Intensity Tool](#) (ZIP 11KB)

Bulbs Resources

- [Qualified CFL Model](#)
- [Ifed CFLs \(Medium or candelabra bases only\)](#)
- [Ifed CFLs \(GU24 base only\)](#)
- [Ifed LED Light Bulbs](#)
- [Store](#)
- [Calculator](#)
- [Guide to Choosing](#)
- [Text-only version](#)
- [rm about CFLs](#)
- [rm about LED lights](#)
- [eral Light Bulb Standards: the Facts](#)

ed Products

- [orative Light Strings](#)
- [s, Ceiling](#)
- [s, Ventilating](#)



Interactive tool



Welcome to the ENERGY STAR Choose A Light Guide!

How To Choose
Which bulb do I need? Click on a light fixture — ★ — to find out.

Where To Use
Click different bulbs along the bottom toolbar to learn where they work best.

Find the Right Light
You can also click on each light switch to sample the different color temperatures ENERGY STAR qualified bulbs are available in.

ON
Soft White
WARMER

Please [Click Here](#) to continue.

The ENERGY STAR Choose A Light Guide

Create Your Mood!

ON OFF OFF OFF
Soft White Bright White Daylight Dimmer
WARMER NEUTRAL COOLER WARM

Choose a Light
Every time you are using an ENERGY STAR qualified product you are saving energy, money, and greenhouse gas emissions.

ENERGY STAR is a joint program of the U.S. Department of Energy and the U.S. Environmental Protection Agency helping us all save money and protect the environment through energy efficient products and practices.

Spiral A-Shape Globe Tubed Candle Indoor Outdoor 3-Way Dimmable

LEARN MORE AT energystar.gov

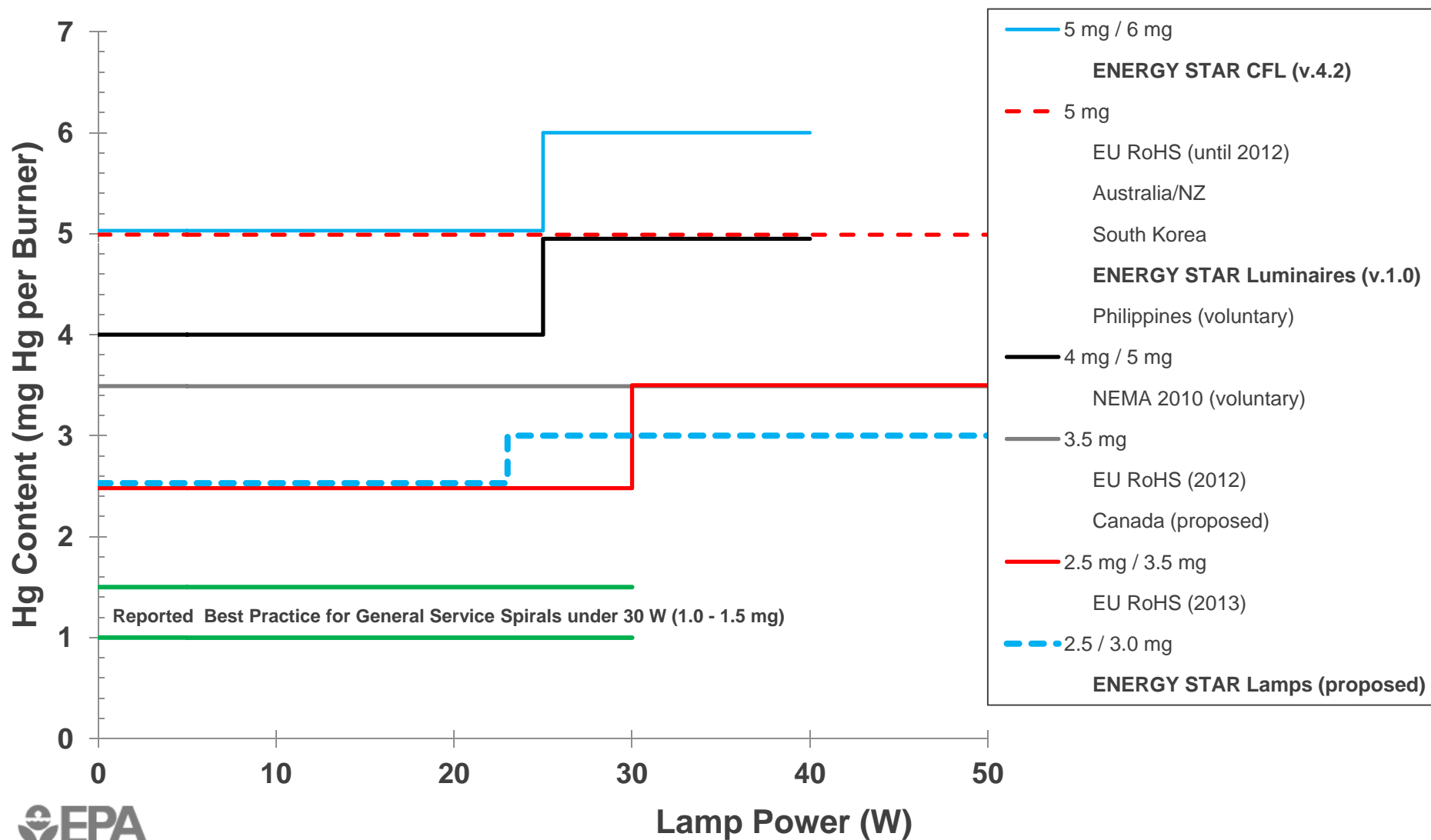
To have the best experience possible, keep the following tips in mind:
When your CFL burns out, recycle it. Go to www.epa.gov/bulbrecycling for recycling locations.

- Three light color choices
- Dimmability function
- Includes important tips
- Shows where to use CFLs in common fixtures
- It's fun

Mercury Update



Reducing Hg Content Limits



CFL Recycling Overview/update



- 2008 – Home Depot announces free CFL recycling
 - More than 75% of consumers live within 10 miles of one of the 1,972 US Home Depot stores¹
- 2010 – Lowes announces free CFL recycling
 - 1,700 US Lowe's stores
- Other retailers/options for free CFL recycling:
 - IKEA
 - ACE Hardware
 - Local Municipalities
 - Electric Utilities

EPA estimates that more than 80% of consumers have access to free CFL disposal within 10 miles of home





¹ Source: The Home Depot - www6.homedepot.com/ecoptions/pdf/CFL-RecyclingProgramRevised.pdf

CFL Recycling Resources



- Earth911.com
- Recycleabulb.com

**RECYCLE
A BULB.COM**

Login | Create Account |  (0) Items

LIVE CHATBUY NOW!

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CFL Return Locations in your Area

Use the form below to enter your zip code and mile radius that you would like to enter to search for a return center. If your search does not yield any results or a return center and not within an acceptable distance from you, consider purchasing mail-back containers to recycle at home. Simply select [Buy Now](#) and purchase a container. We'll ship you the container and when you're ready to recycle it, simply follow the instructions to ship it back to us with the enclosed prepaid shipping label.

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Showing 1 - 9 of 9

Company	Location	Materials	Cost	Sponsor	Location
LOWE'S #2348	217 IVERSON WAY CHARLOTTE, 28203 NC (704) 335-5021	CFLs	No	Lowes	View Map
LOWE'S #2352	10275 PERIMETER PARKWAY CHARLOTTE, 28216 NC (704) 501-4420	CFLs	No	Lowes	View Map
THE HOME DEPOT	1220 N WENDOVER RD CHARLOTTE, 28211 NC (704) 547-1000	CFLs	No	The Home Depot	View Map

[Compact Fluorescent Lightbulbs](#) [#2 Plastic Bags](#) [#4 Plastic Bags](#)
[Cell Phones](#) [NiCad Batteries](#) [Other Plastics](#) [Rechargeable Batteries](#)

217 Iverson Way
Charlotte, NC 28203

Saturday, November 12th
[Meck. County Shredding Day](#)
County's 4 full service recycling centers,



EPA Resources



- [Energystar.gov/mercury](http://energystar.gov/mercury)
- [Energystar.gov/CFLsandmercury](http://energystar.gov/CFLsandmercury)
- [Epa.gov/CFL](http://epa.gov/CFL)

A screenshot of the EPA website page titled "Compact Fluorescent Light Bulbs (CFLs)". The page features a blue header with the EPA logo and navigation links. The main content area is divided into several sections: "Cleaning up a Broken CFL", "Recycling and Disposing of CFLs", "Benefits of Using CFLs", "Inefficient Bulbs Phased Out", "New Labels for Light Bulbs", and "Businesses using CFLs". Each section includes an image and a list of links. On the right side, there is a sidebar with a search bar, a "How Bright are You?" quiz, and a "Using CFLs in Your Home" section. The bottom of the page has a table with two rows of data.

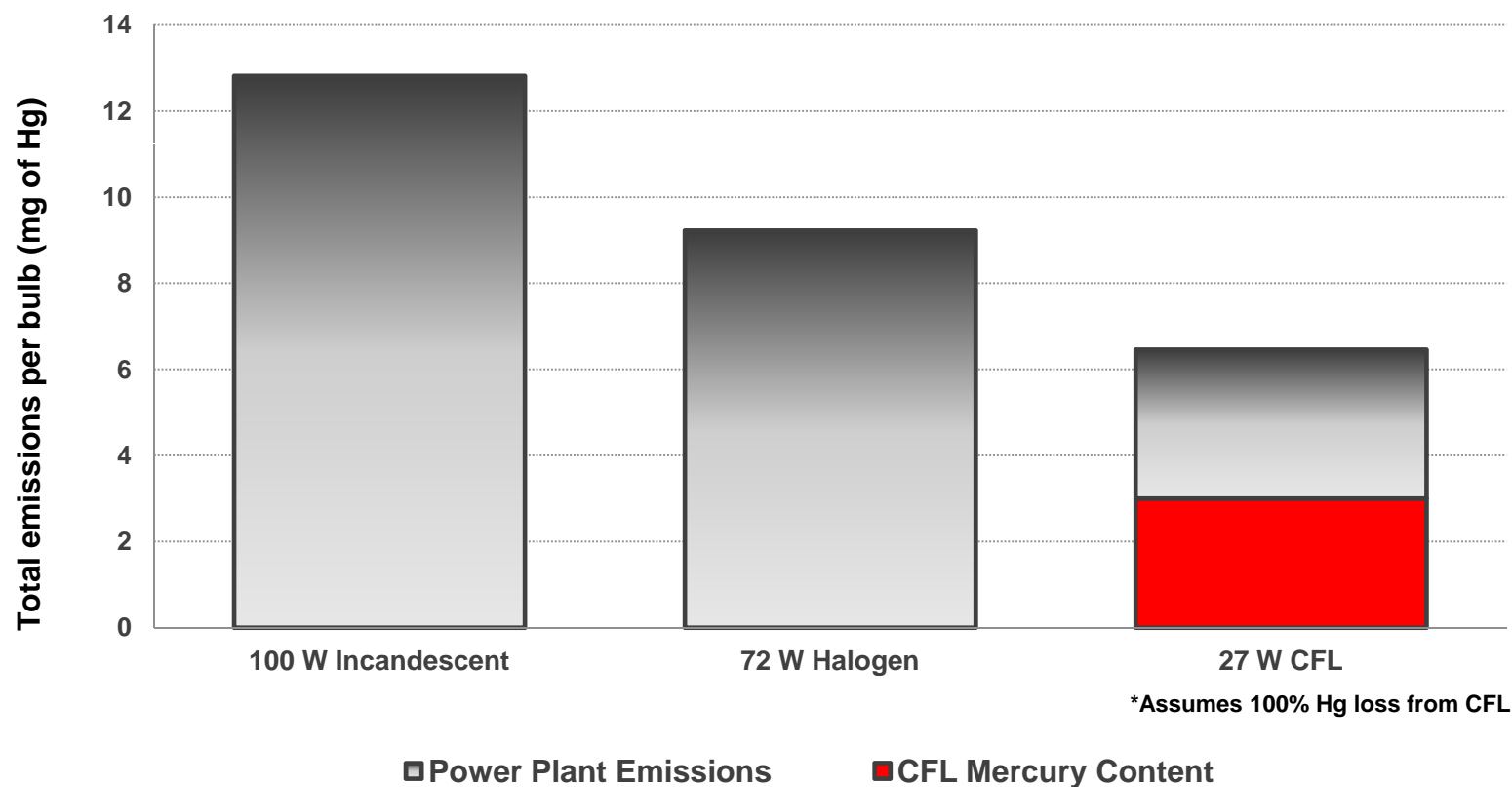
1.0
5.5



After EISA CFLs Still Reduce Mercury Emissions



Overall Mercury Impacts of Lamps Over The Lifetime of a Typical CFL (8000 hrs)



Get there faster



- www.energystar.gov
 - [/lightingresources](#) – For Lighting Manufacturers and Retailers
 - [/lighting](#) – New lighting landing page
 - [/lightbulbs](#) – For consumers
 - [/lightfixtures](#) – For consumers
 - [3rdpartycert](#) – Information about 3rd party certification
 - [/lightinglabs](#) – Information about EPA-Recognized Lighting Certification Bodies and Laboratories
 - [/lightingfaqs](#) – FAQs about 3rd party certification
 - [/mercury](#) – CFLs and mercury
 - [/integrity](#) – Maintaining the integrity of ENERGY STAR
 - [/partners](#) – Partner Resources
 - [/MESA](#) – For partners to manage contact info

“Find a bulb” @ /lightbulbs



- Search by:
 - Model or retail number
 - Manufacturer
 - Brand
 - Model type
 - Light output
 - Wattage
 - Lifetime
 - Color temp
 - Application
 - Special features

The screenshot shows the EPA Energy Star website's search interface. At the top, there's a banner with a family and the text "U.S. ENVIRONMENTAL PROTECTION AGENCY". Below this is a navigation bar with links like "Kids Room", "FAQs", and social media icons. A search bar is on the right. The main content area has tabs for "HOME IMPROVEMENT", "NEW HOMES", "BUILDINGS & PLANTS", and "PARTNER RESOURCES". Below the tabs is a breadcrumb trail: "Home > Products > Find ENERGY STAR Products >> Search Form". The search form is titled "Find ENERGY STAR Qualified CFLs" and contains four input fields: "Model/Retail Number:" (a text box with a note to enter the first few digits), "Manufacturer Name:" (a dropdown menu), "Brand:" (a dropdown menu), and "Model Type:" (a dropdown menu). There is an "Advanced Search" link with a checkbox and a "Search" button.

“Find a bulb” 2012



- Improved search functions
 - Search ranges
 - LED bulbs
 - New special feature “shatter resistant”
 - Power factor
 - CRI



Comments, questions, suggestions

jantz-sell.taylor@epa.gov