

Lightbulb Moment!

Choosing the right lightbulb is easy when you focus on these 5 simple steps!



focusonenergy.com

800.762.7077



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Partnering with Wisconsin utilities



The right bulb for you is also right for Wisconsin.

Energy efficient LEDs are safe, durable and come in a wide variety of styles. Each bulb will save you up to \$80 in energy costs over its lifetime. And since LEDs use up to 90% less energy, they help to reduce greenhouse gas emissions, making them the right choice for your home and for all of Wisconsin! Just follow these steps to choose the right lightbulbs.

1. Select the style.

Use this chart to determine the styles best suited for your fixtures. Because LEDs last 10 to 25 times longer, they're especially great for hard-to-reach places. LEDs turn on instantly and come in dimmable and three-way styles, too. Check the descriptions on the package.

		BULB TYPES			
TABLE OR FLOOR LAMPS		 A-SHAPE			
PENDANT FIXTURES		 A-SHAPE	 GLOBE	 MR16	 CANDLE
CEILING FIXTURES		 A-SHAPE	 CANDLE		
CEILING FANS		 A-SHAPE	 CANDLE		
WALL SCONCES		 A-SHAPE	 GLOBE	 CANDLE	
RECESSED CANS		 MR16	 SPOT	 FLOOD	
ACCENT LIGHTING		 MR16	 SPOT		

2. Choose the brightness.

Use these comparisons between incandescent bulbs and LEDs to determine the level of brightness you need. The greater the lumens, the brighter the light. You can see by the wattage comparison how much less energy LEDs use!

BRIGHTNESS				
Old Bulb Wattage	=	LED Lumens	=	LED Wattage
40		450		6-9
60		800		8-12.5
75		1,100		13-15
100		1,600		16-20
150		2,600		25-28

3. Pick the color.

Decide on what color or temperature you want for different settings, such as in the kitchen, family room, bedrooms or garage. Color temperature is shown in Kelvins (K). Lower K means warmer, yellowish light, while higher K means cooler, bluer light.



4. Focus on the sticker to save!

Look for lightbulbs with the Focus on Energy sticker at participating retailers. You'll receive instant discounts on your purchase right at checkout. There is a limit of 25 discounted bulbs per customer. For retailers near you, visit focusenergy.com/lighting.



5. Reach for ENERGY STAR® certified lightbulbs.

Check the Lighting Facts label on packages to ensure you're choosing the right bulbs. If you see the ENERGY STAR logo, it means the bulbs meet the Environmental Protection Agency (EPA) energy consumption and performance standards, measured and verified by independent testing. Learn more at energystar.gov.

Lighting Facts Per Bulb	
Brightness	800 Lumens
Estimated Yearly Energy Cost	\$1.08
Based on 3 hrs/day, 11¢ kWh Cost depends on rates and use	
Life	22.8 years
Based on 3 hrs/day	
Light Appearance	Warm ————— Cool
Energy Used	9 Watts

- Indicates brightness
- Shows estimated energy cost
- Meets EPA's requirements
- Shows estimated life of bulb
- Shows color temperature
- Shows energy used

Here are more steps for saving energy and money!

There are things you can do that can have a big impact on your energy use, like upgrading to ENERGY STAR certified HVAC equipment and appliances, increasing attic insulation and air sealing your home. But there are little things you can do around the house every day that add up to big savings, too!



LIGHTING AND ELECTRONICS

- Switch to LEDs in all your light fixtures (remember to recycle unbroken CFLs at participating retailers). Turn off lights when they're not needed.
- Choose energy efficient electronics and appliances to save every day. Use a smart power strip or unplug electronics when they're not being used.



APPLIANCES

- Wash and dry full loads of laundry whenever possible. For smaller wash loads, set the proper water level. Clean the dryer's lint filter after each load.
- Stack the dishwasher full, set on the shortest wash cycle and air dry. If hand washing, use a basin full of water instead of washing under running water.
- Set your refrigerator temperature between 38° F and 40° F. Don't over-cool!
- Put lids on pots to bring liquids to a boil faster. Prepare meals in a slow cooker, electric frying pan, toaster oven or microwave when you can.
- Set the hot water temperature to 120° F for safety and savings. Turn off the tap when you shave or brush your teeth. Take showers instead of baths.



HEATING AND COOLING

- During summer months, close drapes and shades to keep out the sun's heat. In the winter, open them to let the heat in.
- Have your heating and air conditioning systems serviced annually. Use ceiling fans to circulate warm air in the winter and cool air in the summer.
- Close vents or valves in unused areas. Keep doors and windows closed as much as possible, including closet doors and doors to rooms not in use.

Learn more about Focus on Energy programs and ways to save at focusonenergy.com or by calling 800.762.7077.

REDUCING ENERGY WASTE ACROSS WISCONSIN

Focus on Energy, Wisconsin utilities' statewide program for energy efficiency and renewable energy, helps eligible residents and businesses save energy and money while protecting the environment. Focus on Energy information, resources and financial incentives help to implement energy efficiency and renewable energy projects that otherwise would not be completed.

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