

## NEWS

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For Immediate Release  
Contact:  
Lisa Scholin  
503-977-0483  
lisa@blueflypr.com

### **Energy Trust of Oregon offers discounts and tips for buying energy-saving lighting this fall**

*As daylight hours dwindle, utility customers can light their home while trimming energy bills with an easy twist of the wrist*

PORTLAND, Ore. — October 26, 2012 — Switching from traditional incandescent light bulbs to energy-efficient lighting is one of the easiest and most affordable steps consumers can take to save energy and money and protect the environment. In fact, with lighting accounting for nearly 20 percent of a home's electric use, it can be one of the most effective energy improvements for the home.

To help utility customers make a change to energy-efficient lighting, Energy Trust of Oregon is working with participating retailers across the state this fall to offer discounted prices on a variety of ENERGY STAR<sup>®</sup> qualified compact fluorescent light bulbs. The bulbs are suitable for the whole house and include options for specialty lights such as globes for bathroom bars, candle bulbs for chandeliers, flood lights for outdoor fixtures and indoor recessed cans.

Discounted CFLs are available at Ace/True Value Hardware, Albertson's, Batteries Plus, Bed Bath and Beyond, Bi-Mart, Big Lots, Costco, Fred Meyer, Grover Electric and Plumbing Supply, Haggen, Home Depot, Lowe's, PARR Lumber, Platt Electric Supply, Safeway, Walmart and Winco. No coupon is required — the discounts are reflected in the shelf price and are available through the end of the year.

"With lower prices at retailers across Oregon and a wide selection of options for the whole home there has never been a better time to make the switch to energy-saving lighting," said Matt Braman, residential program manager, Energy Trust. "Making the swap can make a significant and immediate difference."

ENERGY STAR qualified CFLs offer energy savings of 75 percent or more compared to traditional incandescent bulbs, and can help save about \$6 per light bulb on the annual energy bill. For a home with about 40 light bulbs, a simple switch to ENERGY STAR lighting could save around \$240 per year. CFLs also have a long lifespan of seven to 10 years, compared to the one-year life expectancy of a traditional bulb.

"Lighting is moving from a short-term investment to a longer-term investment because bulbs like CFLs last for years, not months," explained Braman. "It's important to consider how much you will pay to operate the bulb after the original purchase, including annual operating costs and the approximate life of each bulb."

Consumers who replace their traditional bulbs with ENERGY STAR qualified CFLs can recover their costs in about six months. After that, they will continue to benefit from the 75 percent energy savings each bulb offers, and won't need to change the bulb for about seven years.

## Shopping Tips

1. Check the Lighting Facts label on the packaging  
Similar to a Nutrition Label for food, a Lighting Facts label is now required on all lighting packages starting this year. The label offers an easy way to compare bulbs in the shopping aisle with information about brightness (lumens), estimated annual operating cost, how long the bulb should last and light appearance (warm to cool).
2. Look for lumens not watts  
As lighting becomes more efficient, shopping for lighting is shifting from looking for watts to looking for lumens for each bulb. Lumens, which appear now on lighting packaging, show how much light a bulb will provide, watts show much power it uses. Watts are a better predictor of how much energy a light bulb uses than how bright it is. Overall, for lower light per bulb, look for fewer lumens; for brighter light, look for a greater number of lumens.
  - If you used to buy 100 watt bulbs, look for a bulb with 1,600 lumens.
  - If you used to buy 75 watt bulbs, look for a bulb with 1,100 lumens.
  - If you used to buy 60 watt bulbs, look for a bulb with 800 lumens.
  - If you used to buy 40 watt bulbs, look for a bulb with 450 lumens.
3. Determine which shapes, sizes you need  
Efficient lighting comes in a variety of shapes and sizes designed to work with a wide range of fixtures. There are CFLs for almost any fixture, including globes for bathroom bars, candle bulbs for chandeliers, flood lights for outdoor fixtures and indoor recessed cans. Be sure to match the right bulb to the right fixture.
4. Consider color tone  
If you're looking for a warm light tone, choose efficient bulbs marked "soft white" or "warm white." Choose "cool white" or "bright white" for a more neutral and brighter white tone. Bulbs marked "daylight" provide a very cool, very bright white light. Warmer light is typically good for bedrooms, living rooms and dining rooms. You might want a brighter cooler light in kitchens or work spaces like offices or garages.
5. Buy lighting with the ENERGY STAR label to ensure quality and performance  
Lighting marked with the blue ENERGY STAR label means it has met stringent requirements for brightness, color quality and consistency, and must comply with federal and industry power and operating standards.

For more information on CFLs, including Energy Trust discounts, shopping tips and information on recycling and proper disposal visit [www.energytrust.org/cfl](http://www.energytrust.org/cfl).

Energy Trust of Oregon is an independent nonprofit organization dedicated to helping utility customers benefit from saving energy and tapping renewable resources. Our services, cash incentives and energy solutions have helped participating customers of Portland General Electric, Pacific Power, NW Natural and Cascade Natural Gas save more than \$1 billion on energy bills. Our work helps keep energy costs as low as possible, creates jobs and builds a sustainable energy future. Learn more at [www.energytrust.org](http://www.energytrust.org) or call 1-866-368-7878.

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