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Use at Will – September 2006

Top Five Reasons to Brighten Your Home With ENERGY STAR® Qualified Lighting

According to the National ENERGY STAR® Program, the average home's utility bill is \$1,500 a year. In Wisconsin, residents can spend as much as \$210 of that just to light their homes. Focus on Energy wants residents to know they can easily reduce their light costs by ten percent simply by replacing their incandescent light bulbs with energy efficient ENERGY STAR qualified compact fluorescent light bulbs (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 more than \$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.
- 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.

*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.

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**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.

- 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.

For more information about ENERGY STAR qualified CFLs, including the names of area retailers, call Focus on Energy at 800.762.7077 or visit focusonenergy.com.

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