



# ENERGY STAR® Lighting Products

## 2023 Key Messages

### General Messaging

Make the most of every life moment by lighting them with ENERGY STAR certified lighting. Only LED bulbs and fixtures that earn the ENERGY STAR label are independently certified to deliver high quality, save energy, and help protect the environment. Now there's a perfect light for every room of your home, including specialty bulbs and downlight fixtures, so you can light every moment wherever they happen and enjoy the savings.

Light every moment throughout your home with ENERGY STAR certified lighting. Only LED bulbs and fixtures that have earned the ENERGY STAR deliver:

- **Quality:** Whatever the moment, there's an ENERGY STAR certified LED light perfect for maximizing the impact.
- **Light Distribution:** ENERGY STAR certified LED bulbs and fixtures light the small, intimate moments AND the big, busy ones.
- **Long-Life:** Lasting over 13 years, ENERGY STAR certified lighting will be there for all of your special moments wherever they happen.
- **A Better Planet:** Protecting the climate for future generations so we can continue to experience special moments for years to come.

Whatever and wherever the life moment, there's an ENERGY STAR certified lighting product that will help make it perfect, with the quality performance, savings, and environmental protection you desire.

- Only ENERGY STAR certified LED bulbs and fixtures are certified to deliver:
  - Highest quality performance
  - Just the right brightness and color
  - Big energy savings—Last 13+ Years!
  - A Better Planet
- Use the ENERGY STAR Choose a Light Guide to find the perfect bulb shape, color, and brightness to light the moment in every room of your home.  
[www.energystar.gov/choosealight](http://www.energystar.gov/choosealight).
- Be sure to look for the ENERGY STAR for energy savings. No matter the technology or the performance claims, only bulbs and fixtures with the ENERGY STAR label meet strict guidelines for efficiency and performance that set them apart.
- ENERGY STAR certified LED bulbs and fixtures come in all shapes, sizes, and styles to fit every room in your home. They include everything from general purpose bulbs, to accent and under cabinet lighting, recessed cans, outdoor lighting, and even ceiling fans. Whatever and wherever the moment, there is an ENERGY STAR certified light to make it perfect.
- ENERGY STAR certified lighting is available in a variety of shades of light, allowing you to customize the mood of your space. Available shades range from a soft, warm glow that

# ENERGY STAR® Lighting Products

## 2023 Key Messages

matches traditional lighting to a cooler, crisper light that can help enhance blue shades. Choose the same “light appearance number” (e.g., 2700K to match traditional light color) for bulbs or fixtures in the same room.

- Most ENERGY STAR certified LED bulbs and fixtures are dimmable. Make sure to look for the dimming information on the package and install dimmer switches that are compatible with the bulbs or fixtures you choose.
- Many outdoor fixtures that have earned the label feature motion sensors that shut them off automatically in daylight.
- LED bulbs and fixtures are changing the way Americans light their homes, and ENERGY STAR is at the heart of the transition. Only lighting products that have earned the ENERGY STAR are certified to deliver the quality and energy savings you expect at a price everyone can afford.

### What are the benefits of choosing ENERGY STAR Certified bulbs and lighting?

- To earn the ENERGY STAR, LED bulbs must demonstrate they can meet consumer expectations, delivering on brightness, color quality, and being able to shine light in all directions.
- Bulbs that have earned the ENERGY STAR label have been independently certified and undergone extensive testing to assure that they will save energy and perform as promised.
- ENERGY STAR certified LED bulbs are 90% more energy efficient than the standard incandescent bulbs of the past and last approximately 15 times longer.
- A single light bulb that has earned the ENERGY STAR can save \$50 in electricity costs over its lifetime.
- Replace a bulb and reduce your carbon footprint. A single light bulb that has earned the ENERGY STAR prevents, on average, 780 pounds of greenhouse gas emissions over its lifetime.
- If every American home replaced just one light bulb with one that has earned the ENERGY STAR, we would save about \$690 million in energy costs and prevent 7 billion pounds of greenhouse gas emissions per year, equivalent to the emissions from approximately 700,000 cars.

# ENERGY STAR® Lighting Products

## 2023 Key Messages

### What are some impacts of the ENERGY STAR lighting program?

- Since 2010, over 3 billion ENERGY STAR lightbulbs have been sold in the United States.
- The widespread adoption of ENERGY STAR certified lightbulbs has resulted in electric energy savings of **over one trillion kWh**.
- The amount of energy saved from the adoption of ENERGY STAR certified lightbulbs is equivalent to the annual carbon sequestration of the over 800 million acres of forest in the United States.