

# WHEN YOU'RE IN FOR **LEDS**, WISCONSIN IS IN FOR A **BRIGHTER** **FUTURE.**

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



# The right bulb for you is also right for Wisconsin.

Energy efficient LEDs are safe and durable, and they come in a wide variety of styles. Each bulb can 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 the chart below 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.

### Tip: Select bulbs rated for damp or wet locations

Damp locations include covered patios and porches that are fully protected from water, even during storms. Wet locations include interior or exterior spots where water or other liquids may interact with the bulb or electrical fixture. These ratings can be found on a bulb's packaging or the bulb itself.

### Tip: Select bulbs rated for enclosed fixtures

If an LED is used in an enclosed fixture that it wasn't designed for, it can overheat and begin to dim, change in color or fail early in its life cycle. A bulb rated for enclosed fixtures is guaranteed to operate at a proper temperature and function at its highest capacity. These ratings can be found on a bulb's packaging.

		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 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.

COLOR/APPEARANCE					
2,700K	3,000K	3,500K	4,100K	5,000K	6,500K
▲ WARM			▲ COOL		
					
<b>Warm White, Soft White</b> Standard color of incandescent bulbs.	<b>Cool White, Natural White</b> Good for kitchens and workspaces.	<b>Natural or Daylight (think blue sky at noon)</b> Good for reading.			

## 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 [focusonenergy.com/lighting](https://www.focusonenergy.com/lighting).

## 5. Make sure to reach for ENERGY STAR® certified LEDs.

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](http://energystar.gov).

Lighting Facts Per Bulb	
<b>Brightness</b>	800 Lumens
<b>Estimated Yearly Energy Cost</b>	\$1.08
Based on 3 hrs/day, 11¢ kWh Cost depends on rates and use	
<b>Life</b>	22.8 years
Based on 3 hrs/day	
<b>Light Appearance</b>	Cool
Warm  3,000 K	
<b>Energy Used</b>	9 Watts

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



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Learn more about Focus on Energy and ways you can help yourself—and Wisconsin—save by visiting our website or giving us a call.

\* [energystar.gov](http://energystar.gov)

[focusonenergy.com](http://focusonenergy.com)

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. © 2020 Focus on Energy



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