



# LIGHTING



Energy Efficient



Environmentally Responsible



Innovative



## ADDING VALUE TO YOUR ELECTRIC SERVICE



CLARKE  
ELECTRIC COOPERATIVE, INC.

Your Touchstone Energy Cooperative

### SHINE WITH ENERGY STAR®

ENERGY STAR is a U.S. Environmental Protection Agency voluntary program that helps businesses and individuals save money and protect our climate through superior energy efficiency.

### CONTROL THE COST OF LIGHTING

Nationwide, lighting consumes about 10 percent of a household's electricity use. The average U.S. home has about 30 light fixtures; a simple switch to ENERGY STAR lighting can save you more than \$145 per year on your electric bill.

### ENERGY STAR PERFORMANCE

The ENERGY STAR label lets you know this bulb is independently certified and has undergone extensive testing to ensure energy savings and performance promises. CFL or LED bulbs are not all the same when it comes to performance. An ENERGY STAR certified light bulb uses about 70 to 90 percent less energy and lasts 10 to 25 times longer than traditional incandescent. Most ENERGY STAR LED bulbs are dimmable.



# THE RIGHT LIGHT

The ENERGY STAR label makes it easy for you to find an energy-efficient bulb with the amount of light equivalent to the incandescent bulb you are replacing.

Newly introduced labels rate bulbs by lumens, or the brightness of the product. ENERGY STAR labels provide assistance with making the conversion from watts to lumens.

**GOODBYE, WATTS.**  
*Hello, LUMENS.*  
**THE NEW WAY TO SHOP FOR LIGHT**

Choose your next lightbulb 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.

	LUMENS (BRIGHTNESS)			
	~450	~800	~1100	~1600
	TRADITIONAL INCANDESCENT WATTS			
	40	60	75	100

**The LIGHTING FACTS Label**

The label has the lumens (brightness) of the bulb, 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.

energysavers.gov/lumens

U.S. DEPARTMENT OF ENERGY

### FIXTURES MATTER

Always look for the ENERGY STAR label when purchasing new fixtures. ENERGY STAR qualified fixtures typically use less than one-third of the energy, when compared to traditional lighting. The savings can justify the investment to replace your existing standard fixtures.

ENERGY STAR qualified fixtures come in hundreds of decorative styles including portable fixtures such as table, desk, torchiere and floor lamps; and hard-wired options such as wall, ceiling, chandelier, under cabinet and vanity fixtures.

If you need a ceiling fan/light combination unit, ENERGY STAR qualified fixtures are almost 50 percent more efficient than conventional units. You can also find ENERGY STAR qualified fixtures that deliver convenient features such as dimming on indoor models and automatic daylight shut-off and motion sensors on outdoor models.

### INFORMATION IN THIS BROCHURE PROVIDED BY

ENERGY STAR®  
[www.energystar.gov](http://www.energystar.gov)

ENERGY.GOV  
<http://energy.gov>

Federal Trade Commission  
[www.ftc.gov](http://www.ftc.gov)



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# ENERGY-EFFICIENT LIGHTING CHOICES



Contact your cooperative for the complete list of incentive programs and qualifications.

As a result of federal efficiency standards which phased in from 2012-2014, common light bulbs now sold in the United States typically use about 25-80 percent less energy than traditional incandescent. Many bulbs meet these new standards, including halogen incandescent, and the energy-efficient CFLs and LEDs. Various light bulbs, such as appliance, heavy-duty, colored and three-way bulbs, are exempt from the new standards.

**Halogens** About 25 percent energy savings over traditional incandescent bulbs

Halogen incandescent bulbs are energy-efficient incandescent. A capsule inside the bulb holds halogen gas around a filament to increase bulb efficiency and lifespan.

Halogens:

- are the new minimum efficiency standard bulb for common household lighting.
- are available in wide range of shapes and colors.
- are able to be used with dimmers.

**CFLs** About 75 percent energy savings

Compact fluorescent lamps (CFLs) are simply curly versions of the long tube fluorescent lights you may already have in a kitchen or garage. Some are encased in a cover to further diffuse the light and provide a similar shape to the bulbs you are replacing.

CFLs:

- last six to 15 times longer than incandescent.
- pay for themselves in less than nine months.
- contain a small amount of mercury, and should be recycled at the end of their lifespan. Many retailers recycle CFLs for free.

**LEDs** About 75-85 percent energy savings

The Light Emitting Diode (LED) bulb is a rapidly evolving technology that produces light in a whole new way. By 2027, widespread use of LEDs could save a total of \$30 billion or more at today's electricity prices.

LED bulbs are currently available as replacements for 40W, 60W, 75W and 100W standard incandescent screw-in bulbs. You'll also find LEDs in applications such as recessed downlights, desk lamps, under cabinet lighting, and outdoor areas. While LEDs can be more expensive to purchase, their long life and energy savings make them less costly to own and operate.

The operating life of an LED is unaffected by turning it on and off. LEDs are also largely unaffected by vibration because they do not have filaments or glass enclosures.

LEDs:

- use 75 percent less energy; last 35 to 50 times longer than incandescent.
- carry a two-year warranty if ENERGY STAR qualified, far above the industry standard.
- are available in variety of colors, dimmable and offer features such as daylight and motion sensors.
- are durable – perform well outdoors and in cold temperatures.
- produce very little heat.
- turn on instantly at full brightness.

## SIDE-BY-SIDE COMPARISON OF A STANDARD INCANDESCENT 60-WATT BULB AND ITS EQUIVALENT REPLACEMENTS

	Standard Incandescent (no longer manufactured)	Halogen Incandescent	CFL	LED
				
Watts	60	43	13	10
Lumens	840	750	825	800
Lifespan in Years	0.9	0.9	9.1	22.8
Estimated Annual Cost	\$7.23	\$5.18	\$1.56	\$1.56
Annual Savings	\$0	\$2.05	\$5.67	\$5.67

Source: Energy.gov



### DID YOU KNOW?

If every American home replaced just one light bulb with one that has earned the ENERGY STAR label, we would save enough energy to light 2.6 million homes for a year, save more than \$566 million in annual energy costs, and prevent nearly 7 billion pounds of greenhouse gas emissions per year, equivalent to the emissions from about 648,000 cars. *Source: energystar.gov*