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Use at Will – March 2007

## **Top Five Reasons to Brighten Your Home With ENERGY STAR<sup>®</sup> Qualified Compact Fluorescent Light Bulbs**

The world's growing concern about global warming can be seen in movies, advertisements, political policies and the increased popularity of green technologies. As many countries, states and cities look for ways to address environmental conservation, the energy efficient compact fluorescent light bulb (CFL) is finding its way to the forefront of the push to reduce energy consumption.

According to the National ENERGY STAR<sup>®</sup> Program, the energy used in the average home can be responsible for more than twice the greenhouse gas emissions of the average car. Focus on Energy wants Wisconsin residents to know they can easily reduce their energy consumption and lessen their carbon footprint by simply replacing their incandescent light bulbs with energy efficient ENERGY STAR qualified CFLs. Following are Focus on Energy's top five reasons to make this switch:

- 1. Money and Energy Savings.** Qualified CFLs use up to 75 percent less energy than standard incandescent bulbs, and that means more money in residents' pockets. A typical household spends more money to light their home than to run their refrigerator 24 hours a day. By replacing the incandescent light bulbs with ENERGY STAR qualified CFLs in the five light fixtures used most frequently, residents can save as much as \$60 per year\*.
- 2. Long Life.** ENERGY STAR qualified CFLs last up to ten times longer\*\* than standard incandescent light bulbs. That's a life span of seven to ten years for the average CFL, making them perfect for cathedral ceilings, ceiling fans and other hard-to-reach areas.

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\*Savings will vary based on electricity rates and typical use. This number is based on replacing the kitchen ceiling dome, living room table and floor lamps, bathroom vanity and outdoor fixture.

\*\*Based on a minimum CFL life of 6,000 hours (10,000 hours for pin-based CFLs) versus a 1,000-hour life of an incandescent bulb.

- 3. High Quality.** Qualified fixtures and bulbs give off the same amount of light as incandescent or halogen lighting while providing a true and natural color. In addition, CFL technology has advanced dramatically in recent years to produce light that is warm and inviting without the flicker, hum or buzz common with early fluorescent lights.
- 4. A Brighter Earth.** ENERGY STAR qualified products actively reduce the amount of fossil fuels burned at a local power plant to produce electricity. By replacing the five most frequently used light fixtures, or bulbs in them, with ENERGY STAR qualified CFLs, more than 165,096 tons of carbon dioxide (a greenhouse gas) will be prevented from entering the atmosphere each year. This is the equivalent of removing 22,219 cars from the road. This reduces pollution and combats global climate change by reducing greenhouse gas emissions.
- 5. Safety and Reliability.** All ENERGY STAR qualified fixtures follow National Fire Protection Association (NFPA) guidelines for fire safety. CFLs are much cooler to the touch than incandescent or halogen bulbs. In fact, compared to incandescent lighting, ENERGY STAR qualified lighting produces up to 70 percent less heat. ENERGY STAR qualified CFLs also carry a one-year warranty.

To make the switch easy, Focus is offering a \$2 mail-in Cash-Back Reward per bulb available through its Web site, [focusonenergy.com/esrewards](http://focusonenergy.com/esrewards). With this mail-in Cash-Back Reward, CFLs are an even more lucrative investment.

For more information about ENERGY STAR qualified CFLs and other energy saving opportunities, call Focus on Energy at 800.762.7077 or visit [focusonenergy.com](http://focusonenergy.com).

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### **About Focus on Energy**

Focus on Energy works with eligible Wisconsin residents and businesses to install cost effective energy efficiency and renewable energy projects. Focus information, resources and financial incentives help to implement projects that otherwise would not get completed, or to complete projects sooner than scheduled. Its efforts help Wisconsin residents and businesses manage rising energy costs, promote in-state economic development, protect our environment and control the state's growing demand for electricity and natural gas. For more information call 800.762.7077 or visit [focusonenergy.com](http://focusonenergy.com).

### **About ENERGY STAR**

ENERGY STAR was introduced by the U.S. Environmental Protection Agency in 1992 as a voluntary market-based partnership to reduce air pollution through increased energy efficiency. Today, with assistance from the U.S. Department of Energy, the ENERGY STAR program offers businesses and consumers energy efficient solutions to save energy, money and help protect the environment for future generations. More than 8,000 organizations have become ENERGY STAR partners and are committed to improving the energy efficiency of products, homes and businesses.